



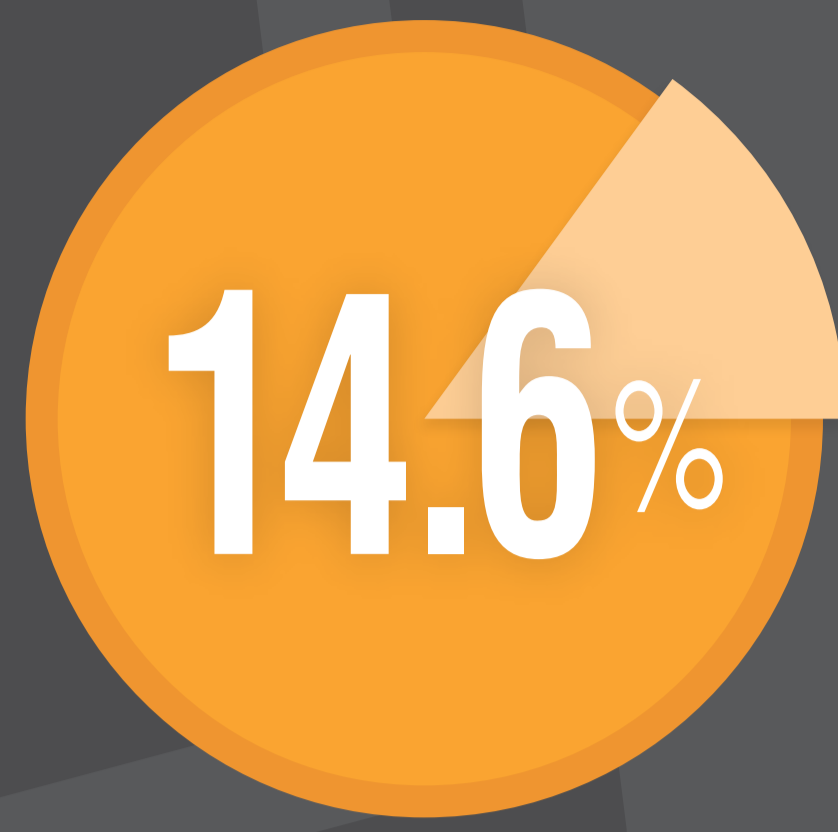
# HOW TO GROW ECOMMERCE REVENUE WITH SHOPPING CART ABANDONMENT

## Why you need it

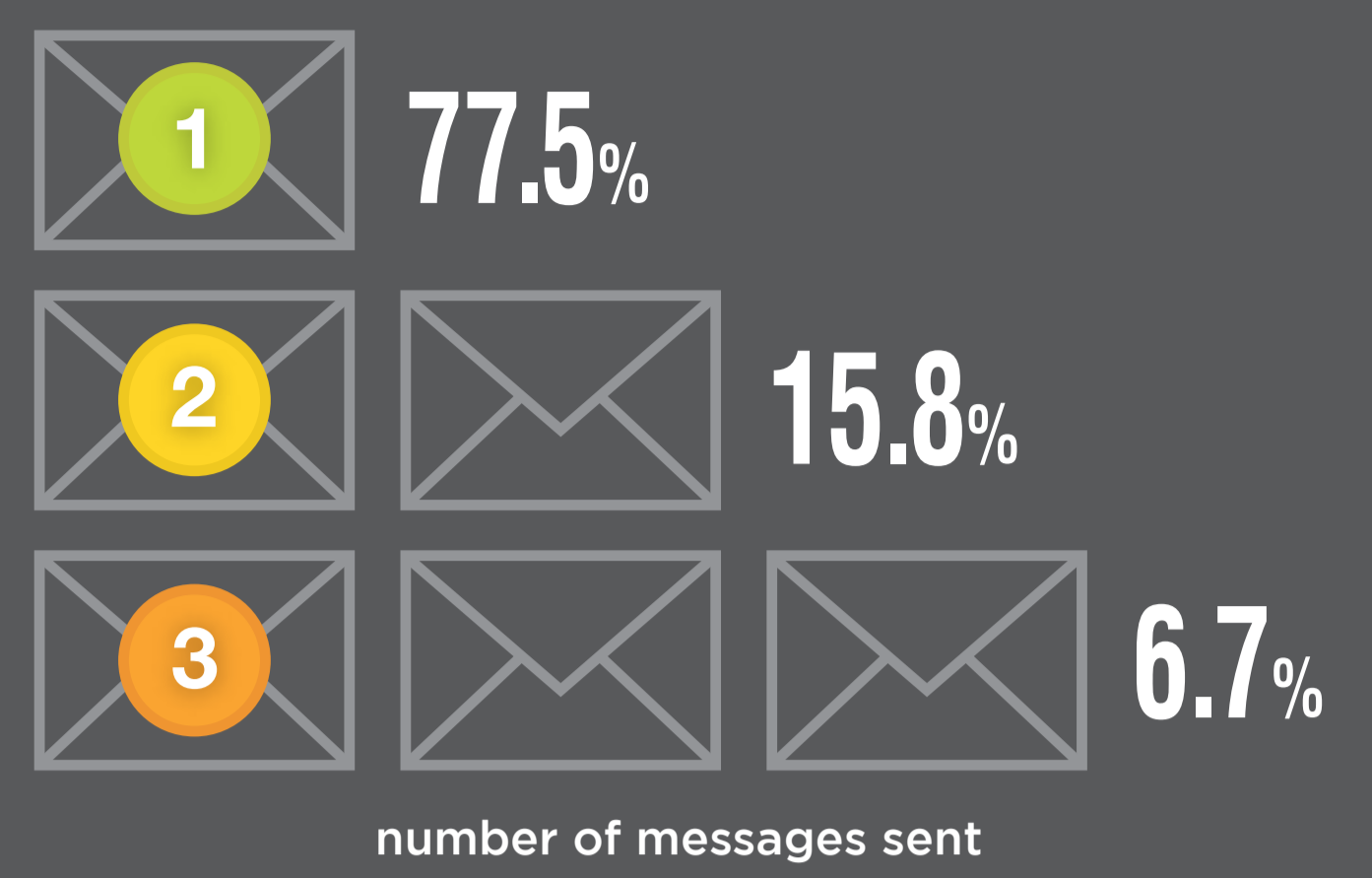
75% of online shoppers abandon their carts without completing the transaction



## Who is doing it?



## What they're sending



## TIP 1 MAXIMIZE REVENUE BY SENDING A SERIES OF MESSAGES



Email 1 - 15.65% Actual conversion rate



Email 2 - 13.58% Actual conversion rate



Email 3 - 11.76% Actual conversion rate

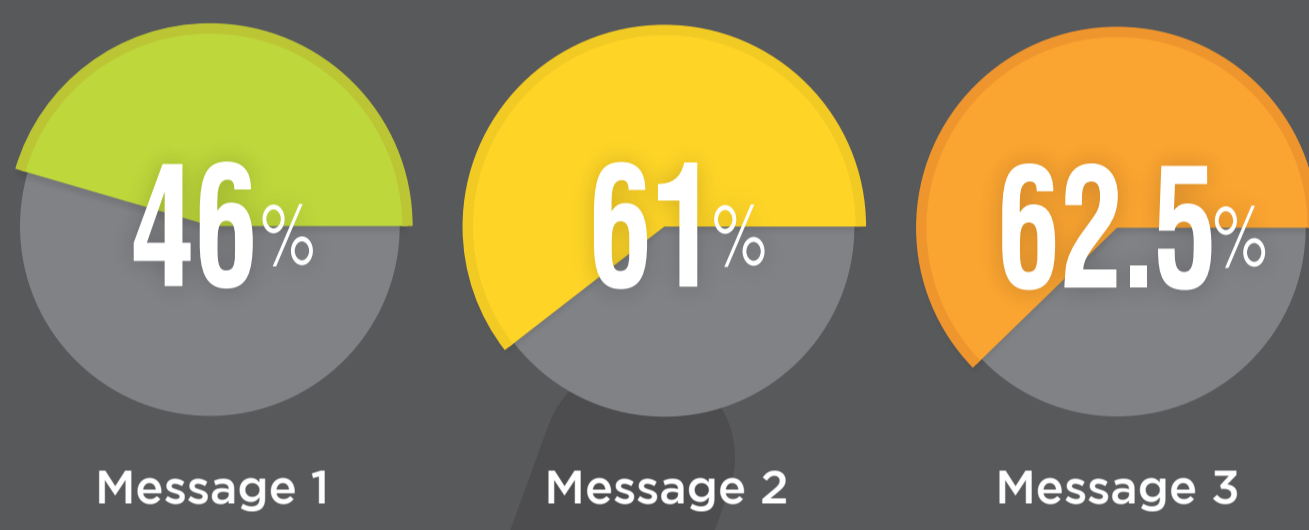
## TIP 2 GET THE TIMING RIGHT TO INCREASE AVERAGE ORDER VALUE



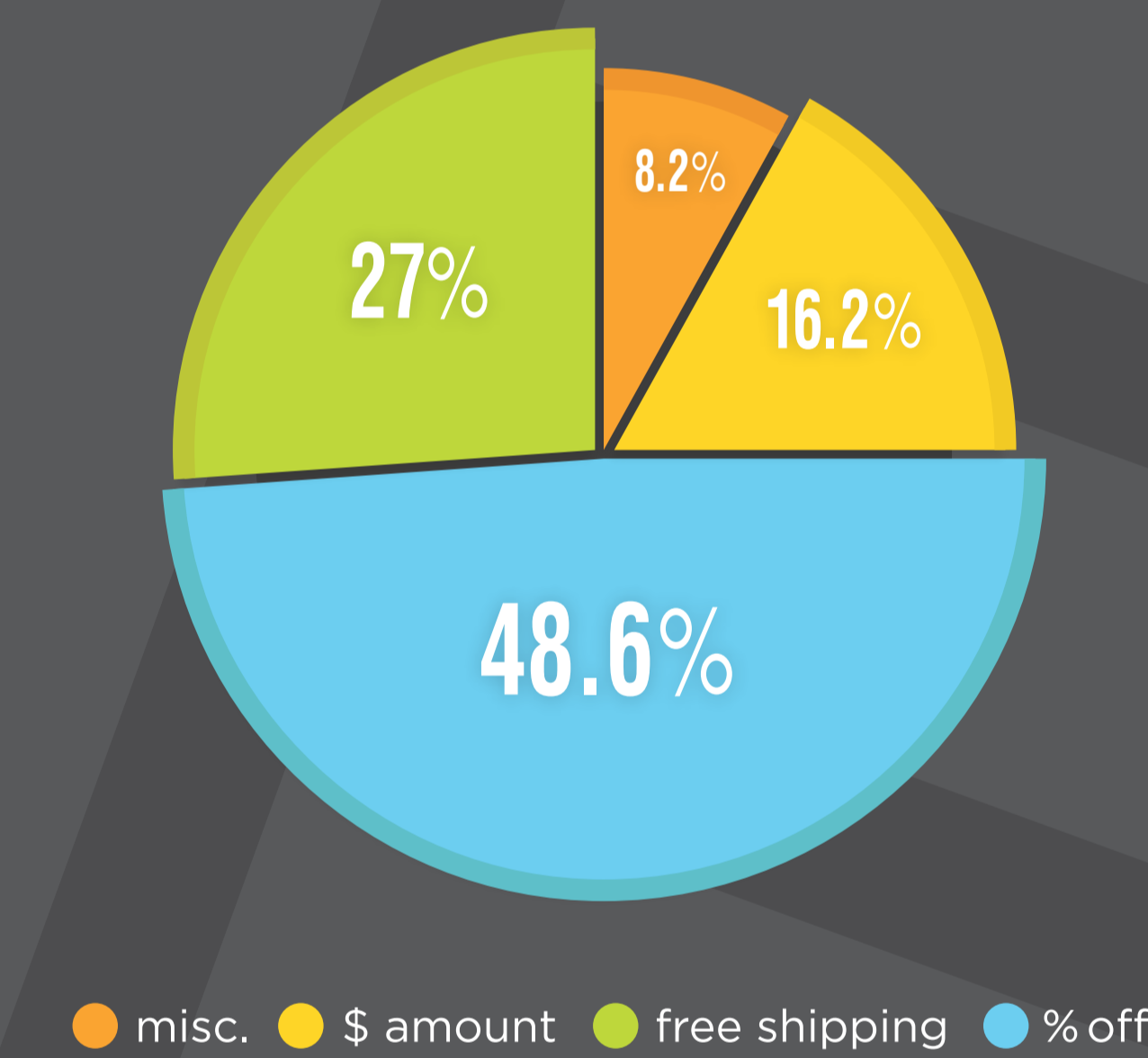
Messages sent 1 hour after abandonment have more clicks and conversions. But messages sent 3 hours after abandonment have higher Average Order Values.

## What are they offering?

IR 1000 OFFERS



MESSAGE ONE OVERALL OFFERS

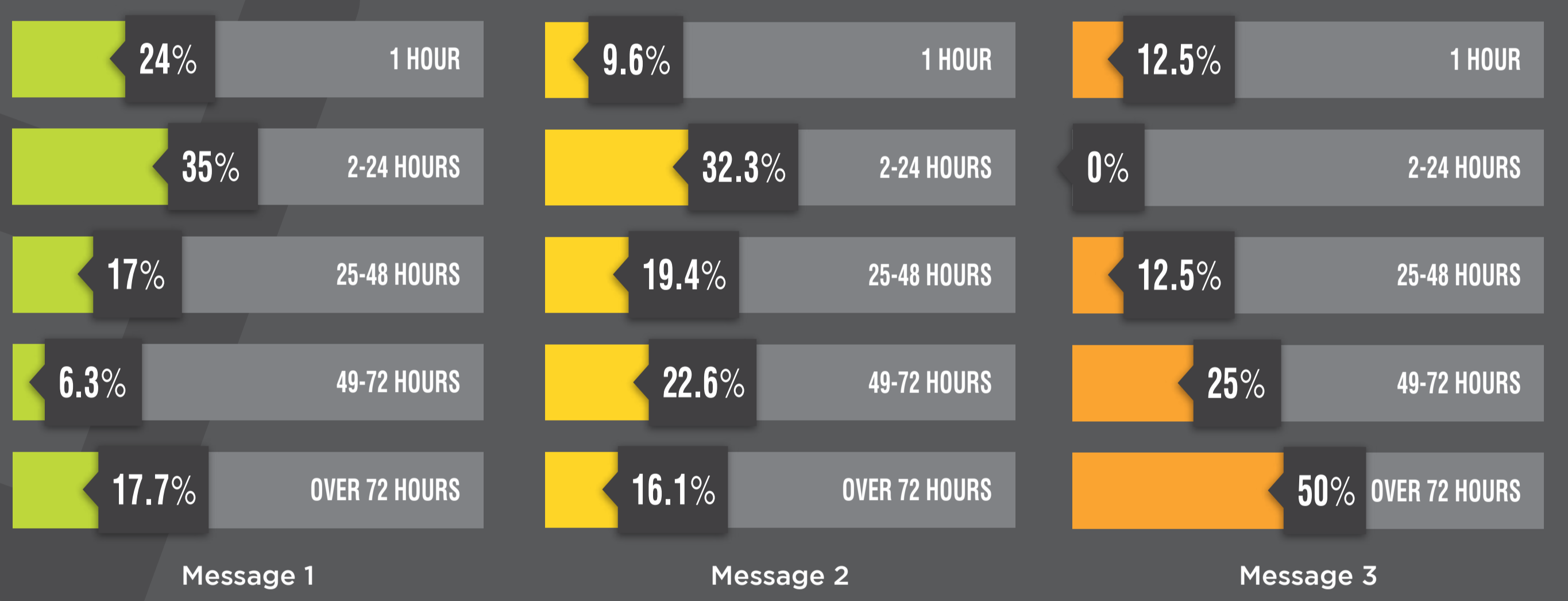


## TIP 3 MAXIMIZE MARGINS THROUGH SMART DISCOUNTING

Your best customers will buy without an offer. Only offer a discount the first time a shopper abandons a cart, or suppress offers within a certain time frame, so customers don't take advantage of the offers.

## When are they sending?

CADENCE FOR IR 1000



## TIP 4 INCREASE REVENUE WITH DISCOUNT LADDERS



Email 1 - no offer 50 conversions @ \$100 \$5000



Email 2 - 5% off 40 conversions @ \$95 \$3800



Email 3 - 10% off 30 conversions @ \$90 \$2700



Email 1 - 10% off 50 conversions @ \$90 \$4500



Email 2 - 10% off 40 conversions @ \$90 \$3600



Email 3 - 10% off 30 conversions @ \$90 \$2700

## Are the messages personalized?

27.4%

SHOPPER'S NAME

38.7%

MERCHANDISE

## TIP 5 PERSONALIZE MESSAGES WITH DYNAMIC MERCHANDIZING TO INCREASE CONVERSIONS

Name

Keith, Complete Your Order Now. Can't view this email? View here.

Products



Prices

CS 2310 Home Theater System Refurbished \$199.99/each. TVue Model 25 Refurbished \$239.99/each.



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\*Stats taken from our Internet Retailer 1000 Shopping Cart Abandonment Study