

## Increasing Conversions with Retargeting Emails and Website Personalization

### Quick and Easy Ideas to Implement before the Holidays

The holiday season is fast approaching and that means big sales for ecommerce sites. It also means a lot of cart abandonment.

Some ecommerce sites try and prevent abandonment, usually with little success. It's one of those things that simply can't be solved – almost a necessary evil. Since it's going to happen, the challenge is how to respond to it.

Rather than regard them as lost sales, ecommerce retailers would be wise to view abandoners as an important group of potential customers. Abandoners have already displayed a definite interest in shopping on your site and, given a little persuasion, can be converted. This is facilitated with retargeting emails and website personalization tools.

If abandonment occurs at checkout, there is a good chance you will have their email address – so you can begin retargeting immediately. If it occurs earlier, you will first need to capture their address. With the right technology, both these goals can be accomplished.

Below is a series of best practices regarding retargeting emails. These practices are all quick and easy to implement. Increase the effectiveness of your retargeting efforts by combining these best practices with website personalization.

Does it work? Statistics from global retailers during Black Friday/Cyber Monday 2014 found a Cart Abandonment rate of some 65%. Using the techniques detailed in this article, they were able to achieve a 15% conversion rate on their retargeting emails.

\*Source: Barilliance

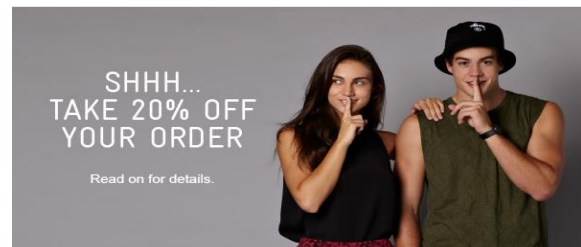


## Cart Abandonment Best Practice 1 – Create Multi-Stage Email Campaigns

Trigger a series of emails when a visitor abandons their cart. These should be timed at different intervals to try and win back the lost sales opportunity. The most common campaigns consist of three emails, the first after one hour, the second after 24 hours and the third after several days. You want the first email to have a “support” tone – “Was there a problem?” Subsequent emails should slightly change the subject and content. Make sure the email incorporates clear, easy to see buttons for returning to the carts.

## Cart Abandonment Best Practice 2 – Offer an Incentive

In the third email, as a last effort, offer an incentive such as a discount to try and close the sale. Use A/B testing to experiment with different sending times, subject lines and content to find what works best for your store and visitors.

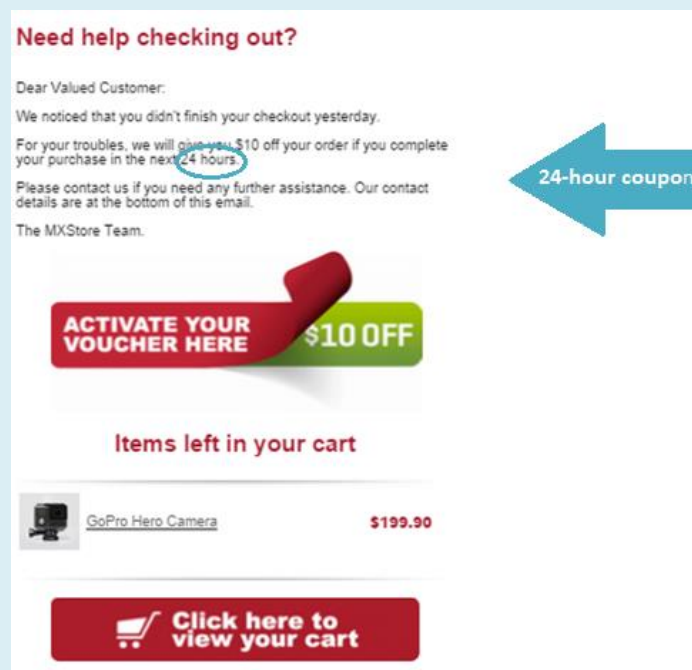


You don't want your customers to get used to receiving discounts from you. So set a long blocking time between emails that include vouchers (say 30-60 days). This is especially true for those who abandoned in the past or who converted from a previous campaign.

## Website Personalization Technique 1: Add Auto-Applied Vouchers and Countdown Clocks

Many shoppers forget where they placed their vouchers, rendering them useless and endangering the sale. Consider using a tool that will automatically apply the coupon directly from the email, so they don't have to remember its location.

Shoppers need constant reinforcement. When visitors return to your site, reassure them that the email offer is still valid by mirroring the same text as the email on the website. You can also create a sense of urgency by adding a countdown clock or telling visitors the offer is only valid for X hours. This helps get the shopper into the conversion funnel to complete their purchase.



## Website Personalization Technique 2: Segment Your Coupons and Create Urgency

To optimize the effectiveness of the coupons, segment them – by time, quantity, product added to cart or the cart's value. For example – for carts of greater value offer bigger discounts, increasing the chance of a sale. If you have overstock of a certain item, you can offer coupons for only that product.

**Cart abandonment**  
segment

### How cart emails segments work

You can define multiple emails with the same timing and target different segments based on the cart content.  
The rules priority (found in the rules list) sets the order in which the cart abandonment rules are checked.  
If a segment matches, the email is sent to the user and all other cart emails for the user which are timed for the next hour will be blocked.

Total Cart amount is between  to

**Cart Items names**

At least one name contains one of the keywords

At least one name does not contain any of the keywords

**Cart Items URLs**

At least one url contains one of the keywords

At least one url does not contain any of the keywords

(Comma separated keywords, Case insensitive, Leave empty to ignore)

**Purchase history (leave empty to ignore)**

Visitor has purchased during the last  days. Visitor has not purchased during the last  days.

Create urgency by including a countdown clock informing shoppers how much time they have until the offer expires.

up to **1/2 PRICE** *Spring* SALE

+ **EXTRA SAVINGS**  
**END TODAY**

TIME LEFT TO SAVE  
00 : 06 : 22 : 43  
days hours minutes seconds

Another way to create urgency is to offer a limited number of coupons with a counter displaying how many are left.

**10% OFF!** **YOUR ORDER**

No minimum. First come first serve! Only 500 coupons are available!

**ONLY 57 LEFT!**

**Activate Coupon!**

\*hover for details

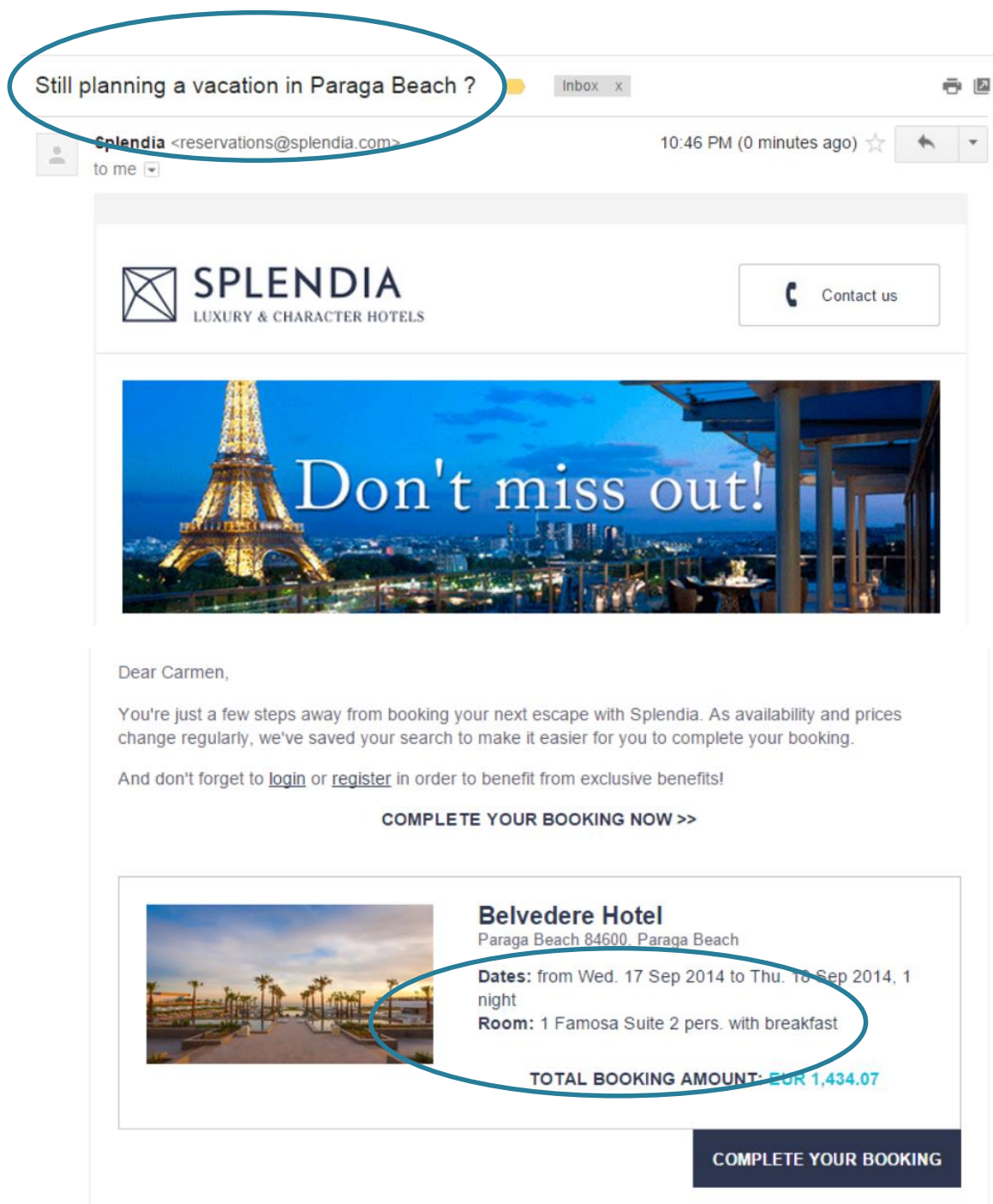
### Website Personalization Technique 3 – Reinforce the Email Incentive on Your Website

When visitors enter the site from the retargeting email they see a reinforcement banner or pop-up restating the discount offer and informing shoppers that the discount will be applied automatically, saving them a hassle.

The screenshot shows the MX STORE website interface. At the top, there is a logo for MX STORE .COM.AU with an Australian flag, a search bar, and navigation links: HOME, REFUNDS, SHIPPING, BRANDS, GIFT VOUCHERS, NEW PRODUCTS, BLOG. Below this is a red navigation bar with categories: RIDING GEAR, PROTECTIVE GEAR, PARTS & ACCESSORIES, and CAMERAS. Further down, there are icons for AUSTRALIAN OWNED, SAME DAY DISPATCH, and MX GET. A prominent yellow banner reads "YES WE SHIP INTERNATIONALLY". Below the banner is a breadcrumb trail: HOME / HELMET CAMERAS / GOPRO / GOPRO CAMERAS / GOPRO HERO CAM. The main heading is "GOPRO HERO CAMERA". A GoPro HERO camera is displayed on a mount. A yellow callout box points to the camera with the text: "Your \$10 discount coupon is ready! It will be applied automatically when you check out". In the bottom left corner, there is a dark blue banner with a clock icon and the text "Offer Expires In 23:54:53".

## Cart Abandonment Best Practice 3 – Personalize Cart Abandonment Emails

With a personalization system you can customize the subject heading to suit the content of the email, specifically referring to what that visitor abandoned. While Cart Abandonment emails with generic text are good, emails with customized headings are even better. Retailers found a 37% increase in opening rates for emails with personalized subject lines compared to emails without. Even adding the recipient's name in the body of the email can improve conversion rates.



Still planning a vacation in Paraga Beach ?


Inbox x

Splendia <reservations@splendia.com> 10:46 PM (0 minutes ago) ☆

to me ▾

**SPLENDIA**  
LUXURY & CHARACTER HOTELS

Contact us




Dear Carmen,

You're just a few steps away from booking your next escape with Splendia. As availability and prices change regularly, we've saved your search to make it easier for you to complete your booking.

And don't forget to [login](#) or [register](#) in order to benefit from exclusive benefits!

**COMPLETE YOUR BOOKING NOW >>**



**Belvedere Hotel**  
Paraga Beach 84600, Paraga Beach

**Dates:** from Wed. 17 Sep 2014 to Thu. 18 Sep 2014, 1 night

**Room:** 1 Famosa Suite 2 pers. with breakfast

**TOTAL BOOKING AMOUNT: EUR 1,434.07**

**COMPLETE YOUR BOOKING**



## Cart Abandonment Best Practice 5 – Add Real-Time Personalized Product Recommendations\*

In a personalized email you can include all the items the visitor abandoned in their cart. But why not make it even more personalized? Also include personalized Product Recommendations based on the specific preferences of each visitor. This enables "two bites at the cherry". So if the product they abandoned wasn't quite what they were interested in, you can offer Product Recommendations to encourage them to go and look at other similar items.

The best personalization systems have dynamic recommendation fields which they can populate in real-time, exactly when the email is opened and not when they are sent.

In the example below you can see a cart abandonment email triggered by Zivame.com. The recommendations at the bottom of the email change according to the visitor's on-site browsing behavior. While one abandoner was interested in nightwear (left), the other looked at beachwear (right).

The image displays two side-by-side screenshots of a Zivame.com cart abandonment email. Both emails start with the Zivame logo, followed by the text "Oops! You've left us behind!" and a personalized greeting "Hi lingerie lover,". Below this is a message: "You happened to leave us behind. You know you love us. Why deny it? Shop for us now!" and a green button labeled "VISIT YOUR SHOPPING CART".

The left email shows "Products Left In Your Cart" with two items: "Penny Dreamwear Cosy Cottons Long Sleeve Top And Bottom Set-Blue" (Rs 648) and "Penny Dreamwear Monochrome Floral Short Sleeves Top and Pyjama Set" (Rs 1198). Below this is a "Recommended for you" section with four items: "Penny Dreamwear Fine Cotton Short..." (Rs 998), "Penny Dreamwear Pretty Florals Top and..." (Rs 1198), "Penny Dreamwear Mystical Monochrome..." (Rs 998), and "Penny Dreamwear Lavender Blossom..." (Rs 798).

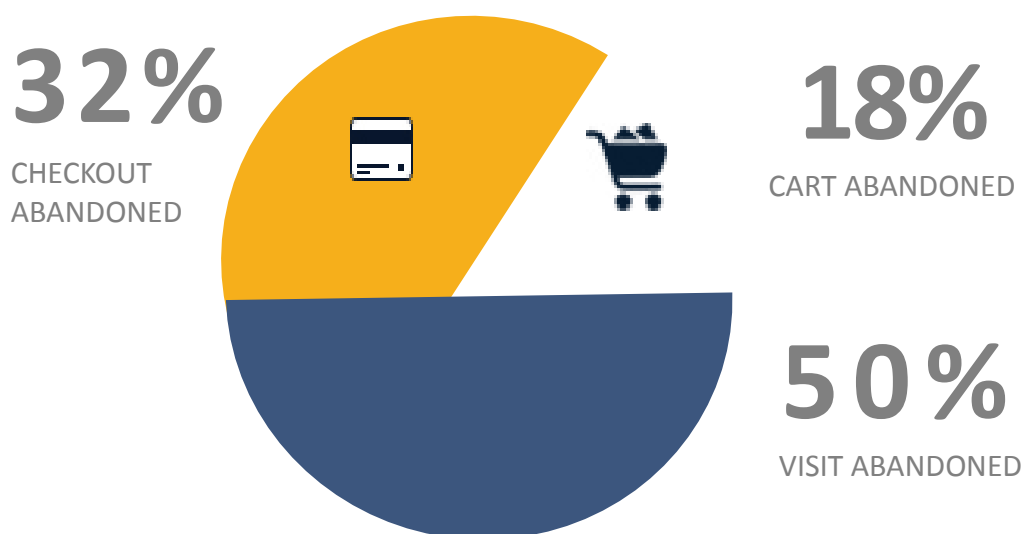
The right email shows "Products Left In Your Cart" with two items: "Penny My Sunday Brunch Liquid Drape Dress" (Rs 1995) and "Penny Aqua V Neck Swindress With Removable Cups" (Rs 1895). Below this is a "Recommended for you" section with four items: "Penny Bauble Sailor Stripe Front Duffle..." (Rs 2795), "Penny Bauble Transparent Mesh..." (Rs 495), "Penny Bauble Glossy Zip-Top Pouch..." (Rs 545), and "Moonbasa Floral Lace Ankle Length..." (Rs 1199).

\* Only available to retailers using a product recommendations product recommendations engine that can populate recommendations in real-time.

## Cart Abandonment Best Practice 5 – Capture Emails and Engage Anonymous Visitors

What if you don't have the visitor's email? An incredible, 97% of online store visitors will leave your website without buying anything, increasing the likelihood of anonymity. In that case you will have to capture it. How you capture an email depends on the type of abandonment. There are several different kinds.

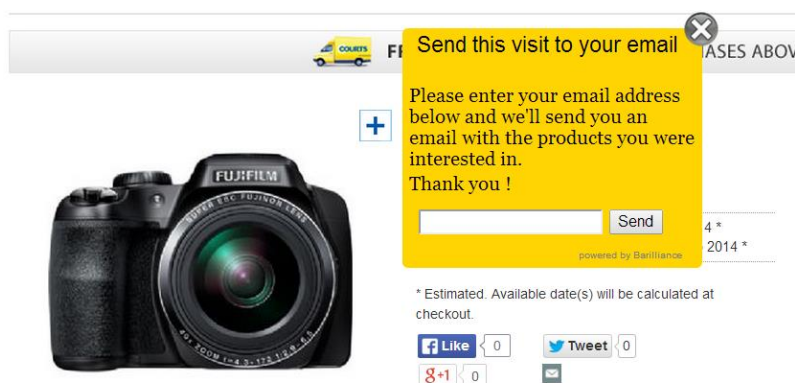
According to Bizrate Insights, 50% of visitors abandon ecommerce sites before even filling a cart. This is known as Visitor or Browser Abandonment. Another 18% abandon their carts before checkout. For the most part, both these types of traffic are anonymous. Below are some examples of how to capture emails from anonymous shoppers.



### Email Capture Tools:

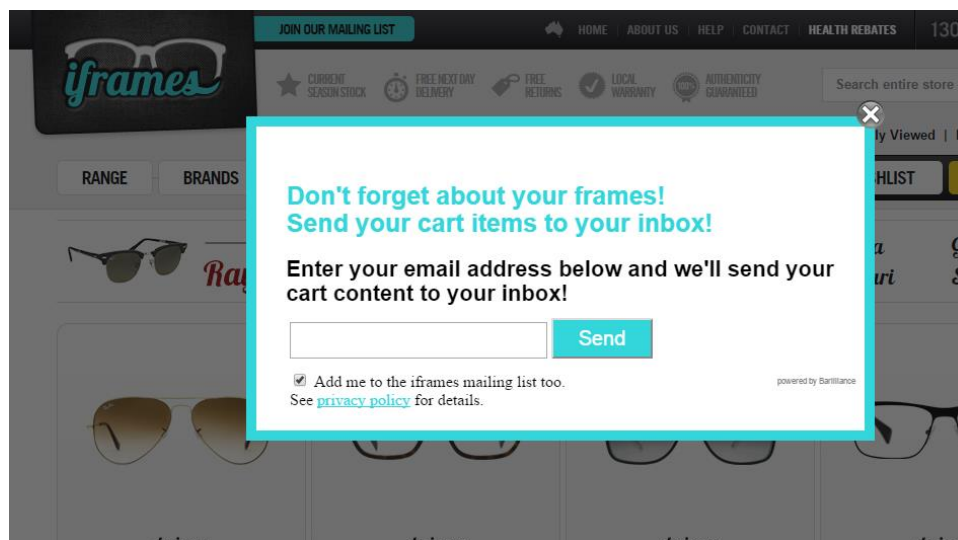
#### 1. Email My Visit

A Visit Summary email engages visitors who have spent time browsing your website, but have not yet committed to put something in their carts. In conjunction with some other techniques, such as mouse tracking, you can detect when a visitor is about to leave your website. At that point, a pop-up is triggered asking them if they would like to receive a summary of all the items they have looked at. This allows you to capture their email address for future email campaigns. Now you can now engage with that visitor after they have left your site.



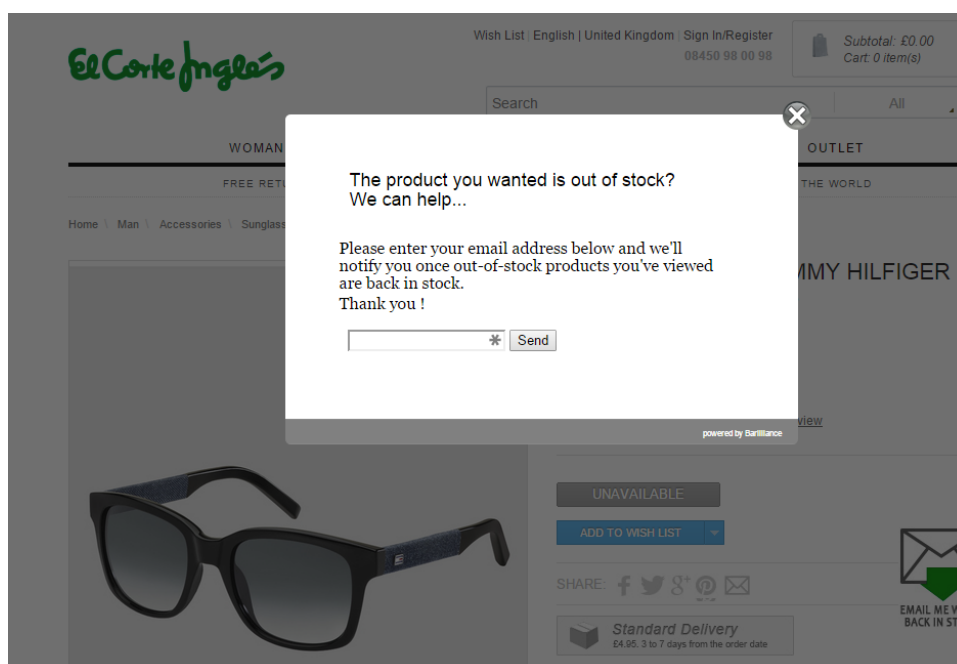
## 2. Email My Cart

Email My Cart follows the same principle as Email My Visit. However, in this case, the visitor has added items to their cart. This email says, "You are about to abandon the website. Would you like us to email you the contents of your cart?" This too helps to identify the visitor because they must give you their email address. You can then send them an email saying, "Here is the content of your cart. Please come back and make your purchase."



## 3. Back in Stock Alert

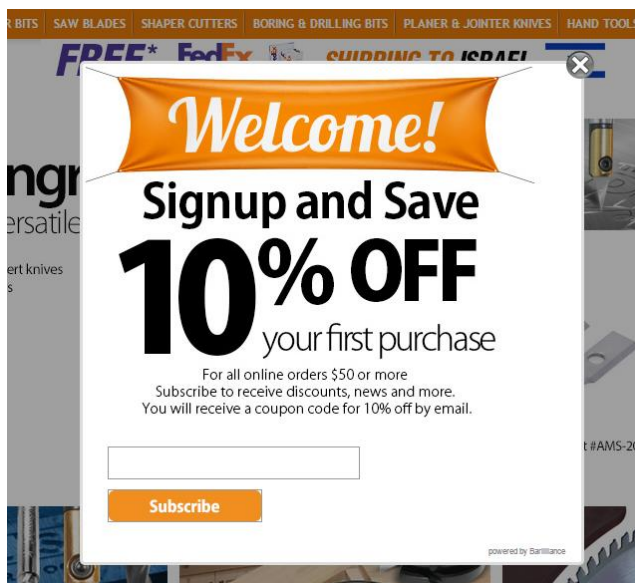
Studies show that, on average, some 17% abandon sites because the item they sought wasn't in stock or not available in their size, color, etc. You can address this issue with a Back in Stock alert. Place a little envelope next to out of stock items asking shoppers if they want to be alerted when the item is available. The visitor clicks on the envelope and enters their email address. When that item is back in stock an email alerts the shoppers, incentivizing them to come back and make the purchase.





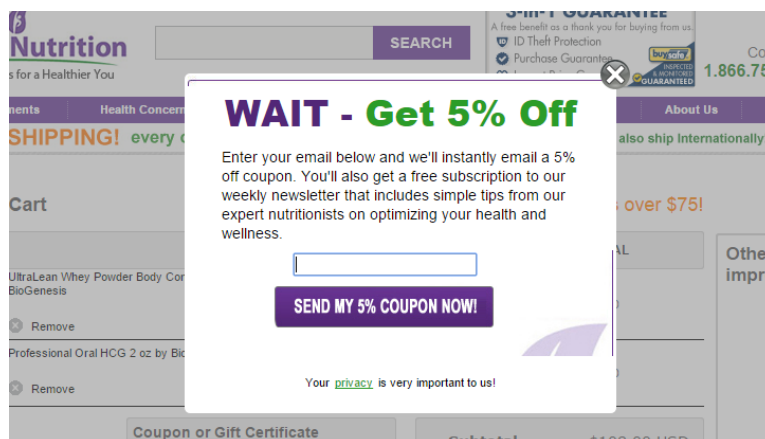
#### 4. Newsletter/Coupon Registration

Present a pop-up offering your first time visitors to enter their emails in return for your newsletter and a discount. Embed an auto-applied coupon in the reply email, so that when the visitor revisits the site, the promised coupon is automatically applied.

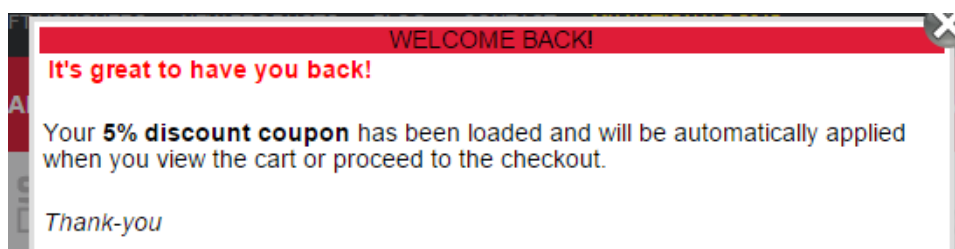


#### 5. Exit Intent Offer

You can revise the above email capture newsletter/coupon offer so that it will be presented to the visitor only when they are about to abandon the site.



You can even segment visitors and offer different coupons to different shoppers. For example, offer 10% to abandoners with cart contents over \$100, but only 5% to all others. When the visitor returns to your site to use their coupon, greet them with a welcome back message:



## Cart Abandonment Best Practice 8 – Engage Recognized Visitors

### Retargeting Tools:

#### 1. Contact Dormant Customers

If you have a customer database with many shoppers that have not revisited your site for a while, you can send an email blast to all those who have not been back for, say, six months. Consider including a voucher.

#### Example – Supplements Website

This supplements website can detect the amount of time it would take to use up one of their products. When that time has elapsed, an email is automatically triggered encouraging the customer to return and stock back up on whatever it was that they were using.

Thank you for your recent purchases!

It has been nearly 12 weeks from your last purchase and you may be running low on supplements.

To gain maximum benefits from supplements, it is best to take them regularly without interruptions.

Refills are a breeze, you just click on the link bellow which will bring you right back to your product's page!

**Here are the items you may renew now**



[GI Revive 225g powder by Designs For Health \(DFH\)](#)  
**\$63.50**

#### 2. Send a Viewed Products Email

Do you have your abandoner's email address? Send them a friendly reminder informing them of the items they looked at. There is no need to ask for an email, as it is stored in the personalization engine's memory.

### 3. Retarget Your Newsletter Readers


If a visitor lands on your website from a link in your newsletter, some systems can automatically pair that person with their associated email. This solution enables you to identify shoppers who otherwise would have been anonymous, without bothering them for their email information.

## Triggered email booster- How Does it Work

Create an email blast template


+

Add a pixel to the email blast




Barilliance  
New Feature

When the email recipient clicks the email to visit the site, the Barilliance platform detects the visitor and captures the email




If the visitor abandons the site/cart, they can receive triggered abandonment emails, even if they never entered their email address



Increase Conversions

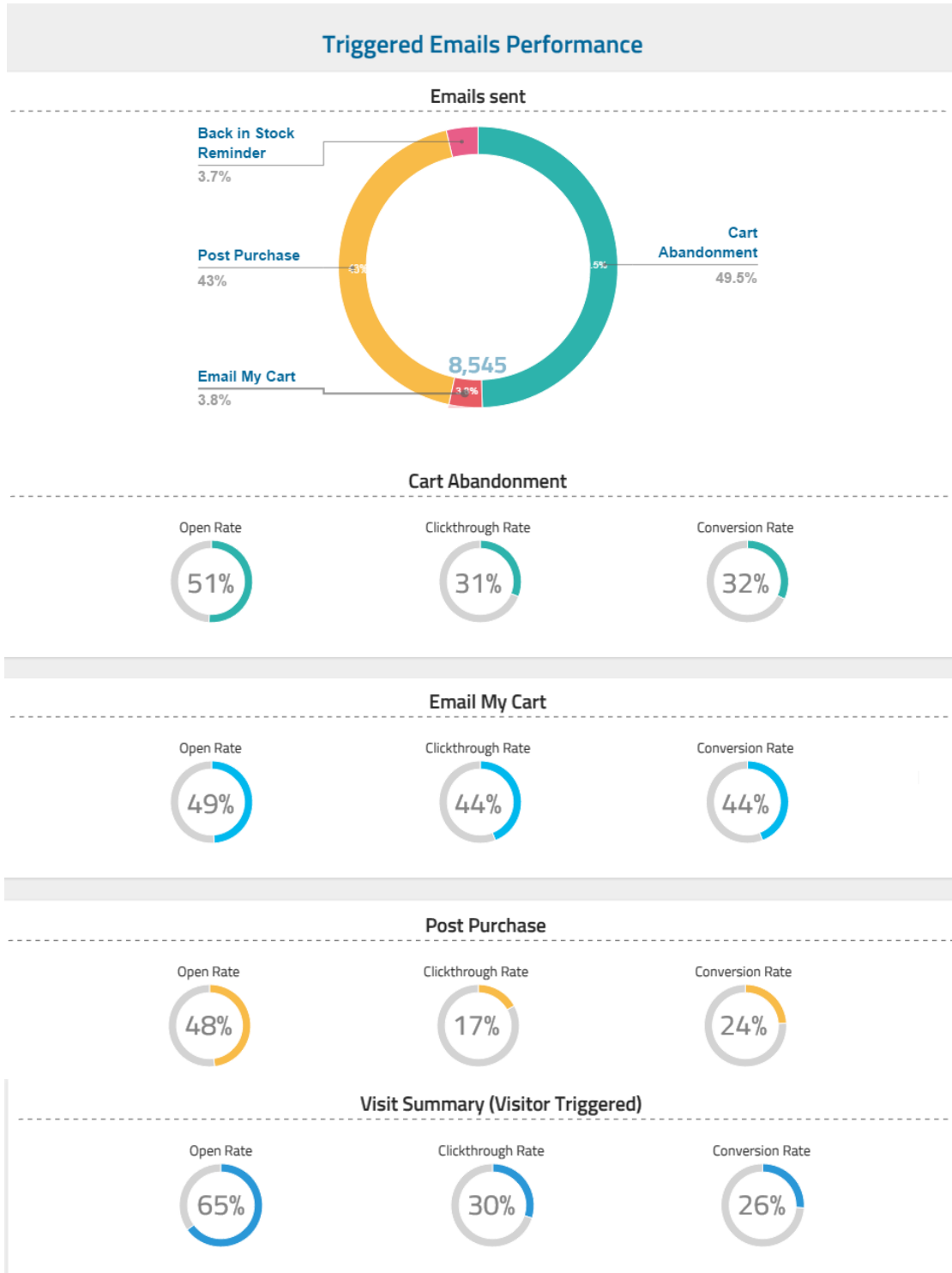


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www.barilliance.com

## Does it Work?

Below is a comparative look at the effectiveness of different types of retargeting emails for a real ecommerce merchant. Statistically these emails are performing very well, which is typical.

Before using these emails, those visitors were anonymous, lost sales opportunities. By using just a few of the techniques shown above, they were able to recapture a substantial portion of the sales and significantly boost conversions.



## Conclusion

Cart Abonnement represents a challenge to ecommerce retailers. Overcome it by seeing it as an opportunity rather than a problem.

Institute a multi-stage email retargeting campaign and offer a voucher in the third email (if necessary). Make sure the voucher applies automatically and include a countdown clock or other device to create urgency. Double the power of your triggered emails by including personalized product recommendations, in addition to the abandoned items. If you need to first capture the visitor's email, offer to email them their cart, the items they browsed or alert them when a product they want is back in stock. Also remember to re-engage dormant visitors. Follow these simple rules and you will be able to convert a significant amount of sales you previously thought were lost.

Have your own easy to implement ideas for increasing conversions during the upcoming holiday season? We would love to hear them! Share them here or drop us a line at [info@barilliance.com](mailto:info@barilliance.com)