

Incentivize Your Cart Abandoners in Real Time

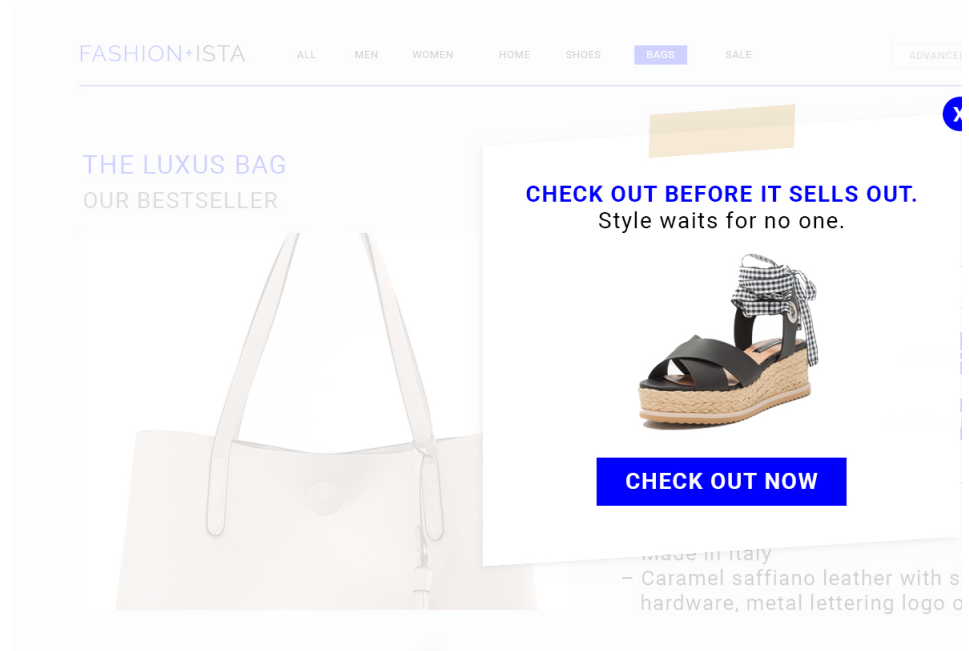
Category	Increase Conversions	Vertical	Retail, eCommerce
Topic	Remind shoppers of what's left in their carts and include a special offer	ID #	140

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