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Abandonment Issues:

Turning Lost Carts,
Incomplete Forms
and Interrupted
Browse Sessions
into Revenue!



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Think of all the distractions that can pop up when you're surfing the Web: instant messages, email alerts, social media updates, text messages, phone calls, TV and radio programs—the list goes on and on and is growing by the day as new communication channels emerge.

Add in the world's oldest task interrupter—good ol' homo sapiens—and it's no wonder that every day thousands of online shopping carts, download forms, digital tools and browsing sessions are abandoned before a purchase is made, a form is completed or any number of other actions is taken.

Of course, it's not just everyday distractions that can cause abandonment. The customer or prospect in question may have been displeased with the shipping costs, daunted by a long form, uncertain about the next step or simply creating a wish list. Regardless of the reason for not completing the action, the result is the same for the business on the other end of the exchange: a lost chance for engagement and revenue.

Many companies throw in the towel at this point. But given that the contact has shown a clear intent to engage with your company, that could be a big mistake. In many cases, a follow-up message or series of messages delivered with the right tone, content and offers can recover these lost opportunities and translate them into gains for your company.

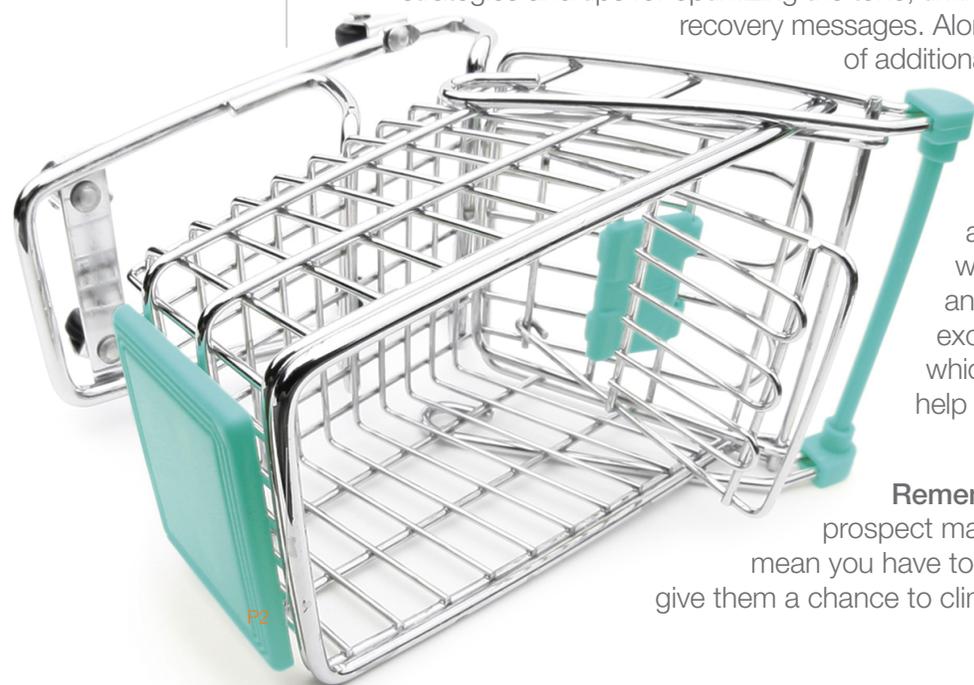
One study, for example, showed that three out of four cart abandoners will respond to cart recovery emails, whether to purchase or just to browse¹. And while process abandonment-type messages typically make up a small percentage of company communications, they often garner a disproportionately large amount of gains.

In this white paper, we'll focus on shopping cart abandonment—the most common type of abandonment campaign and one we can all relate to as consumers—and offer strategies and tips for optimizing the tone, timing and technical aspects of cart

recovery messages. Along the way, we'll also explore a range of additional process abandonment scenarios,

including form abandonment, browse abandonment, service/trial abandonment and more, in which a customer or prospect shows interest and intent but fails to convert. And we'll provide tactics for implementing and increasing the effectiveness of these exciting behavior-triggered programs, which can be applied in your business to help move the revenue needle.

Remember: Just because a customer or prospect may have abandoned ship, doesn't mean you have to let them go. Throw them a line and give them a chance to climb back in. Here's how.





Cart Abandonment

People abandon carts for many reasons. They may get interrupted, find a better deal elsewhere, or just not be ready to buy yet. Others get to the end of the process only to find out they don't qualify for discounts or shipping incentives, while still others leave items in their carts as "wish lists" with the intention of returning later. Whatever the reason, 60 percent to 70 percent of shopping carts are abandoned before checkout. In many of these cases, it's possible to recover these lost sales with a little effort.

Developing a Plan

If you're considering a cart abandonment program, the first step you'll likely want to take is evaluating whether such a program is a good use of your resources. To do so, start by pulling the following data points:

- Your abandonment rate,
- How many of these abandoners you have email addresses for
- Your expected conversion rate
- Your average order value

You can then calculate how much you'll generate if you deploy a cart recovery program and decide whether setting up an automated, triggered email program to recover lost shopping cart revenue is a good time and financial investment.

You'll also want to think about how you'll pull the data to run such a program. In short, you'll need an integrated system that enables you to identify browsing-based events, such as abandoned shopping carts, and then leverage this insight within your marketing platform to enable automatically triggered email remarketing campaigns. Possible sources for this data include Web analytics providers, ecommerce platforms, home-grown systems and third-party tracking.

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Apparel & Fashion Fabric | Quilting Fabric | Home Decor Fabric | Lotions & Patterns | Clearance Fabric

FREE SHIPPING on orders \$35+
FREE RETURN SHIPPING US Only

Come Back and Save 15% Off
Excludes the purchase of sewing machines.
Use coupon code **ABAND2009**

Dear Customer,

We noticed that you added one or more items to your shopping cart at [fabric.com](#), but didn't check out. With yardage quantities always changing, we wanted to make sure you had a chance to get your fabric before it sells out. Below you will find a sampling of items that were in your cart.

We would like to invite you to come back and complete your purchase. In case you're still not sure, we're also giving you **15% off your entire order**. Just use coupon code **ABAND2009** at checkout. This code expires 2 weeks from the receipt of this email, so don't wait too long! This coupon code cannot be used with other coupon discounts and does not apply to Sewing Machines.

If you'd like to come back and complete your purchase, simply click "View Cart". (If items do not appear in your cart, then your cookies have been deleted.)

[Click here to go to your cart NOW!](#)

Your satisfaction is important to us. We have a 30-day, no questions asked return policy and free return shipping. If you have any questions, comments or concerns regarding your order, feel free to contact Customer Care at 888-455-2940 or customer-care@fabric.com.

Don't forget - all orders over \$35 ship for absolutely FREE!

Your Shopping Cart

	CM-913 Omble Ridge Cotton Shirting Black/White	Our Price: \$6.99	SHOP NOW
	AL-102 Classic Seersucker Pink & White	Our Price: \$8.98	SHOP NOW
	CM-040 Sophia Stretch Double Full Teal	Our Price: \$10.98	SHOP NOW

Go Sew!

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Thank you for agreeing to receive promotional and product-related email from Fabric.com.
You have received this promotional email because you asked for information about Fabric.com or because you are a customer.

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You may also be removed from this list by calling 1-888-455-2940, or emailing your request to [Customer Care](mailto:Customer-Care).

Fabric.com
2151 Northwest Parkway, Suite 450 Marietta, GA 30067
For all other customer service needs: 1-888-455-2940 (9:30 a.m. to 5:30 p.m. ET Monday through Friday)

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Fabric.com employs a strong call to action, product photos and a sense of urgency to entice customers to return to their carts. Compared to its broadcast emails, its cart recovery emails yield click-through rates 350 percent higher, average order value 20 percent higher and conversion rates 50 percent higher.



Worried about people who will try to game the system by intentionally abandoning carts so they receive discounts? While a few will do so, the reality is that for the majority of sites, the number is so low that it's insignificant. The average consumer either doesn't know how to play the system or feels it isn't worth the effort.

If you're thinking about offering incentives as part of your cart recovery program and are really concerned about this, though, you can run reports down the line tracking frequent abandoners, then suppress them from receiving cart abandonment emails. Consider, though, that at the end of the day you're offering these incentives anyway, so if you're boosting sales and growing revenue overall, a handful of "system gamers" isn't cause for concern.

Once you've convinced yourself—and any necessary parties—about the benefits of a cart abandonment program, you'll want to develop a creative strategy. While taking a sophisticated approach is best for maximizing revenue, remember that you don't have to try to boil the ocean if you're just starting out. Sending a single cart recovery email two days after abandonment isn't ideal, but it's much better than nothing.

When building your cart abandonment campaign, you'll have to decide on a number of factors, including:

- **Business rules**—what prompts a cart abandonment email?
- **Number of messages**—just one, or a series?
- **Timing of messages**—how long after the abandonment?
- **Tone and content of messages**—more service or sales-oriented?
- **Discount or incentive**—should you include them, and if so when?

Browse Abandonment

A close cousin of cart abandonment, browse abandonment refers to a scenario in which a customer visits certain pages on your website but doesn't make a purchase. Assuming you have that customer's email address, you may want to consider a triggered browse abandonment email.

Many of the tenets of cart abandonment apply here, particularly maintaining a service tone. Test style and content to make sure you're presenting helpful information the recipient appreciates without coming across as too big brother-ish.

As with cart recovery messages, you'll need to set up business rules for how the system will work—in this case, how you'll define a "browsable event." One key difference between cart and browse is that in most cases, you'll trigger a browse abandonment message off a product category rather than a specific product. For example, someone who viewed three models of off-road running shoes might get an email centered around off-road running shoes in general rather than the specific models he or she looked at.

Personalize the message with images and details from the product category the shopper visited but ultimately didn't purchase from. Include customer reviews and reinforce why you're better than the competition.

Remember that as opposed to cart abandonment, where customers are at the bottom of the funnel, people who browse a certain page and leave may or may not have a strong intent



to purchase. So if you have educational materials—how-to guides related to your product, for example—browse abandonment messages are the perfect place for them.

Obviously, the conversion rate with browse abandonment is going to be much less than with cart abandonment because of the difference in where recipients are in the buying cycle. But if you can get a small percentage to convert off a large number of browsers, that could still have a huge impact on the bottom line.

The key point to remember is that you're trying to move these contacts further along in the buying cycle, and by capturing their interests based on browsing habits, you can automate a nurturing process to stay in touch with them as you help them along the path to becoming a customer.



Let's take a deeper dive into the various factors you'll need to consider when developing a cart abandonment program.

Rules and Timing

Based on your ROI estimate, you'll have to decide who will receive a cart abandonment email. For some companies it may make sense to send to everyone, while others will only want to trigger a cart recovery message at a certain dollar amount (e.g. \$50 in the cart). On a similar note, some companies may want to only offer an incentive if a certain threshold has been reached (e.g. free shipping on purchases over \$75).

In addition, consider putting rules into place to stop a campaign when a customer comes back and buys. In an age in which humanization is critical to boosting engagement and loyalty, it can come across as impersonal and annoying if a customer receives a promotion for an item he or she just purchased.

Next, you'll have to decide how many message you'll be sending in your cart abandonment series, as this will impact other variables such as message tone and incentives. Although one cart recovery message is certainly better than none, our experience with clients indicates that a multistage series is the best way to boost results. For example, you might implement a three-part campaign in which the first reminder is sent with a few hours of abandonment, the second approximately 24 hours after abandonment, and the third about a week later.

This message contains graphics. If you do not see the graphics, [click here to view](#).

Tafford
UNIFORMS

SPECIAL OFFER!
\$5 Off your order of **\$50** or more

Now Arrivals | Solid Scrubs | Print Scrubs | Footwear | Accessories | Tee & Polos | Lab Coats | CLEARANCE

Come back and get
\$5.00 Off
your order of
\$50 or more
plus get
FREE
Shipping

Fred - There's been an item or two in your cart for a few days and we hope that you are still interested. To help you make up your mind, we'd like to offer you **\$5 off** your purchase plus **FREE SHIPPING!**

Hurry, this is a limited time offer and is only good for two days from this date: April 06, 2010.

To complete your purchase click the button below and we'll take you back to your shopping cart. Once there, you can review your product selections, make any changes you want or add more items and proceed to checkout.

If you have questions about your product selections or need additional assistance to complete your order please contact [Customer Care](#) at (888) TAFFORD!

Thanks again for shopping with us!

[Resume Shopping](#)

Tafford employs a two-step cart abandonment series, with the first email triggered the morning after the cart is abandoned and the second message, which has a coupon (see above), triggered two days after the first. The results are impressive: A 15 times higher likelihood to convert versus its normal broadcast messages.



As far as timing of the first abandonment message goes, “act fast” should be your mantra if you want to strike before leads go cold, thereby maximizing the effectiveness of your cart abandonment initiatives. A common mistake, though, is for companies to wait too long to send the initial recovery email, with 61 percent letting more than a day elapse according to a Silverpop study². In general, the sooner you connect with the customer, the better your chances of success.

Keep in mind that optimal timing will vary based on the site and the time sensitivity of the transaction. To determine what cadence works best for your company, test a few different timing and frequency options to see what yields the most click-throughs, conversions and revenue while keeping unsubscribes and complaints to a minimum.

Form Abandonment

For marketers trying to drive leads, getting a prospect to successfully register for an event or download a document is often a critical step in nurturing that person through the sales funnel. So how do you handle the frustrating scenario in which a known contact clicks through to your Web or landing page and then stops short of filling out the form and hitting “submit”?

Depending on the scenario and the reasons for abandonment, a triggered form abandonment message may be an effective way to strengthen engagement and continue moving that prospect through the funnel. Let’s say you have some prospects who clicked through on your email and visited your Webinar sign-up page but didn’t register. Perhaps they’re interested but won’t be available on that date. Or perhaps they weren’t sure of their other time commitments when they originally clicked through and have forgotten about the Webinar.

As the event date approaches, you could send prospects who meet certain criteria (e.g., visited page but didn’t complete form) a general registration reminder, but also provide additional calls to action built around messaging that acknowledges that the

person may not be able to attend your Webinar. For example, you could offer links to other presentations on Slideshare, offer to send a recorded version of the event post-Webinar, and ask if the prospect would like you to call them. The idea is to keep a service tone: “OK, you can’t attend, but maybe there’s something else I can help you find.”

Or, on a similar note, let’s say you’re holding a physical event. You’ve sent three registration emails, and while the contact in question never signed up, they did visit the registration page. You might send them a triggered email that says, “Looks like you can’t attend. If you can, please visit this page to register. If not, is there some other way we could help?” You might provide links to additional resources related to the event or offer to send them a digital copy of a document you’ll be distributing on site.

What about if someone abandons a white paper sign-up? In this scenario, you might send a form abandonment message offering related pieces of content, or offer the content served up in different formats (e.g., a video or slideshow as opposed to a white paper).

“From” Names and Subject Lines

As with all emails you send, choosing a “From” name and subject line for your cart abandonment messages will be among the most important decisions you’ll make, as they will be the first aspects of your email recipients see and will help determine whether they ignore, delete or open your message.

When selecting a “From” name for your cart abandonment messages, don’t get cutesy or use a transactional address—you want to avoid confusion. To that end, use an immediately identifiable “From” name—the shortest, most logical, most recognized brand that recipients would likely expect to see from you in their inboxes.

With subject lines, your approach will depend on how many cart recovery messages you’re sending. If you’re only sending one abandonment email—or if you’re down to the last message in your series—make sure your subject line is clear and direct, conveying urgency and a call to action. Real-life examples include:

- Don’t Go Yet! Come Back to Your Shopping Cart & Save!
- Items in your shopping cart are still available for purchase
- Good News! Your Shopping Bag is Still Available



- Hurry! You Have Items In Your Cart, Get Them Before They're Gone.
- Hurry! You Have Items In Your Cart, Get Them Before They're Gone & Get Free Shipping Until The 15th Of Dec.
- Only 24 hours left to use your cart!

If you're sending a series of messages, there's room to be more creative and test different subject-line approaches, perhaps incorporating humor, personality or a softer-sell approach. Examples include:

- Did you forget something?
- Courtesy Reminder
- Your cart items are getting lonely!
- Is it something we said...
- You Left Something at [company website]...
- Want to get free shipping on your next order on [company name]?

SMARTPAK  **FREE SHIPPING** On all orders over \$75 **100% Happiness Guaranteed**

Apparel : Tack : Barn : Supplements : Pharmacy : Blankets : Dog : New : Clearance

Did you forget something?

Dear Amy,
Thank you for visiting [SmartPak!](#)

We noticed that you started an order but it was not completed. Our products have been tested and approved by our staff horse and dog owners and your order is **100% Happiness Guaranteed**. Plus, all orders over \$75 ship free every day!

With our **price match**, if you find a lower price (after factoring in shipping costs) from any major equine catalog, simply contact us and we'll match it.

To complete your order, you may [login to your account](#), reply to this [email](#) or call us at **1-800-461-8898**. Please let us know if we can answer any questions or help you complete your order.

Sincerely,
SmartPak Customer Care

[Return to Cart](#)

Questions? Comments? Need Help?
Contact CustomerCare@SmartPak.com or Call **1-800-461-8898**

Items left in your cart:

 [Rambo Newmarket Travel Boots](#)
[Return to Cart](#)

 [Intec Leather Spur Straps](#)
[Return to Cart](#)

SmartPak uses creative subject lines such as “Did you forget something?” as part of its cart recovery series.

When crafting your subject line, consider omitting your company name if you're already employing a recognizable “From” name that includes this information. You can then use this valuable real estate to convey other important information.

Don't agonize over length, though. Keep your subject line specific to recipients (“Come Back to Your Shopping Cart & Save!”) and they'll be motivated to open and act. That said, it's uncommon to incorporate the abandoned product names into subject lines, because if there are multiple items the subject line could become unruly. As always, test, test and test again.



Service or Trial Abandonment

Having customers and prospects register for your online service, free trial or mobile app is cause for celebration. But if they never actually use what they signed up for, your engagement and conversion goals won't be met, putting a considerable damper on any revenue-related festivities. So, consider the following automated message possibilities for contacts who register but then go inactive:

- **Service:** A customer signed up for your service, but didn't take the next steps to become an active user—maybe he or she forgot, it seemed like too much work, the person got busy or the next steps were unclear. Consider placing users like this into a messaging track focused on addressing the typical hurdles that cause your customers to become inactive. Help them overcome these issues by providing written tips, video tutorials, a reminder of your value proposition and more.
- **Free Trial:** A prospect signed up for your free 30-day product trial and hasn't logged in yet. Ouch. Consider setting up an automated email, triggered after "X" days

without login, that features a service-oriented message such as, "Hey, we noticed you haven't done these three things in the trial. Here are the reasons you should try this out, here's a Slideshare tutorial to help you, and here's a button you can click on if you want someone to call you for assistance."

Similarly, for users who haven't set up the trial to get the best experience, consider an automated message that, for example, reminds them to sync up their social profile, add preferences and set up alerts.

- **Mobile app:** About 25 percent of mobile apps are used just once³ and then forgotten. To help ensure you're not the unlucky one in every four, set up a rule set so that when customers download an app and then don't use it again within a specified time period, they're placed in a nurture series that educates them about the app's value proposition and features tips for getting started—both yours and those from other users.

Tone, Content and Discounts

What about tone and content? To minimize "big brother" syndrome, consider giving your cart abandonment message a strong service-oriented theme. This might include asking if the customer had any problems or if you can answer any questions, offering alternate channels for completing the purchase, and reminding the recipient of your unique value proposition (e.g. free returns).

Understand purchase contexts unique to your customers and integrate that into your messaging. Consider incorporating the voice of an employee, perhaps by featuring a photo of a customer service rep or having the email signed by your ecommerce manager.

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Home | What's New | Sale | Contact Us | Your Account

Book Tracks & Returns | Library Supplies & Signage | Media Storage AV & Security | Children's Supplies & Furniture | Furniture & Seating | Community Spaces | Archival | Exhibit & Display

Dear ASAKO,

Thank you for visiting Gaylord.com! We noticed the item(s) below remain in your cart. Are you having trouble with your purchase decision? We can help!

CALL US – 1.800.962.9580
Contact our friendly customer service team for an immediate answer on any product questions you might have.

EMAIL US – customerservice@gaylord.com
We have experts standing by to answer your tough questions, ASAP.

TRY BEFORE YOU BUY!
Use our free sample program to try hundreds of supply products before you buy them, to make sure they meet your needs.

100% SATISFACTION GUARANTEED
Our true success comes from giving you more than you expect. Find satisfaction at Gaylord.com!

Aaron Brinson
Customer Service

YOUR CART
WW-PR522,MA-486-3-01,WW-47-280F,WW-3D5VDVKBK,WW-2XC49R,WW-VRLPG,WW-VRLPG13,WW-VRLR,WW-1143,MA-53500-2,MA-C222,MA-6367,WW-GDCD-2

ORDER NOW

Gaylord employs a strong service-oriented tone in its cart recovery emails, including a photo of a customer service rep and offering multiple channels through which the customer can complete the order. Nearly 50 percent of recipients come back to Gaylord to make a purchase.



If you're sending multiple emails, you can get more aggressive with your sales pitch as the series goes on. If you're only sending one, you'll have to combine the best of both worlds.

Keep the design clean with a clear call to action. Remember that despite the proliferation of smartphones, most people are still shopping on their desktop.

Within the message, consider including product photos reminding recipients what items they left behind and link these images back to the cart. To that end, putting a business rule into place that puts a cap on the number of photos shown can help ensure your message doesn't become overcluttered if someone loads up their cart with, say, seven items.

Use related recommendations and ratings to further increase engagement and gently nudge the abandoner toward a purchase. Using first-name personalization should be a no-brainer to further enhance the one-to-one feel of the message.

Should you include the price of the items as a service to customers? Since price is a key cause of abandonment, that will depend on the situation. If you're including an incentive discount, it's more likely that you'll want to highlight this by including price. If not, test both to make sure including the price won't remind the customer why he or she abandoned your cart to begin with.

Last but certainly not least, you'll need to decide whether to offer a discount or incentive in your cart abandonment email—such as free shipping or a percentage off—to help lure customers back to complete a purchase. Discounts clearly will increase conversion rates—at a cost to profits—but they may not be necessary if the shopper abandoned for technical reasons or got interrupted.

If you're sending a multipart series, you have more flexibility here. Especially in the first email in a series, consider focusing on perfecting the tone and content, as the inherent relevance of a cart recovery email can render incentives less important if you take the right service-oriented approach.

If you're going to offer a discount or freebie, consider holding it and making your most aggressive offer in the final email you send. As always, test a variety of incentives to find the right balance between conversions and margins to generate the most revenue.

“Second Step” Abandonment

Sometimes, companies may be faced with scenarios in which customers or prospects complete one desired action—providing contact information in the process—but fail to complete the second desired action. In these scenarios, you can use creative variations on traditional abandonment-type messages to nudge these contacts to complete the second action. A few examples:

- **Prospect watches short demo, but doesn't schedule live demo:** If a prospect watches a five-minute product demo but doesn't complete the call to action at the end to schedule a full-length live demo, consider sending a triggered message within 24 hours from the assigned sales rep asking the prospect what he or she thought of the demo. Reiterate your offer to set up a 30-minute live demo—possibly offering an incentive this time.
- **Prospect uses ROI or mortgage calculator, but doesn't ask for salesperson help:** In this case you might send a follow-up email with multiple service-related calls to action. These might include asking if the contact needs help (with a link to talk to a rep), offering more info (with a link to additional resources) and asking if the contact would like to watch a product demo (with a link to “view now”).

- **Customer uses your online tool, but doesn't buy your product:** Consider sending a series of service-oriented messages combining additional educational resources with promotional info on products that will address the exact needs the customer went through the process of evaluating when he or she used your tool. As with cart recovery emails, save your best offer for last.
- **Prospect registers for trial offer, but doesn't sign up for full service:** Set up an automated message that's triggered when a prospect's account is about to expire and he or she hasn't registered for the full version. In this message, remind the contact of the expiration, outline the benefits of the full version, and ask if the prospect needs more information to make a decision—linking to a sales rep call form or other resource.

In each of the above scenarios, the right tone and approach are critical for avoiding “big brother” issues. Focus on what the prospect or customer is missing out on, offer service-oriented resources, and test timing, tone and offers to see what resonates most strongly with your audience.



Other Types of Cart Abandonment Emails

In most traditional cart abandonment scenarios, recency is the driving factor: A customer leaves your cart with items still in it, and you send an automated message (or messages) to that person after a designated amount of time. But there are several other scenarios that marketers can take advantage of. They may require more sophisticated integrations with Web analytics and ecommerce partners, but they can yield significant benefits. Here are three to consider:

- 1) **Cart Expiration:** Some platforms leave items in a cart in perpetuity, but if your system clears out carts after a certain amount of time, consider setting up an automated message that's sent to customers to alert them that their cart is about to expire.
- 2) **Product Availability:** If a product a customer has placed in his or her cart is about to be out of stock, that could be a powerful incentive to complete the purchase, so consider an automated message in this scenario.
- 3) **Price Change:** If you've lowered the price of an item a customer has in his or her cart, consider setting up rule sets that would trigger an automated message in this scenario. Note: This is one case in which including the price in an abandonment message is probably the right play.

Moosejaw FREE SHIPPING ON ORDERS OVER \$49
or any order including Moosejaw Clothing

MADNESS JACKETS CLOTHING GEAR SALE MOOSEJAW CLOTHING

There's still stuff in your cart
We'll give you Free 2 Day Shipping

But only if you buy your stuff today.

Use code **TWODAY** to get the deal.

There's still stuff in your cart. It'll stay there for seven more days.

Actually, I'm not positive when you're reading this so seven might not be right. I suppose it would be right to say the stuff will be in your cart for seven days from the time I'm sending this message to you. I apologize if this email has made you dumber.

As an added incentive, use code **TWODAY** to get free two day shipping today only. We're not joking so please hop to.

Here are some real reasons to get everything from Moosejaw...

- You get **10% back** to use for Free gear and clothing at MoosejawRewards.com as soon as your order ships. [Details](#)
- We **price match**. Plus, if you find a lower price we give you 1,000 Moosejaw Rewards Points. [Details](#)
- We do **Free Shipping** on all orders that are over \$49.
- We can teach you a ping pong serve that's impossible to return.

If you'd still like to get this stuff, please go to your Shopping Cart. If you have any questions, please give us a call at 877.MOOSEJAW (1.877.666.7352).

Love the Madness,
Moosejaw

Remember to use code TWODAY, and be sure to choose 2 day shipping when checking out or it won't work and we won't be able to. The free shipping is only good in the continental United States. Sorry to be so mean about it.

This email was sent to: john@22at.com

This email was sent by: Moosejaw (Marketing), 2222 N. 44th, Hudson Heights, WI 53071, USA

To ensure delivery of this email please visit: <https://www.moosejaw.com> to your wireless device or approved version of:

[Get your preferences](#) - [unsubscribe](#) - [A notice of a security](#)

Moosejaw includes a cart expiration reminder—along with a crisp image, strong call to action and incentive—within its recovery series, which has tallied open rates of more than 40 percent.

A Final Note: Wrangling with the Wish List

The term “cart abandonment” is obsolete for many online shoppers. They’re not really abandoning their carts; they’re just using them as makeshift wish lists. So why not give them that functionality instead, complete with an email message stream that promotes the items they’ve singled out?

In addition, consider testing the inclusion of gentle cart reminders in your regular broadcast emails, either by linking to the cart if you have that level of ecommerce and email integration, or by segmenting out those customers and including a low-key cart reminder, minus the link.



Cart Abandonment Success Story: DEMCO

To better reach the 30 percent of customers who were abandoning their shopping carts, education supplier DEMCO initiated a cart abandonment program. To enable this campaign, DEMCO integrated Adobe SiteCatalyst and Silverpop through Adobe Genesis, a marketing platform that integrates complementary third-party applications with Adobe products, giving customers a single view into their marketing data.

DEMCO utilizes SiteCatalyst online analytics data to identify customers that have abandoned their shopping carts on DEMCO's website. DEMCO then uses Silverpop Engage to send a series of three cart abandonment emails at one-, three- and five-day intervals encouraging abandoners to return to their cart to finalize their purchase. There are no incentives offered in the first two emails, but in the final cart recovery message, DEMCO offers abandoners a tote bag when they finalize their purchase.

"Integrating our Adobe SiteCatalyst data with Silverpop Engage allowed us to target those customers that had left an item in a cart and encourage them to return," says Lisa Moling, eMarketingPlanner, DEMCO. "Our results show that our series of cart abandonment emails delivers 97 times the revenue (per thousand) of our promotional emails."

Conclusion

If someone abandons your shopping cart, event registration form, Web page, product trial or any process or tool on your website, don't despair. The important thing is that they've shown an interest in your product or service and demonstrated intent to take the desired action. Studies have shown that these types of customers and prospects will often make the purchase you want them to—if you send the correct follow-up message(s).

Like all behavior-driven messages, process abandonment emails are inherently relevant because they're based on specific actions a person took. And by sending a follow-up series of messages that's timely, packed with relevant content based on the products and services the recipient showed interest in, and delivered in a service-oriented tone, you can often overcome whatever obstacles led to the initial abandonment. As a result, you'll re-engage many of these contacts and ultimately drive more revenue.

Footnotes

- 1-SeeWhy, "The Science of Shopping Cart Abandonment," 2011
- 2-Silverpop, "How Retailers Are (and Aren't Quite Yet) Using Triggered Emails," 2010
- 3-Localytics, "First Impressions Matter! 26% of Apps Downloaded in 2010 Were Used Just Once," Jan. '11