

Convert Browsers to Buyers with Triggered Email



When a customer spends time browsing your site but doesn't convert, reach out to them with a triggered email within a few hours after the shopper leaves your site.

Category	Triggered Email	Vertical	Retail, E-Commerce
Topic	Convert browsers to buyers by understanding real-time information about individual on-site behavior and intent.	ID #	2312

Sections in this Article
<ul style="list-style-type: none">• Example• Segment• Measure• Setup

Example


Consider sending a classic browse abandonment email, with all of the standard components: company branding at the top, explanation of why the email was sent, call to action to continue shopping, recent product details, company USPs, and a standard footer.

In addition to showcasing the abandoned product, include recommendations for similar items to encourage the shopper to convert. You should consider setting a price threshold for the trigger so you don't send a browse abandonment email to a shopper who was looking at a low price item.


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Segment

No segment is required for this play, simply choose the Browse Abandonment option in "Send Options"

Measure

CAMPAIGN SETTINGS	Send Options
OVERVIEW	Email Type: Browse Abandonment
SEND OPTIONS	Reach visitors who showed an interest in a particular product.
HISTORY	Inactivity User viewed item for at least: 2 minutes

Leverage the open and clickthrough rate to understand engagement, but also focus on conversion rate and revenue per user to understand the campaign's impact. Increased average order value is also a key indicator of success of this campaign.

Setup

Process

Evergage will assist you with the setup of your triggered email campaign, but you can streamline the process by doing the following:

1. Work with your Customer Success Manager to ensure all "email setup" steps have been completed
2. Create a similar items recipe with a price inclusion and a related information booster
3. Create a new Triggered Email campaign
4. Determine the details of the email including the subject line, number of experiences to use and test, "FROM" email and name, reply-to, creative, and any other details needed
5. Select the "Browse Abandonment" option under Send Options
6. Provide the required HTML for each email experience to your Customer Success Manager
7. Once the campaign is built, test the email using the "Preview" button
8. When ready to deploy, send a request to your Customer Success Manager
9. Monitor results

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Triggered and SmartBatch Email Campaigns](#)
- [Configure Settings for Triggered and SmartBatch Email Campaigns](#)
- [Create an Email Campaign](#)
- [View Email Campaign Data](#)
- [Create, Edit, or Delete a Recommendations Recipe](#)
- [Configure Item Templates](#)