Shopping Cart Abandonment

A well-done cart abandonment email program will convert more carts into sales and can drive material incremental revenue lift. Alex & Ani is a Sailthru client that has increased monthly email revenue by 73% with a solid cart abandonment strategy. We recommend setting up a series of 2-3 emails that are deployed to the shopper at set intervals (be sure to test the ideal timing/cadence!) after the cart has been abandoned. This approach gives you flexibility to hold off on offering a discount immediately. While incentives are very powerful levers in abandonment emails, messaging around scarcity is also highly effective ("items sell out soon, so make sure you grab this today!".) Cart abandonment emails are also a great place to feature Horizon-recommended products. For example, maybe the shopper has changed their mind on that particular item, so aggressively cross-selling other items of interest can go far.

Example Cart Abandonment Series

• Email 1: deployed 24 hours after the abandonment event does not offer a discount, but tells the user that this is a popular item and may sell out soon

• Email 2: deployed 3-5 days later and includes a shopping incentive (discount, free shipping, etc.)

• To avoid training customers to expect the abandonment discount, we recommend either shaking up the cadence of email 2 or tweaking the type of promotion you offer. Don't make it about that particular item but rather, offer the customer a discount on some minimum basket threshold

Other Considerations

If the customer has multiple items in cart, test whether you should feature one item or multiple items. If you decide on one item, test the highest price item vs. first item placed in cart, etc.

• Make sure there is a strong, prevalent call-to-action

• Include pictures/enticing visuals of the items selected

• Test including reviews or testimonials from other shoppers

• Outline guarantee and refund policy information

(Note return policy in this Country Outfitter example!)
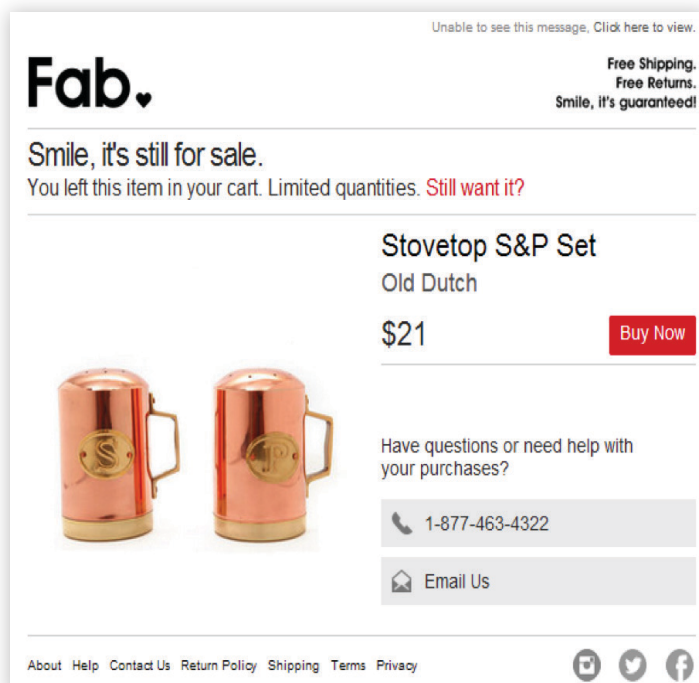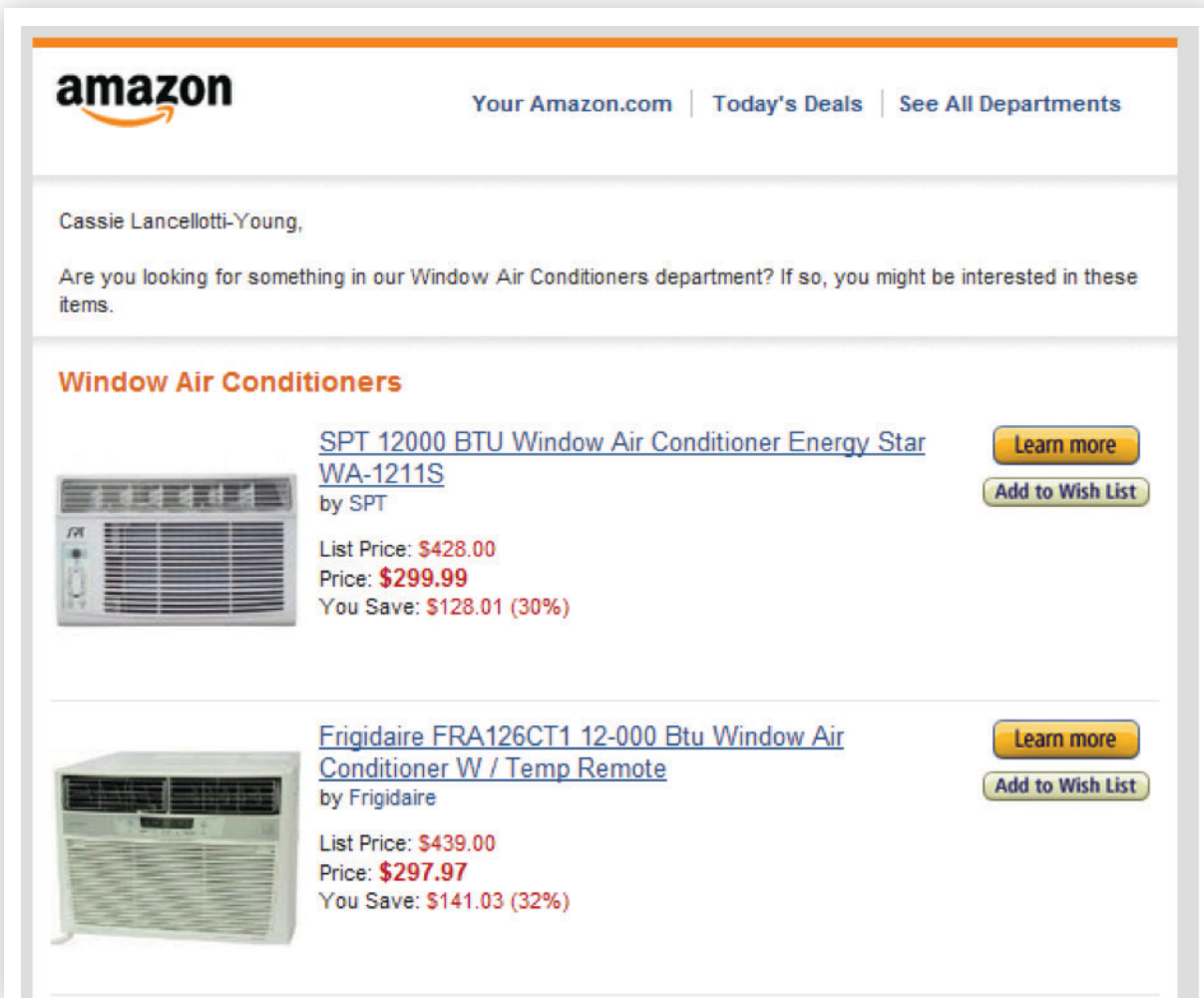
Browse Abandonment

When a shopper looks at the same item 9x over, that often indicates a higher purchase intent than the explicit act of placing that item in the cart. This is where browse abandonment becomes very powerful. Browse abandonment emails are triggered after a shopper views a product (or category of products) "X" many times. It's important to remember that browse abandonment is further up the funnel than cart abandonment, so it may be even more important to focus on educational points around your brand in browse abandonment messages.

Search Abandonment

A final abandonment approach is search abandonment, or recapturing users after they actively search on site but fail to go on to browse or convert. "Searchers" contribute a material percentage of revenue to most retailers, but there is also a material risk of losing high-intent customers if the results are not what they expected. You can leverage the Event API in a similar fashion to what we've prescribed for browse abandonment tactics to lessen the conversion gap here.