



THE DATA-DRIVEN GUIDE TO
**ABANDONED
CART EMAIL**
& CART ABANDONMENT REMARKETING



BROUGHT TO YOU BY **REJOINER**



CONTENTS

INTRODUCTION

CHAPTER 01:
Why Customers Abandon Cart 70% of the Time

CHAPTER 02:
Cart Abandonment Rate Index by Device

CHAPTER 03:
How to Measure Your Cart Abandonment Rate

CHAPTER 04:
How to Identify a Higher Percentage of Site Visitors

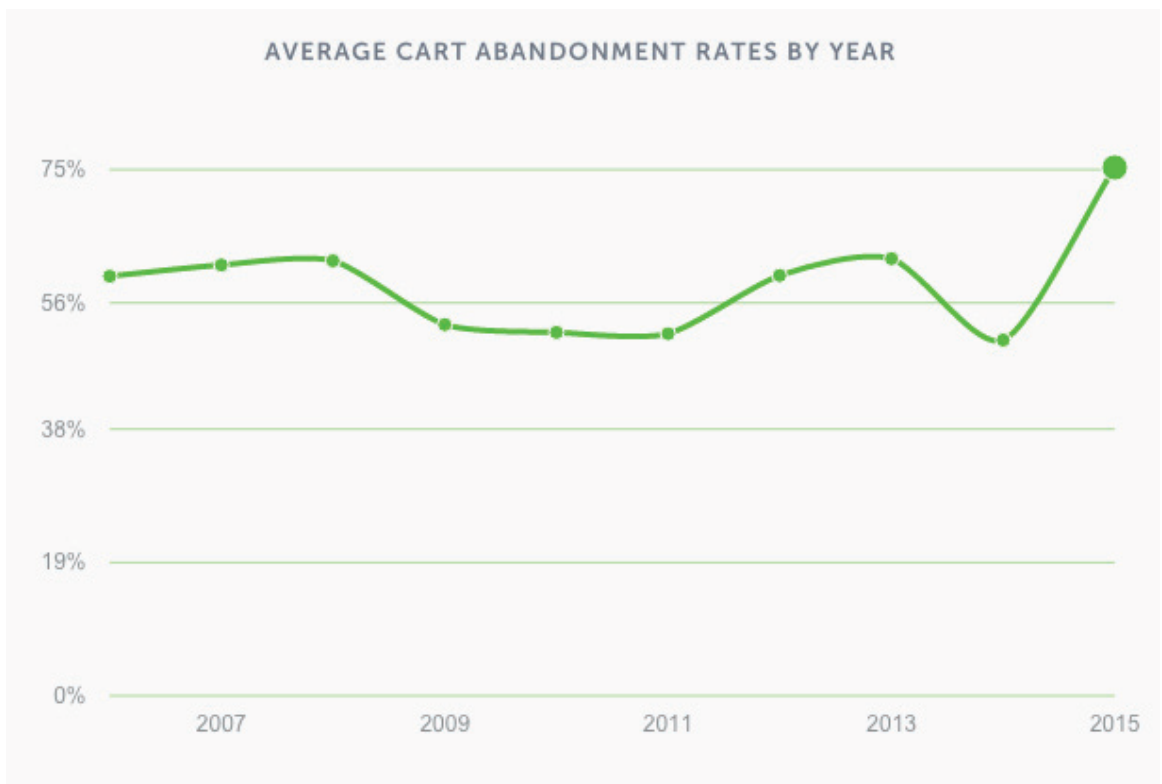
CHAPTER 05:
Abandoned Cart Email Best Practices

CHAPTER 06:
Calculate Your Return on Investment

Introduction

The idea that 70% online consumers engage with your site to the point where they are about to check out and abandon is nerve wracking.

The Baymard Institute, an eCommerce usability think tank, has aggregated cart abandonment data from various industry sources over the last 9 years. Bad news: Despite major advancements in technology and eCommerce user experience design, the average cart abandonment rate has remained constant.



Industry pundits portray cart abandonment as a problem that costs online retailers billions of dollars in lost revenue every year. Good news: This is an exaggeration. It's human nature to test the waters before making a purchase. There's no technology in the world that will eliminate it. We must accept the fact that cart abandonment is a very natural part of the eCommerce buying cycle.

What we can do is change our perspective and see shopping cart abandonment as a conversion rate optimization and customer service opportunity for us as eCommerce professionals.

How? By taking a customer-centric approach. Customers are giving you an amazing signal of purchase intent when they abandon a transaction on your site. Think of cart abandonment emails as your second chance to continue the conversation with this incredibly important group of potential customers.

By building a quality abandoned cart email program, one of three things will happen when you follow up:

- 01 - You'll win the order 10-15% of the time.
- 02 - You'll find out why the customer didn't buy and use this qualitative information to proactively improve your buying process.
- 03 - You'll create a great customer service moment and leave an everlasting impression on the customer.

This guide is written to help you maximize those three outcomes with every cart abandonment email that you send. In addition, you'll learn to measure the cart abandonment rate on your site, how to identify a higher percentage of customers shopping on your site and how to calculate the expected ROI of an abandoned cart email solution.

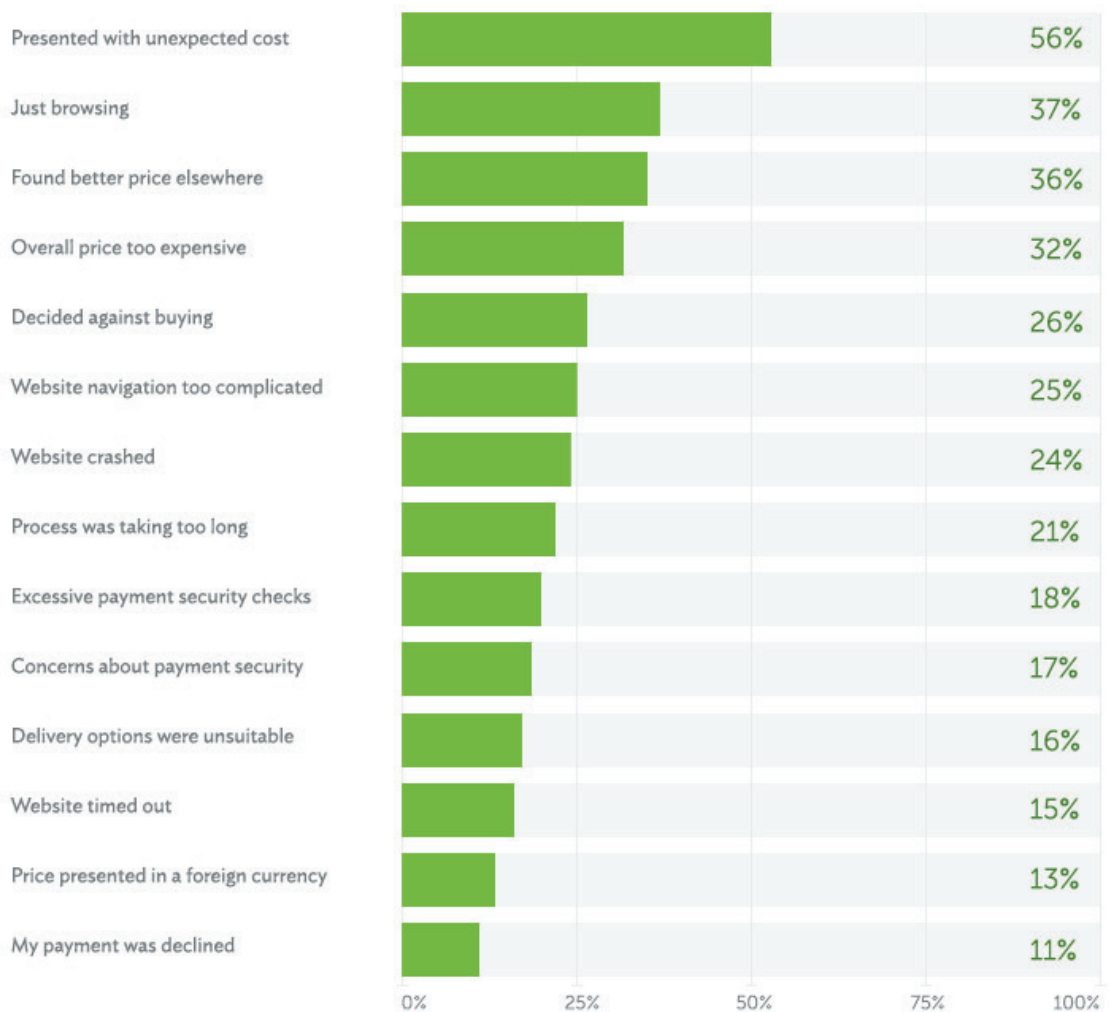
CHAPTER 01

Why Customers Abandon 70% of the Time

Though shopping cart abandonment is a behavior that we can't eliminate; we can try to understand its root cause. The study we commonly reference was conducted by [WorldPay in 2012](#). A sample of 19,000 consumers were asked why they leave eCommerce websites without paying.

Three out of the top five reasons given for abandoning an eCommerce website are cost or price related. The others describe customers who weren't quite ready to buy yet:

- 01 - Presented with unexpected costs.
- 02 - Just browsing.
- 03 - Found a better price elsewhere.
- 04 - Overall price expensive.
- 05 - Decided against buying.



Throughout this guide, you'll learn about strategies to make sure you never miss out on an order because of a price concern or unexpected shipping charges. You'll also learn how to target those "just browsing" customers and uncover million dollar insights into why customers aren't buying from you.

CHAPTER 02

Cart Abandonment Rate Index by Device

Cross-device shopping has created an enormous challenge for online retailers. If eCommerce managers thought it was difficult to create a great experiences on desktop, imagine how difficult it is to create a consistent, usable experiences across mobile, tablet, and desktop via mobile sites and native applications.

As of Q3 2015, 40% of all eCommerce transactions involved multiple devices and mobile commerce now represents 35% of total eCommerce transactions globally. The rate at which consumers are using mobile devices to shop is outpacing the average retailer's ability to build experiences for these new mediums. This is reflected in the data we see from our own client installs.

The following is an index of 350 Rejoiner client's cart abandonment rate data by device. The most recent data points were calculated using **1,357,699** transactions in **September-2015**.



Mobile



84.60%

+3.68%



Tablet

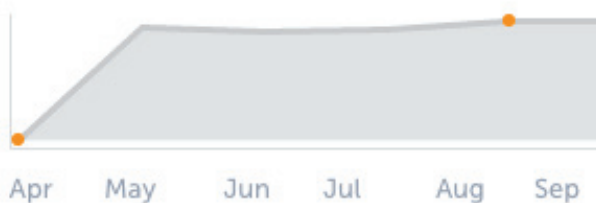


74.24%

+2.18%



Desktop



73.16%

-0.19%

CHAPTER 03

How to Measure Your Cart Abandonment Rate

There are an endless supply of tools available to help you measure how customers move through each page of your checkout funnel and can visualize where the dropoff occurs.

A common approach is to use a free tool like [Google Analytics](#) in combination with another specialized analytics provider like [Rejoiner](#), [KISSMetrics](#), or [Mixpanel](#).

Most solutions are intended for aggregated reporting on how all customers are moving through the funnel, but an important feature is the ability to make the distinction between an identifiable customer and an anonymous one. We'll cover more ways to identify a higher percentage of site visitors shortly.



If you're just getting started, setting up a conversion funnel in Google Analytics is a simple task that you can use to establish a baseline cart abandonment rate. Not only does it empower you to understand how and when people drop out during your conversion process, it also allows you to measure your cart abandonment rate over time.

There are two central ideas when it comes to setting up these reports for your site: a goal & a funnel.

SOME GOAL EXAMPLES ARE:

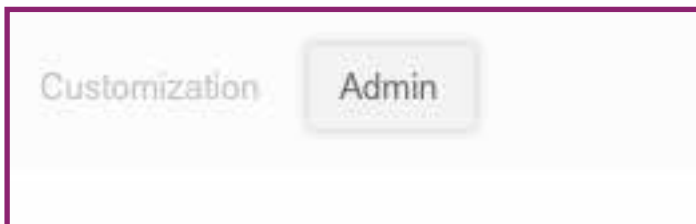
- URL Destination
 - *Example: Confirmation page*
- Duration (on site/page)
 - *Example: In website for 5 minutes*
- Number of Pages/Screens Visited
 - *Example: User visited 5 pages*
- User Event
 - *Example: Clicked Buy Now button*

A funnel represents the path that a customer takes to reach your goal. For the purposes of measuring cart abandonment, we're going to use a URL destination as our goal. Typically, that destination is your thank you page or order confirmation page after a user completes an order.

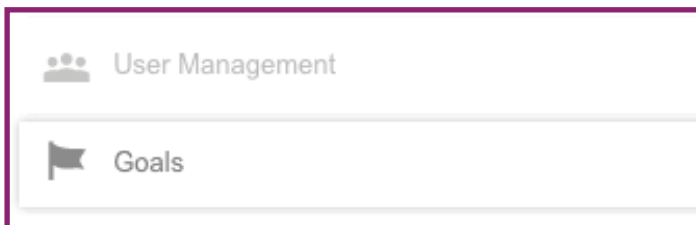
To get started building funnels on your site, we put together a [short video](#) to walk you through the process. We hope it's helpful! If video isn't your thing, read on for written instructions as well.

How to Set Up a Shopping Cart Funnel in Google Analytics

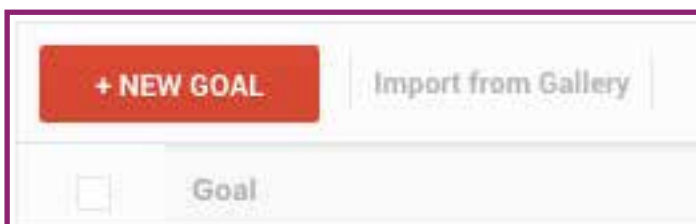
- 01** Sign into your Google Analytics account and click **Admin** in the upper right-hand corner.



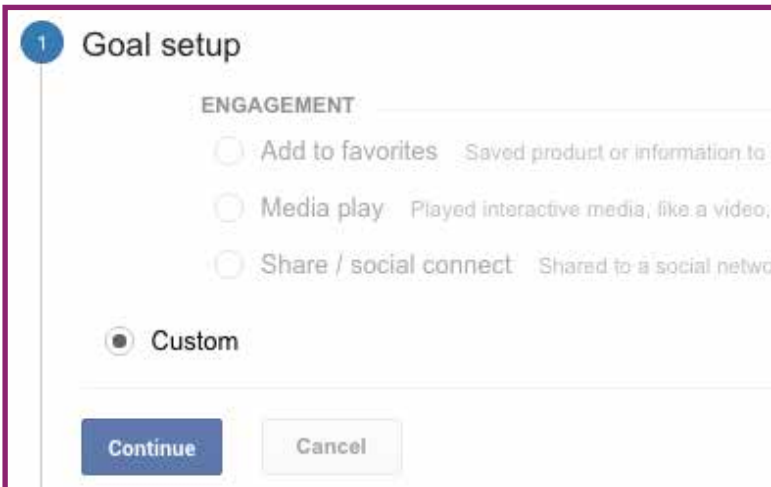
- 02** Choose the profile that you'll be setting up the funnel for and click on **Goals**.



- 03** To set up a new goal, click **Goals**, then click the **+ New Goal** button.



- 04 Create a **Custom** template, and click **Continue**.



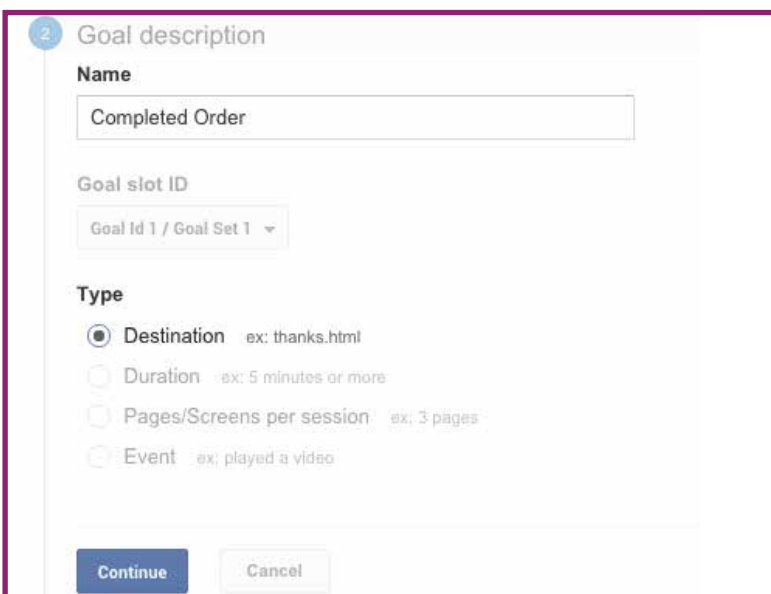
1 Goal setup

ENGAGEMENT

- ☐ Add to favorites Saved product or information to a list
- ☐ Media play Played interactive media, like a video, audio player, or image
- ☐ Share / social connect Shared to a social network
- ☒ Custom

Continue Cancel

- 05 Next, you'll set up your **Goal Description** and the **Type** of goal you'd like to track. Name your goal **Completed Order** and choose **Destination** for cart abandonment and select **Continue**.



2 Goal description

Name

Completed Order

Goal slot ID

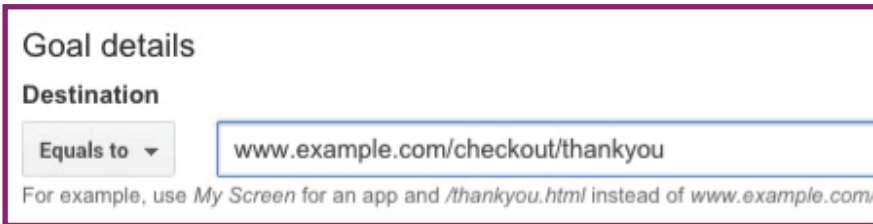
Goal Id 1 / Goal Set 1

Type

- ☒ Destination ex: thanks.html
- ☐ Duration ex: 5 minutes or more
- ☐ Pages/Screens per session ex: 3 pages
- ☐ Event ex: played a video

Continue Cancel

- 06** Now enter the URL of the **last page** in your sales funnel—where you want your customers to end up—inside the **Destination Equals to** field. Think **Confirmation** page.



Goal details

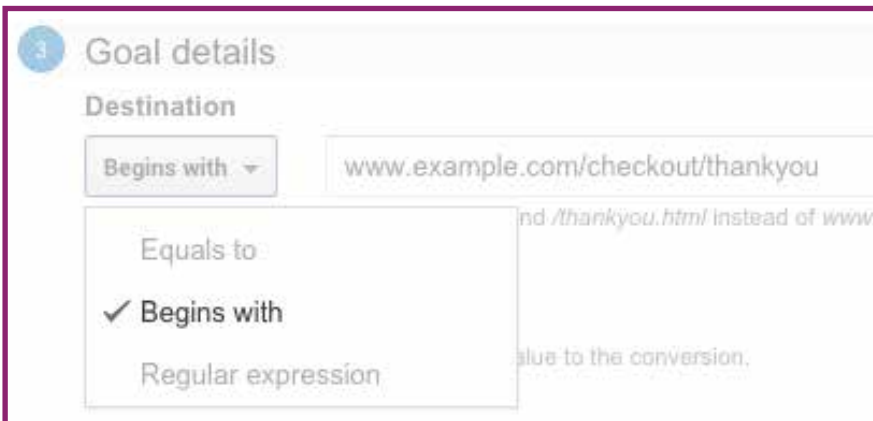
Destination

Equals to

For example, use My Screen for an app and /thankyou.html instead of www.example.com/

IMPORTANT:

You will need to select **Destination Begins With** for your URL if your website dynamically injects a number at the end of your confirmation page.



3 Goal details

Destination

Begins with

and /thankyou.html instead of www.

Equals to

✓ Begins with

Regular expression

value to the conversion.

- 07** Next, set the **Funnel Option** to **On**. To a test checkout as your customer would, noting each step in the process. Add in the additional steps as the funnel leading up to your confirmation page. Leave the **Required** option **Off** your first URL*.

- Cart page (example: *yoursite.com/checkout/cart/*)
- Checkout page (example: *yoursite.com/checkout/onepage/*)

Funnel optional

☒ ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

| Step | Name | Screen/Page | Required? |
|------|---------------|----------------------------------|-------------------------------------|
| 1 | Cart Page | www.example.com/checkout/cart | <input type="checkbox"/> NO |
| 2 | Checkout Page | www.example.com/checkout/onepage | <input checked="" type="checkbox"/> |

[+ Add another Step](#)

IMPORTANT:

Note that setting your first URL to be required means that customers will only be able to enter the sales funnel listed in step one.

08 Save your new goal.

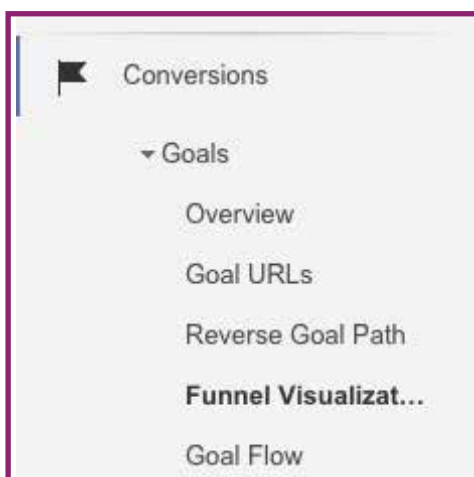
Verify this Goal See how often this Goal would have converted based

☒ Save ☐ Cancel

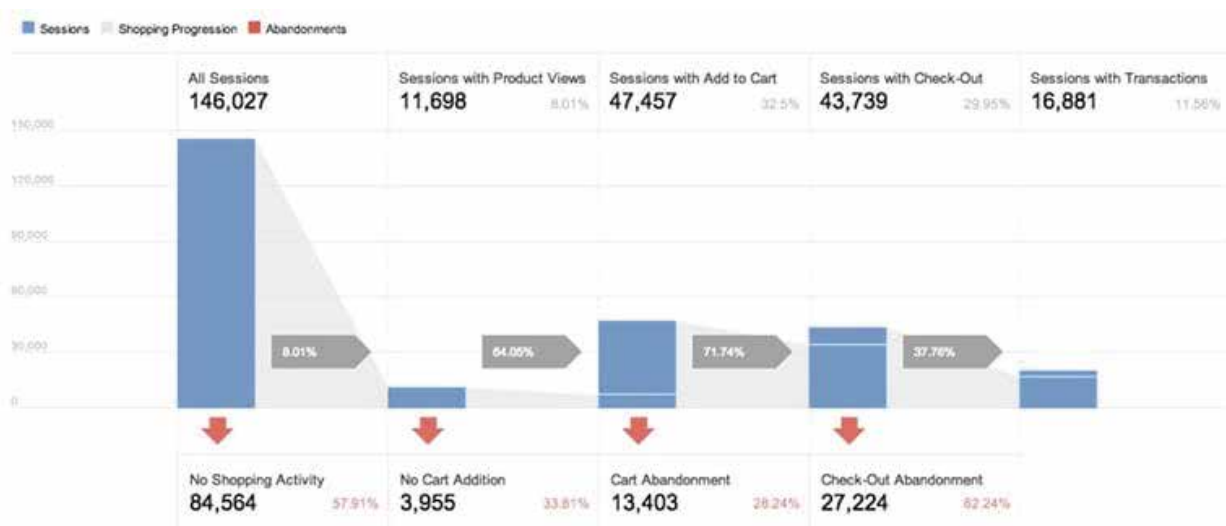
09 The data for your funnel report will begin aggregating over the next 24 hours.

| | | | |
|----------------------------|-----------------|-------------------------------------|-------------------------------------|
| + NEW GOAL | | Import from Gallery | <input type="text" value="Search"/> |
| <input type="checkbox"/> | Goal | Id | Past 7 day conversions |
| <input type="checkbox"/> | Completed Order | Goal ID 1 / Goal Set 1 | 0 |

- 10** You can view your funnel report by clicking **Conversions** in the left hand sidebar of Google Analytics, then **Goals > Funnel Visualization**



The end result will look something like:



CHAPTER 04

How to Identify a Higher Percentage of Site Visitors

On eCommerce websites where only a small percentage of customers make it into the checkout process, and an even smaller percentage are registered, this presents a challenge (less people to follow up with if we don't know they are - because we don't have their email address yet).

There are several strategies that can be employed to identify a higher percentage of customers even before they get to checkout, thus capturing a larger number of people for our cart abandonment program to follow up with:

Triggered Pop-Ups/Offers

Triggered on-site offers can entice anonymous visitors to opt-in, creating an identifiable session much earlier in the buying process. On-site lead magnets can be paired with your abandoned cart email program, so that after a customer opts-in, their session is tagged while shopping on your site.

Newsletter Append

If you've built up an in-house email marketing list, leveraging your weekly newsletter send can greatly increase the percentage of identifiable customers browsing your website. Your ESP should give you the ability to append the customer's email address within a query string parameter,

should they click through the email. If your cart abandonment email partner can field that query string parameter and tag the session, you've just increased the percentage of identifiable sessions on your site.

Pre-Submit Tracking

By using pre-submit tracking, high intent customers can be identified in real-time, as soon they enter an email address on your checkout form, even if they don't complete the checkout form. We recommend placing the email address field as close to the top of the checkout form as possible. Then, you will need to double check that the customer is opted-into your email list before sending them your abandonment campaign.

CHAPTER 05

Abandoned Cart Email Best Practices

Approach Your Campaign With a Customer Service Focus

Abandoned cart emails are your chance to continue the conversation with an extremely important group of customers: those that demonstrated the highest amount of possible purchase intent but still didn't buy. Your job is to provide amazing customer service and find out why. To uncover these insights, **include your toll free number** prominently within the email and **write your copy using a helpful customer service tone**.

Send from a live, monitored inbox and ask your customers for feedback. Asking simple questions like, *Was there a problem?* or *How can we help?* will generate real, qualitative responses about what friction points are causing customers to abandon in the first place. This is priceless information. To make customers feel more comfortable about providing you this feedback, **send from a real person's name** and include a photograph of a real person in the footer of the email.

Your Ghurka Cart | Superior Craftsmanship Since 1975

GHURKA

NEW ARRIVALS | TRAVEL & WEEKEND | BUSINESS | ACCESSORIES | SALE | MY ACCOUNT

DEAR ANTHONY,

The styles left in your shopping cart have been popular, and only a few remain in stock. As we only issue our handmade pieces in limited quantities, we are unable to reserve them. If you are still interested in these items, we encourage you to visit the checkout link below before they sell out. Thank you again for thinking of Ghurka.



GARRISON No. 147 | Vintage Chestnut Leather Briefcase
\$2,495.00

[RETURN TO CART](#)

Please feel free to email or call me with any questions,

Josephine Slotkin 855-448-7528 customerservice@ghurka.com

Call us toll free at:

855-GHURKA-USA (448-7528)



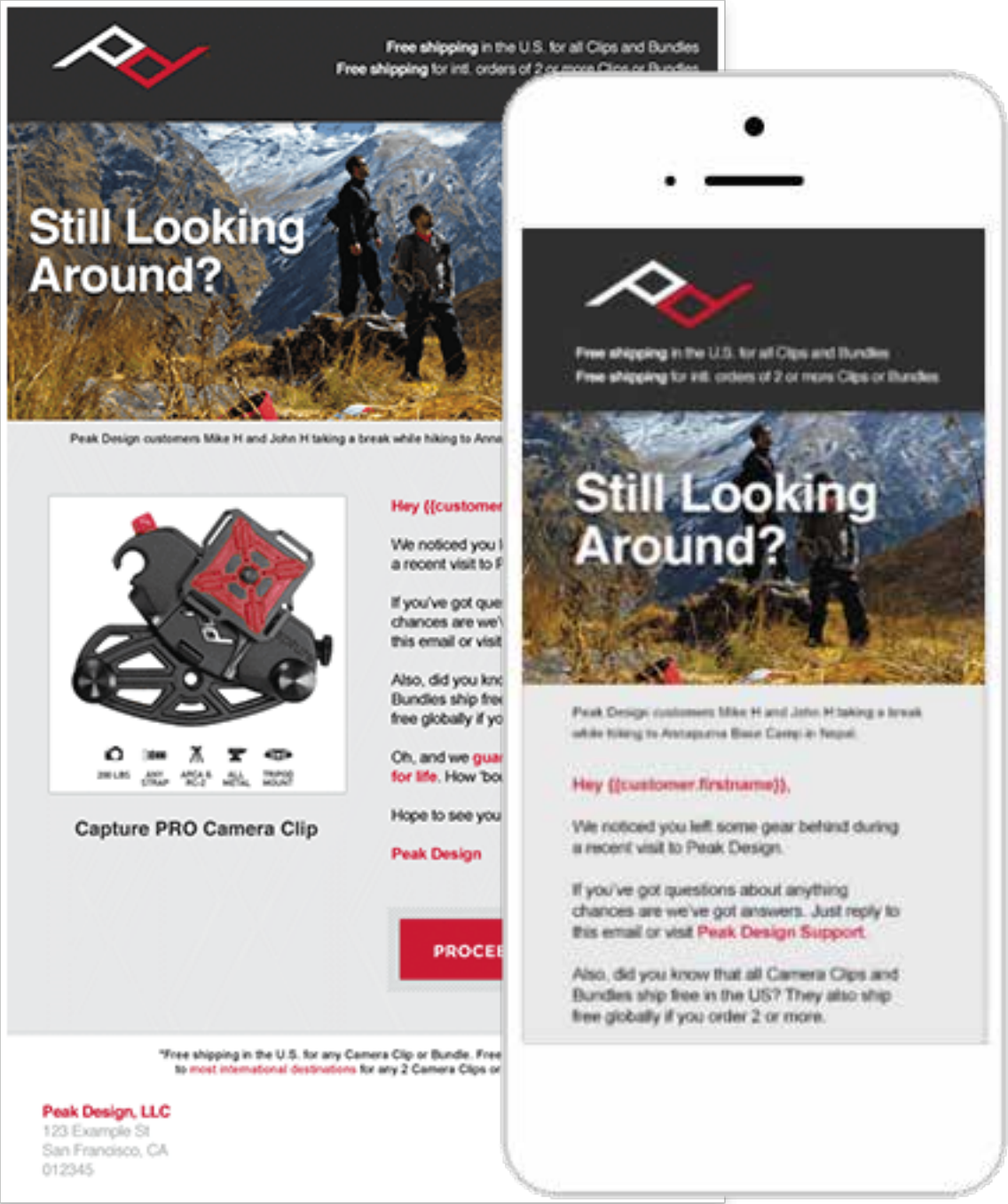
[unsubscribe](#) from these reminders

Assume Your Customer Will Open Abandonment Emails on a Mobile Device

Over 50% of the 5,000,000 monthly emails sent by Rejoiner are opened on a device that is different than the one the customer originally abandoned on. Think about that for a second. **More than half the time, customers will consume your email on a different device than where the first touch occurred.**

If you are not employing session regeneration and customers are not signed in on their mobile devices (hint: they probably won't be), customers will have a disjointed experience and will be less likely to go back and re-add items all over again.

Design and code responsive email templates so that they render well on mobile devices, as this is more than likely where customers will consume them. More importantly, **regenerate cart sessions** across devices so customers have a seamless shopping experience from device to device.



Segment Abandoned Carts for Better Targeting & Filtering

Segmentation can be used for **more granular targeting of your ideal customers** and also for filtering out customers you may not want to send to. For example, you would want to filter out customers in the geographies that you don't ship to. You also may want to treat wholesale customers differently than retail, or filter them out entirely.

For targeting purposes, **segmentation enables you to identify your most valuable customers**. For example, you may want to develop a special campaign for particularly high value orders or use a special offer for a customer shopping a particularly high margin SKU. The only way to accomplish this is with a flexible segmentation engine that can segment your customer data using demographic, transactional, and behavioral filters.

The screenshot displays a segmentation engine interface. At the top, a green box with the number '1206' is next to the segment name 'U.S. High Value Camera Shoppers'. Below this, three filter rules are stacked, connected by a vertical green line on the left. Each rule consists of a field, a comparison operator, and a value. The first rule is 'Item Name' is 'Canon 5d Mark iii'. The second rule is 'Conversion Count' is greater than '1'. The third rule is 'Country' is 'United States'. The rules are separated by the word 'AND'.

| Field | Operator | Value |
|------------------|-----------------|-------------------|
| Item Name | is | Canon 5d Mark iii |
| AND | | |
| Conversion Count | is greater than | 1 |
| AND | | |
| Country | is | United States |

Track Guests, Registered Customers & Existing Subscribers

A successful abandoned cart email program engages **both guests & registered customers**. Pre-submit tracking enables you to identify anonymous customers as soon as they enter an email address on your site, in real-time. Liftopia, the largest eCommerce company selling ski lift tickets, used this feature to **identify thousands of potential customers** that they didn't even know existed because they weren't registered. Within the first month of using pre-submit tracking, they tracked almost \$1.3 million in revenue abandoned by customers who were only filling out the few form fields on their checkout page and were never hitting submit.

So, place your email capture field as high on the checkout page as possible to give yourself the best chance to identify a guest customer before they abandon. Since registered customers have already given you their email address, you can use this to track their behavior as they move around your site.

To identify more customers earlier in the funnel, **consider a triggered pop-up or opt-in** that encourages customers to provide their email address earlier in the process. Tying the opt-in into your abandoned cart email program will enable you to identify a higher percentage of customers that express purchase intent, even if they don't make it to the cart or checkout page.

The diagram illustrates a checkout process with a discount overlay. In the background, a form contains the following fields: 'Email Address' with the value 'jamesolsen@aol.com', 'Shipping Address' with '8906 Robertson CT', and partially visible fields for 'Apt 3', 'Wash', 'Credit', and 'Phone'. Overlaid on this is a dark blue box with white and orange text. The box contains the headline 'GET 10% OFF YOUR ENTIRE ORDER TODAY', a description 'Get the best quality camera lenses and subscribe to our newsletter to receive similar offers.', a text input field with the placeholder 'Enter your email to apply discount', a large orange button labeled 'YES, SIGN ME UP!', and a link 'No thanks, I'm Good.'

Email Address

jamesolsen@aol.com

Shipping Address

8906 Robertson CT

Apt 3

Wash

Credit

Phone

GET 10% OFF

YOUR ENTIRE ORDER TODAY

Get the best quality camera lenses and subscribe to our newsletter to receive similar offers.

Enter your email to apply discount

YES, SIGN ME UP!

No thanks, I'm Good.

Measure Your Organic Return to Purchase Time and Ratio

We've established that cart abandonment is a natural part of the eCommerce buying cycle. What's also natural is that a percentage of cart abandoners will return to your site and convert without further intervention. Develop an understanding of what percentage of customers come back and convert on their own (organic return to purchase ratio) and how long it takes. These data points will help you schedule your abandoned cart sequence so that order cannibalization is minimized and will ensure that you only follow up with true cart abandoners.

Send a Customer Service Email Within 30 Minutes of the Cart Being Abandoned

The first abandoned cart email you send should have no other purpose other than to provide responsive customer service. Customers will abandon a purchase simply because they have unanswered questions, had a payment issue, or experienced a network delay while checking out. Take the opportunity and use your first abandoned cart email to create a memorable customer service moment. **Encourage customers to pick up the phone and call you or prompt them to reply to the email with their questions.**

KATE SPADE
SATURDAY

FREE SHIPPING BOTH WAYS!

NEW! CLOTHING ACCESSORIES HOME & TRAVEL DESIGN A WEEKENDER FEATURED SHOPS SALE

HEADS UP!

We've saved the item(s) that you recently put in your cart. (Side note: shipping and returns are always free, so no harm in going for it!)

If you're on the fence or have any questions, call us at 866.999.5283 or write us at heretohelp@saturday.com—we're around 24 hours, 7 days a week.

HERE'S WHAT YOU PICKED:



SEAMED DRESS IN COLOR BURST

\$165.00

[VIEW CART](#)

OR TAKE A PEEK AT WHAT'S
[NEW THIS WEEK](#) AT [SATURDAY.COM](#)

Build Abandoned Cart Emails Into Your Customer Feedback Loop

By asking customer service focused questions like, Was there a problem? or How can we help? you are **inviting customers to start a dialogue** with you about their shopping experience. The insight generated by having these discussions will be **priceless for your conversion rate optimization efforts**.

Qualitative feedback from customers will quickly unearth trends around where the friction points exist in your checkout process and what issues are causing customers not to convert in the first place. **Make it a regular practice to review this feedback with your development team** and prioritize the on-site issues that are causing customers to bail on your checkout process. Our customers regularly receive *million dollar insights* from their cart abandonment email campaigns with this approach.


**HUCKBERRY**

HEADS UP!

You left a few things in your cart:

Our sales and inventory are often limited, and we can't guarantee that the products left in your cart will still be available when you decide to pull the trigger.

[FINISH CHECKING OUT](#)

| Item | Quantity | Price |
|--|----------|-------|
|  Trunk Brief Bundle | 1 | \$30 |



Trouble checking out? We're here to help:

For any questions, just email us at support@huckberry.com
or call us at [\(415\) 504-3400](tel:(415)504-3400) Monday through Friday 8:30am - 5:30pm PST.

No longer want to receive these emails? You can [unsubscribe here](#).

Huckberry 290 Utah St. San Francisco, CA 94103

Trigger in Real-Time Using the Customer's Last Action On Your Website

It's hard to believe that there are still email vendors and eCommerce platforms sending "batched" cart abandonment email campaigns in 2015. This is a big missed opportunity for the retailers they serve. A batched approach sends to all customers who abandon in a twenty four hour time period, at the same time.

In comparison, a real-time campaign triggers email sends on a per-customer level based on their last interaction on your website.

Getting that first email out within 60 minutes of a customer's last interaction on your site is critical for two possible outcomes:

- 01 - Getting a response from the customer about why they didn't buy (before they buy somewhere else)
- 02 - Providing great customer service and winning back the sale.

Send a Second and Third Email to Customers Who Haven't Purchased

If your first email wasn't successful at converting the customer or eliciting a response, try sending a second and third email. Track customer replies and suppress the remaining emails for customers who respond with customer service questions or convert. Sending 3 emails 30-60 Minutes, 24 hours and 3 days post abandon is the most common cadence retailers start with.

Here's a campaign from a Rejoiner customer to give you an idea of the % of revenue each email generates.

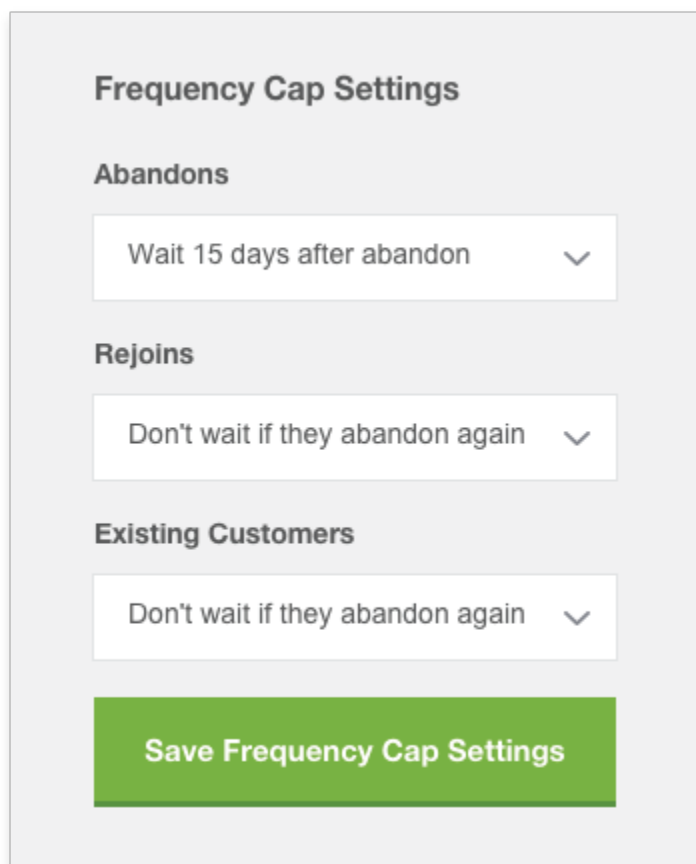
Campaign breakdown

| Email | Sent | Opened | Open Rate | Clicked | CTR | Conversions | Revenue |
|--------|-------|--------|-----------|---------|-----|-------------|--------------|
| 1 Hour | 35958 | 14672 | 40% | 3234 | 8% | 2331 | \$272,297.79 |
| 1 Day | 33086 | 10449 | 31% | 2738 | 8% | 1651 | \$190,357.70 |
| 3 Days | 31450 | 7395 | 23% | 1392 | 4% | 1242 | \$134,314.79 |

Employ Discounts/Offers Intelligently

Including discount codes in your abandoned cart email program seems like a no-brainer. It is to some degree, but be aware of the pitfalls:

Common concern centers on training customers to abandon transactions on purpose, just to receive a discount. **This can be mitigated with intelligent frequency capping.** Frequency capping catches the customers who are abusing the system and stops any emails from being sent to them.

A screenshot of a 'Frequency Cap Settings' form. The form has a light gray background and contains three sections: 'Abandons', 'Rejoins', and 'Existing Customers'. Each section has a white dropdown menu with a green arrow icon. The 'Abandons' dropdown is set to 'Wait 15 days after abandon'. The 'Rejoins' dropdown is set to 'Don't wait if they abandon again'. The 'Existing Customers' dropdown is also set to 'Don't wait if they abandon again'. At the bottom of the form is a green button with white text that says 'Save Frequency Cap Settings'.

Frequency Cap Settings

Abandons

Wait 15 days after abandon ▼

Rejoins

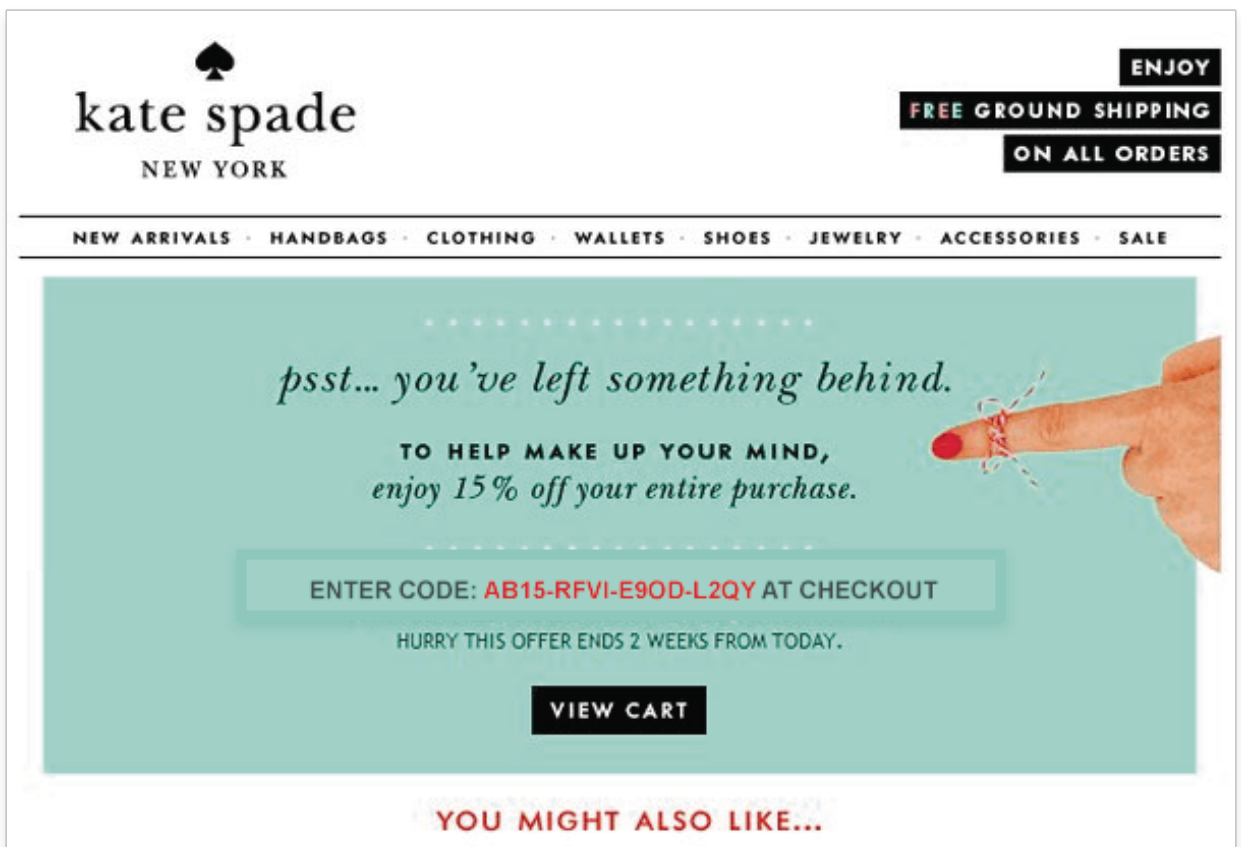
Don't wait if they abandon again ▼

Existing Customers

Don't wait if they abandon again ▼

Save Frequency Cap Settings

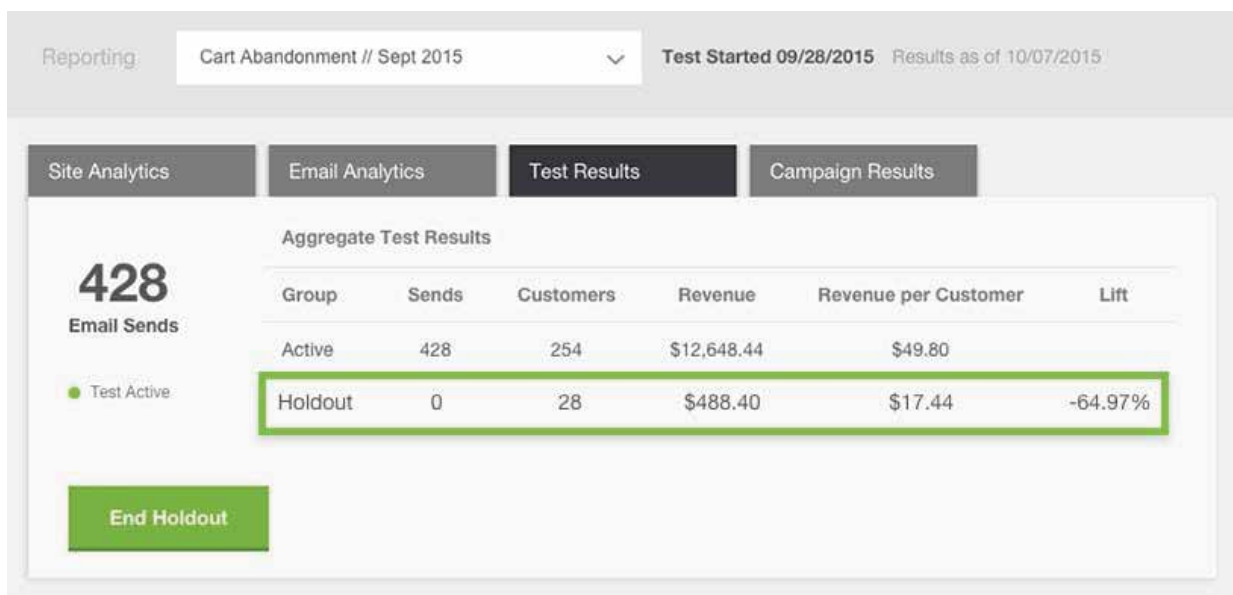
Another frequent concern is that discount codes included in abandoned cart emails will be leaked into the public domain. This can be eliminated by **generating one-time use codes dynamically and making them unique to individual customers**. This means that every customer will receive a unique code that can only be used once.



The more nuanced argument against including discounts is the belief that you're cannibalizing a sale that had a likelihood to happen anyway, thus giving away margin. This is partially true.

There will be a percentage of customers who abandon cart that would have come back to complete their purchase without an incentive. **The only way to measure the true incremental lift of sending an offer versus not sending it is to run a hold out test.**

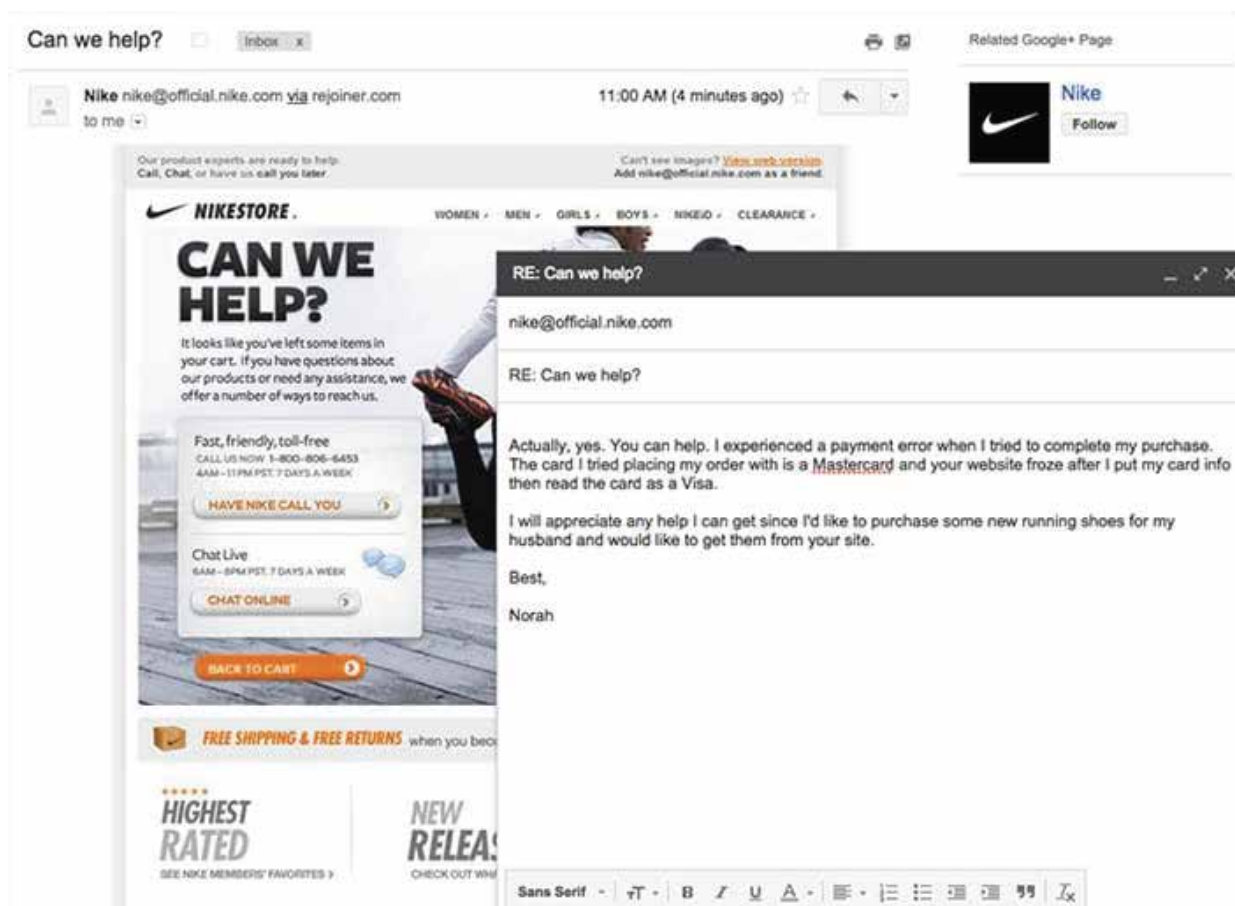
Hold out tests measure the purchase behavior of control groups who don't receive any emails and compare the value of those customers to a test group of customers who do receive an offer. Comparing the revenue generated by the control group to the test group gives us a true understanding of how much additional revenue is being generated and if there is enough lift to warrant a coupon or offer.



Customer Success is as Important as Campaign Success

Abandoned cart email success is about more than just conversion and revenue. Though it's important to track engagement/conversion metrics with Google Analytics and your Email Service Provider of choice, these metrics only tell one part of the story. Open rate, click-through rate, conversion rate, bounce rate, unsubscribe rate, attributable revenue, and revenue per email are the baseline engagement metrics for your campaigns.

Also track the number of phone calls that your campaign generates and document the feedback you're getting from customers. Track how many customers reply to your abandoned cart emails with unanswered questions or usability problems they experienced on the site. There are enormous qualitative benefits to be had by running abandoned cart email campaigns that won't be captured in the "recovered sales" column. Don't underestimate these benefits.



Maintain CAN-SPAM Compliance

The best way to combat the SPAM folder is to send highly segmented abandoned cart emails that your customers actually want to open. Aside from that, follow best practices for CAN-SPAM compliance. **Include your physical mailing address** and a **1-click opt-out link** at the bottom of every abandoned cart email. **Sync your unsubscribes across email vendors** if you use more than one to maintain continuity. **Never use misleading subject lines or envelope information and honor opt-out requests as quickly as you can.**



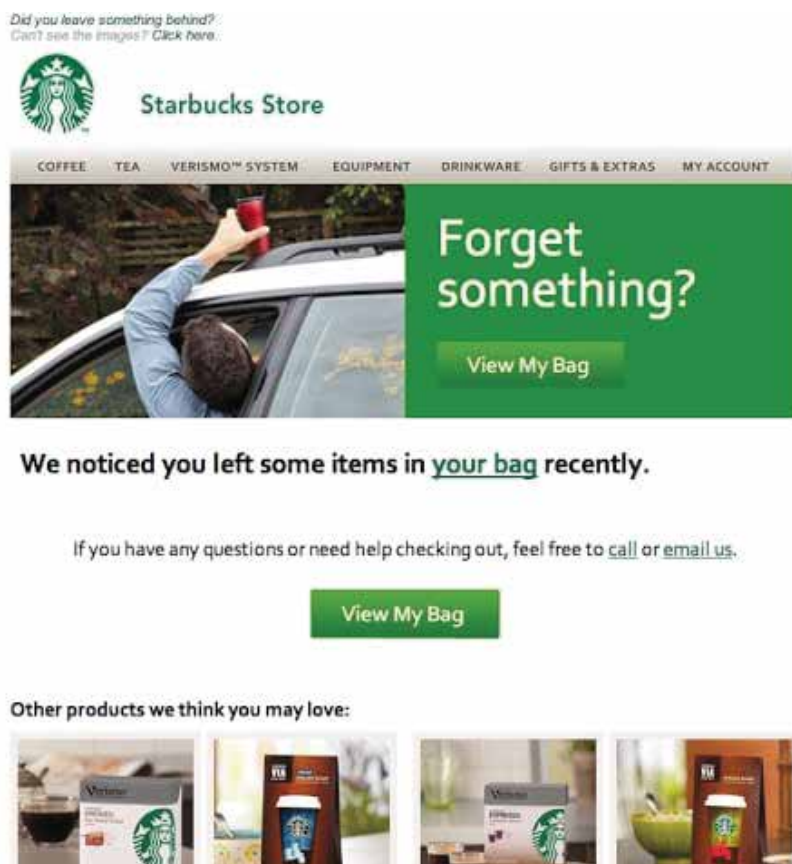
[Shop shirts & tops](#)

View on a [web browser](#).



Recommend Other Products That Your Customers Might Be Interested In

Recommendations increase click-through, conversion and the relevancy of your abandoned cart email program. There are many approaches to integrating product recommendations into abandoned cart emails, but our strategy focuses on **recommending products in the same product category that a customer has abandoned**. You can also recommend top sellers, items frequently purchased together, or new products to get your customers buying more from you.



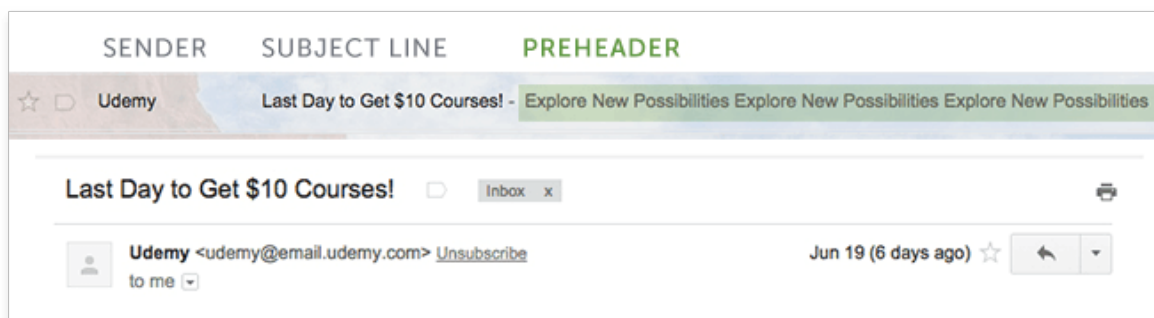
Increase Deliverability with SPF & DKM Authentication

A Sender Policy Framework (SPF) record is a DNS record that identifies third-party mail servers that you have authorized to send email on behalf of your domain. In the eyes of a receiving email server (Gmail, Yahoo, Hotmail, etc.), a SPF record is a signal that you've given a third party permission to send an email using your domain in the email's From: address.

DomainKeys Identified Mail (DKIM) is a method to verify that your messages' content is trustworthy and was not altered from the point at which the message left your servers. This is achieved by adding a public key to your site's DNS record, which must match the private key your server uses to sign outgoing messages.

Use Preheaders to get More Opens

An email preheader is a small amount of copy that renders under the subject line in the preview pane of most email clients. **Give your pre-headers careful consideration, as they act as a secondary subject line and can positively (or negatively) influence open rates.** Email preheaders can be hidden in the body of the your template using CSS or visible depending on the requirements of your template design.



VIDEO TUTORIAL: [How to add an invisible preheader to your emails.](#)

Personalize Beyond Salutation

Personalization broadly refers to any tactic that makes an email more relevant to the person receiving it, based on what information you know about the recipient. Basic personalization includes things as simple as including the customer's first name in the salutation or subject line. For abandoned cart emails, **including the contents of the customer's cart is also a common personalization tactic**. This could be as simple as including the name of one of the products they abandoned in the email copy or recreating the cart itself inside of the email template.

More sophisticated personalization techniques use demographic, geographic, and even environmental data to make emails more relevant to recipients. Imagine personalizing a browse abandonment email for a clothing brand, knowing the weather in the recipient's geography was rainy that day.

[ENGLISH](#)[BLOG](#)[FIND A RETAILER](#)

IT'S COLD OUTSIDE

We noticed that Boston is a little colder than usual.



Jason, keep warm with a great quality jacket. Return to the store and get **FREE EXPEDITED SHIPPING**. Simply use your code: **WINTER-BSTN**. See you soon!

Adopt a Mentality of Ongoing Optimization

We routinely hear vendors refer to abandoned cart email campaigns as set it and forget it, as if that was a benefit. This mentality leaves an enormous amount of revenue on the table.

A better approach is to **think about your abandoned cart email program as a constant work in progress**. Split testing is the most powerful tool at your disposal to improve engagement metrics like open rate, click-through rate and conversion. There is no silver bullet to magically drive conversion upwards overnight, but **consistent testing can string together many small wins and a big increase in revenue generated**. Our team can increase a cart abandonment campaigns' recovered revenue up to 100% with consistent testing over 6 months.

Focus your testing efforts on subject line improvements first, then progressively test the other facets of your campaign. [We've created a helpful guide](#) that outlines 22 different ways you can test your abandoned cart email campaigns to grow revenue.

| | |
|---|--------------------|
| ● ● ● | |
| Email #1 - Details ▲ | |
| Control (30 Minutes Post Abandon) {{FirstName}}, oh no! Is everything okay? | |
| Sends: 1,282 | Opens: 789 |
| Open Rate: 61.54% | Confidence: -- |
| Variant (30 Minutes Post Abandon) LIFT: -11.88% {{FirstName}}, looks like something's missing... | |
| Sends: 1,300 | Opens: 705 |
| Open Rate: 54.23% | Confidence: 99.99% |

Handle Conversion Tracking for Phone Orders and Third Party Payment Processors

Unified conversion tracking across all of the payment methods you offer to customers is essential to staying in step with customers. Customers may abandon an order on your website, then complete the order over the phone. **Tie conversions from your internal order processing systems back to those being tracked by your abandoned cart email provider.** Ensure that customers are never confused by abandoned cart emails because one system wasn't talking to another.

Use Humor & Make Your Customer Laugh

Abandoned cart emails are the perfect opportunity to make your customers smile. The notion that you are reaching out to them about an imaginary shopping cart that was left behind on your website is humorous in itself. **Your copywriting tone and photography can both be used to make the interaction light hearted and fun.**

Is this email not displaying correctly? [View it in your browser](#)

doggyloot

[Deals](#)
[Subscriptions](#)

Wait A Second!

Items you added to your cart are almost sold out. Hurry, don't let these deals run away.



Please don't disappoint your dog. Fetch your items now before it's too late!



Two Packs of Himalayan Dog Chews

| | |
|----------|---------|
| Quantity | 5 |
| Price | \$16.00 |



One Mighty Sabertooth or Woolly Mammoth

| | |
|----------|---------|
| Quantity | 1 |
| Price | \$19.00 |

RESTORE MY CART

Lots of licks,

Your friends at doggyloot

Sent with ❤ by doggyloot inc, 213 N Racine, Chicago, IL 60607

[Change email settings](#) | [Unsubscribe](#)

CHAPTER 06

Calculate Your Return on Investment

With our [ROI Calculator](#) and some data about your site and we can project how much revenue your company would be able to generate with an abandoned cart email program that is set up using Rejoiner's software and by our team of email experts.

How eCommerce company Liftopia
reduced their cart abandonment rate 15%
and recovered \$714,000+
of revenue in the process last winter.

YES, I WANT TO SEE HOW LIFTOPIA DID THIS

LIFTOPIA.COM CASE STUDY

How Liftopia Recovered \$714,000

and Reduced Their Cart Abandonment Rate 15% Just Last Winter

 liftopia

Robert, your **Jay Peak**
lift tickets are waiting!

COMPLETE YOUR BOOKING →

JAY PEAK
VERMONT

