

Shopping Cart Abandonment Solution

A thoughtful cart abandonment strategy lets you capture potentially lost revenue, in addition to providing an opportunity to build loyalty, up-sell and potentially improve your process. What's important is using appropriately timed and personalized messaging that reaches back to the customer who didn't complete a purchase. Cart abandonment campaigns should incorporate behavioral data to engage the customer on their needs or emotion to complete the purchase. The success of a cart abandonment campaign is also dependent upon timing; you need to be wary of when that customer typically shops; maybe the cart was abandoned due to interruption versus not wanting to purchase.

Cart Abandonment campaigns also provide the opportunity to cross-sell by promoting other products that complement items already in the cart; or to survey the customer on the reason for abandonment so you can take action. Cart Abandonment emails must be personalized and remind the customer of the items left in the cart, as well as provide additional information to make purchasing easy.

Recoup Sales with Automated Cart and Abandonment Campaigns

Elements of Cart Abandonment Solution

- Campaign strategy based on the particular audience and business
- Direction on the content and timing of the reach back
- Workflow and trigger points to get customers to complete the next step
- Post campaign analysis to determine success and ROI

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.