



How to Convert More Abandoned Carts Into Cash

Five Growth Marketing Best Practices You Should Follow



The stark reality of e-commerce today shows that over 75% of online shopping carts are abandoned across 500 leading global brands. As more consumers are browsing across devices and channels, it's exceedingly tougher to convert their actions from click to cash.

The most common reasons for cart abandonment include:

- A long and complicated checkout process
- Requiring an account creation
- Extra costs—like shipping, taxes and fees

But here's the good news: up to 60% of cart abandonment messages can result in a purchase within 24 hours of deployment. And the more personalized those messages can be, the better!

The caveat, of course, is that not all marketing technology can support a best-in-class shopping cart abandonment campaign. Here is a handy checklist of the five best practices you should follow to recover more carts. Make sure your growth marketing platform can implement these easily and at scale.



75%
of online shopping carts are abandoned across 500 leading global brand

About Iterable

Iterable is the growth marketing platform that powers personalized omni-channel marketing at scale. Iterable captivates consumers with highly relevant and personalized messaging, activates campaigns on any type of internal and external customer data, and allows marketers to automate campaigns across all channels that matter to their consumer.

Growth Marketers can use Iterable Workflow Studio to quickly and intuitively build customer segments, build workflows, automate touch points, and test strategies at scale without engineering support.



Is your shopping cart abandonment campaign...

Personalized to every shopper?

The reasons that someone may have to abandon their cart are unique to their situation, so it's critical not to send one-size-fits-all messages. Consider variables, such as the time spent browsing, the number of items left behind, product names and categories, and the monetary cart value, to determine your messaging, timing, discounting strategy, and more.

Choose a platform that can pull in first- and third-party demographic and behavioral data from virtually any source to personalize 1:1 messaging to each individual customer, based on their age, gender, shopping habits and more.

Truly omni-channel?

More consumers are shopping on mobile than ever before, and yet, the number of brands that have SMS, push or in-app notifications incorporated into their cart abandonment campaigns is extremely low. Create a seamless shopping experience by proactively recovering abandoned carts across all the channels available to your audience.

Choose a platform that allows you to build and send sophisticated shopping cart abandonment campaigns across email, mobile, web and social from one central, unified hub.

Triggered in real-time?

There's nothing more annoying than receiving a cart abandonment message after you've purchased the item. Timing is everything, so avoid this embarrassing faux pas by sending your first alert within an hour of abandonment—then follow up with two more reminders: one at the 24-hour mark, the other another day later.

Choose a platform that can trigger personalized cart abandonment campaigns down to the individual user based on their real-time online behavior.

Easy to deploy?

Nothing hinders your ability to deploy real-time cart abandonment campaigns like having to rely on an army of engineers or heavy professional services every time you want to conduct an A/B test or add dynamic content. Your skills lie in creating a frictionless e-commerce experience—not custom scripting!

Choose a platform that allows you to plan, execute, and manage sophisticated shopping cart abandonment campaigns —without developer support.

Designed with modern architecture?

Brick-and-mortars are adapting to the e-commerce era, and so should marketing technology. Don't get stuck with clunky tools built decades ago—modern solutions now offer the flexible data models and unlimited data sources you need to react to consumer behavior instantly.

Choose a platform that's built with industry-leading Elasticsearch technology and universal webhooks to make building cart abandonment campaigns a cinch.

To learn more about how to build the best shopping cart abandonment campaigns for your business, request a demo of the Iterable Growth Marketing Platform.