

# Incentivize Your Cart Abandoners in Real Time

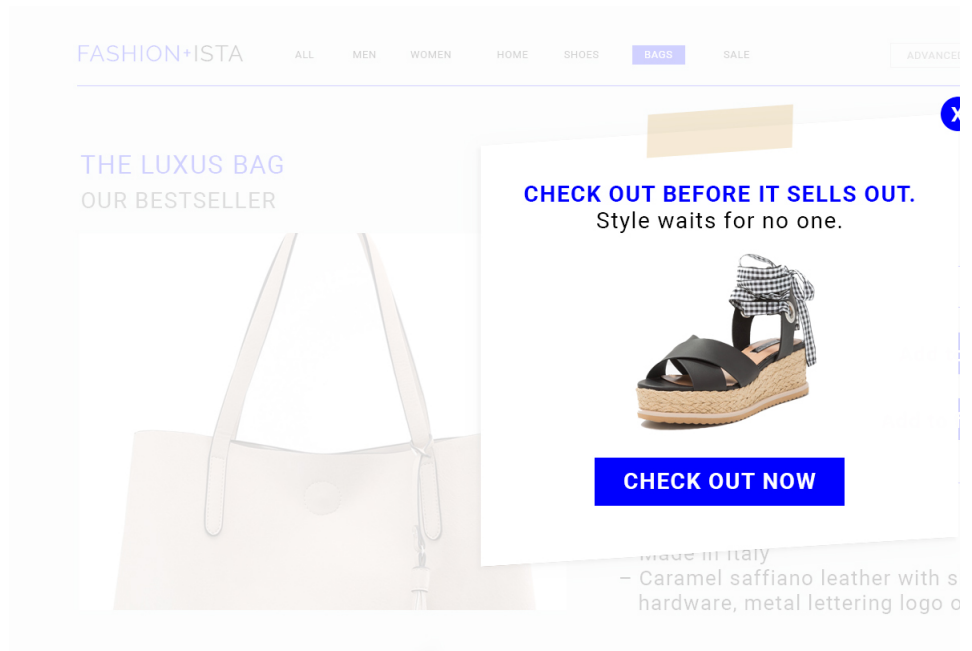
<b>Category</b>	Increase Conversions	<b>Vertical</b>	Retail, eCommerce
<b>Topic</b>	Remind shoppers of what's left in their carts and include a special offer	<b>ID #</b>	140

## Introduction

The average shopping cart abandonment rate is almost 68%. As a result, retailers miss out on tens of billions of dollars in lost sales every year. To help prevent cart abandonment, remind shoppers of what's left in their carts and include a special offer or message to create a sense of urgency.

## Example

With Evergage, it's easy to identify the product(s) your visitors have added to cart. Using this information, you can then leverage your unique brand differentiators, promotions or offers to tie the product(s) in the cart to an actionable incentive to purchase before the visitor leaves your site.



## Segment

Since this beginner-level campaign strategy can be leveraged to increase engagement at different stages of a cart abandonment journey, these are the suggested segments for each stage:

- **Preventing Bounce:** Create a segment of visitors who have added at least one product to the cart today
- **Re-engaging on a subsequent visit:** Create a segment of visitors who have at least one or more product(s) in the cart, within a certain time since the last cart add and no purchase since last cart add:

Segment Name:

AND OR

Items  Added to Cart  \$  worth of  Product

AND Items  Purchased  \$  worth of  Product

NEW RULE

## Measure

This campaign's effectiveness can ultimately be measured by tracking revenue per user, conversion rate, and average order value. Comparing engagement of visitors exposed to these campaigns versus control will also be a valuable measure.

## Setup

Use this beginner-level campaign strategy to increase engagement at different stages of a cart abandonment journey:

**Preventing Bounce:** A visitor who is about to leave your site without purchasing product(s) that were added to the cart within this session.

- *Message Type:* Popup
- *Location:* Site wide except checkout and confirmation pages
- *Segment:* Visitors who have added at least a product to the cart today
- *Campaign Triggers:* See image at right

**Message Settings**

Type Rules Template Options Promoted Content

Device  
+ New Rule

Target Pages  
+ New Rule

Display Frequency  
+ New Rule

On Page Behavior

Bounce Delay 0.05 seconds  
Inactive space 20 px  
Location Top

+ New Rule

OK CANCEL

**Re-engaging on a subsequent visit:** A visitor who is back on your site within a certain time since last cart add

- *Message Type:* Inline
- *Location:* Homepage or category landing pages; display the campaign above the fold such that it can subtly encourage a browser to re-engage. Reminds the visitor of product(s) in the cart
- *Segment:* Visitors who have at least one or more product(s) in the cart, within a certain time since the last cart add and no purchase since last cart add.

### Dynamic Product Promotion Rules:

The campaign can be configured to display product(s) that the visitor has spent the most time viewing within a specified time range. For example, the configuration in the screenshot at the right displays the products the visitor has spent the most time viewing in the last two days. Configure the time ranges to appropriately show the most relevant products across visitor stages.

## Message Settings

Type Rules Template Options Promoted Content

*Selected: Show the product the user added to cart the most in the last 7 days*

Type  None  Static  Dynamic

Based on the

Category  
Product  
Brand  
Style  
Department

that the user

viewed first this visit  
viewed last this visit  
viewed the most times  
viewed for the most time  
added to cart the most times  
purchased the most times  
purchased most recently

in the last  days

- Promote item even if being viewed
- Skip previously purchased products
- Skip products currently in cart

OK