

6 FACTORS

THAT INFLUENCE THE RESULTS OF ABANDONED CART RECOVERY CAMPAIGNS

Next, discover the factors involved in the success of abandoned cart recovery campaigns.

INTRODUCTION

Recovering abandoned sales is essential for eCommerce success. We've seen six key factors play into **how much ROI you can expect from cart abandonment technology**.

These factors can be grouped, first by your store's particular characteristics.

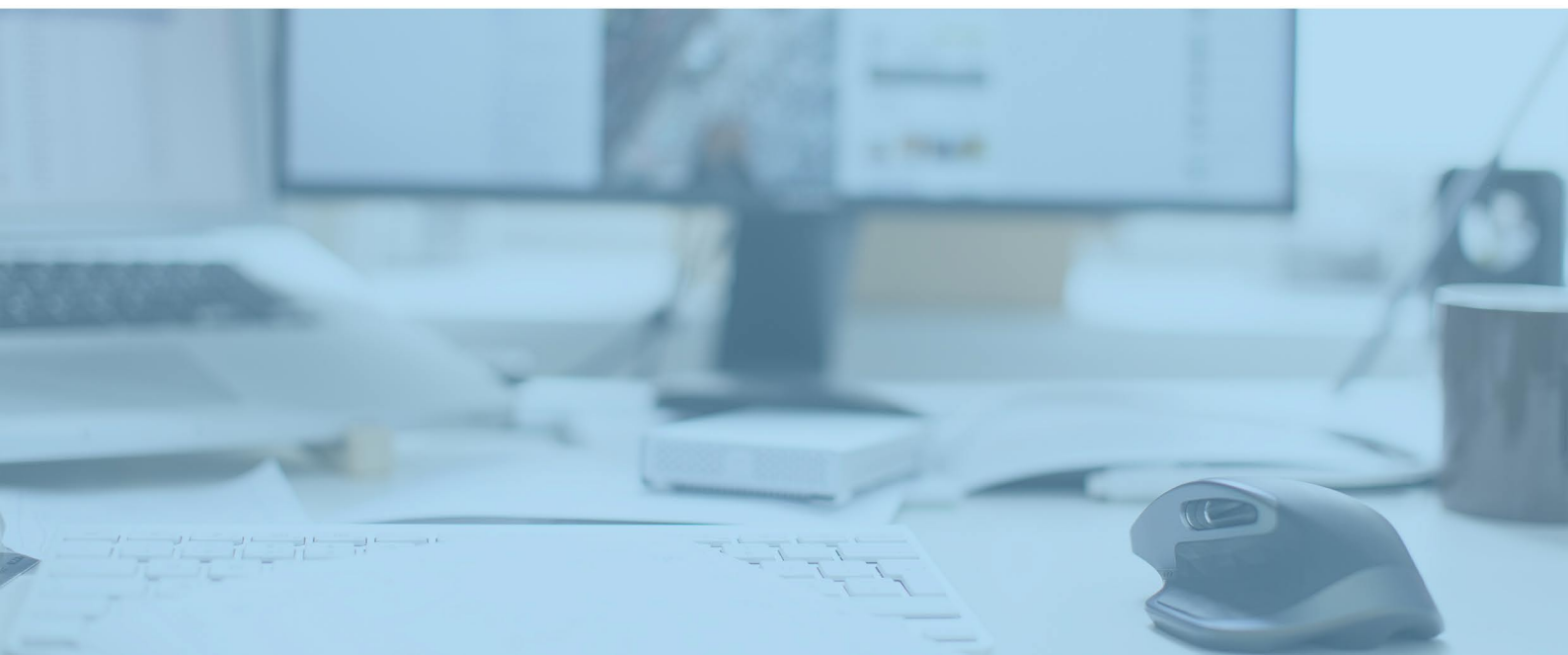
These factors include:

- Traffic
- Website structure
- Average cart value and margin

Second is how well a store implements their abandonment campaigns:

- Sources of email capture
- Campaigns
- Continuous improvement

This book explores these factors in detail to help you maximize profits.

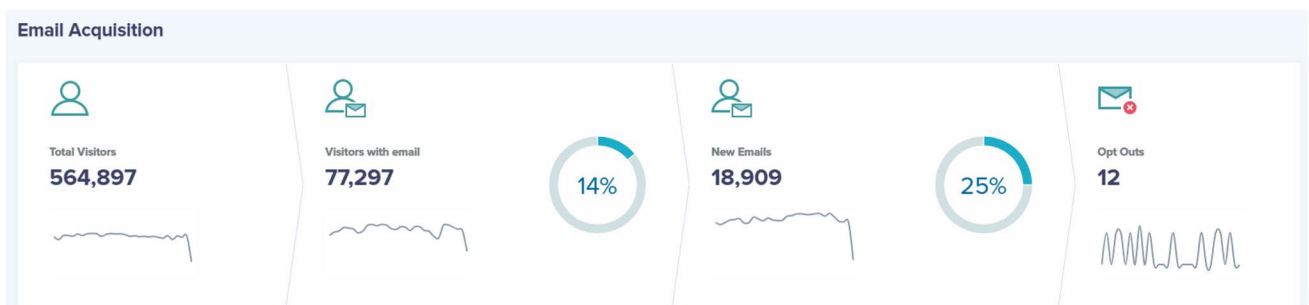
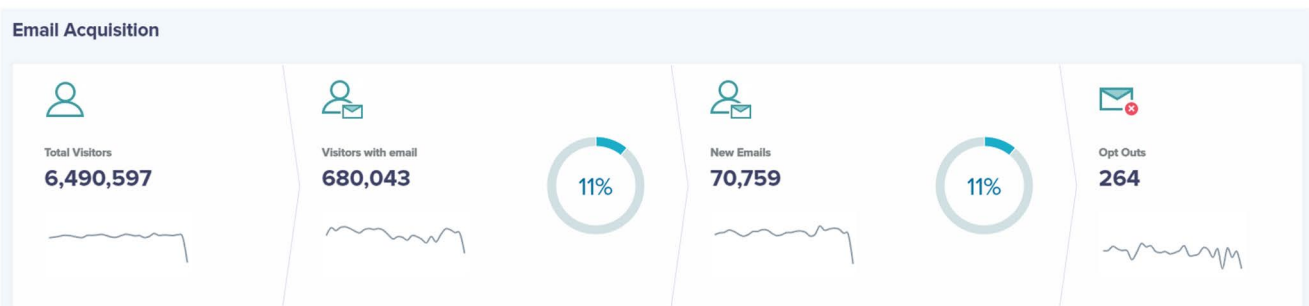
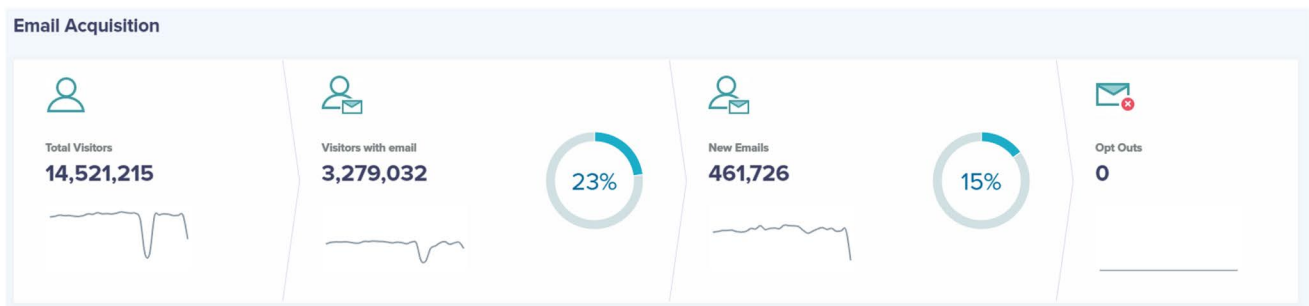


SITE TRAFFIC

Traffic is the “raw material” of cart abandonment campaigns.

Both the quantity and quality of traffic matter. All things equal, a site that has 10mm monthly visitors will have a much bigger opportunity and ultimate ROI than a site with 1mm unique visitors.

Quality of traffic refers to where the traffic is coming from. Are they returning buyers, organic first time visitors, or from other traffic sources such as paid campaigns or referrals. Below are a few examples among Barilliance customers:



WEBSITE STRUCTURE

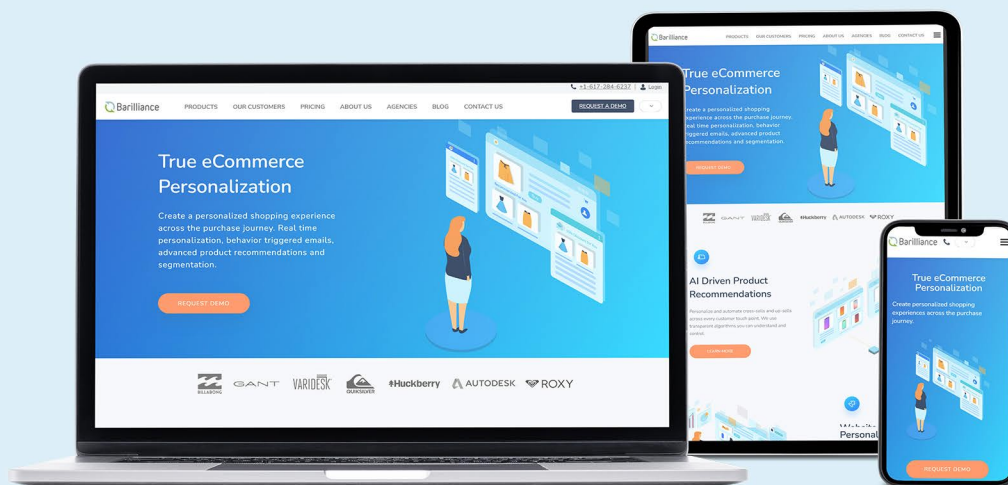
Website structure is the second major factor that influences cart abandonment ROI.

Stores differ in both their catalog (some centered around one product line, while others have thousands of SKUs), as well as their chosen conversion funnel.

For example, sites may have different versions for web and mobile, opt for a single page or multi-page layouts, and have various checkout processes and fields.

Products impact abandonment campaigns in a variety of ways.

Personalization technology can bring in substitute offers based on visitor's in-session behavior, and recommendation engine's can maximize order value via cross sales and upsales.



AVERAGE CART AND MARGIN

Ultimately there are two inputs to calculate the ROI of abandonment campaigns. First, what profits are generated. Second, the cost of the tools required to facilitate the campaign.

It is most helpful to think of profits on a per session basis, where average cart value and profit margins are used to calculate the total profits from a given customer.

Profit = carts recovered x average cart amount x margin

Below we share a few examples to demonstrate how changing variables impact total profits.

RECOVERED CARTS	AVERAGE AMOUNT	MARGIN	GAIN
10	500 €	40%	2000 €
250	50 €	16%	2000 €
500	40 €	10%	2000 €

In the first case, a store only needs to recover 10 buyers to generate 2,000 € in additional profits. Meanwhile, the last case which has a much lower cart value and margin requires 500 recovered buyers to generate the same returns.

These first three factors are independent of Barilliance's service to recover abandoned carts and directly influence the results.

SOURCES OF CAPTURE

Getting permission to follow up with prospects is the first step in any cart abandonment campaign.

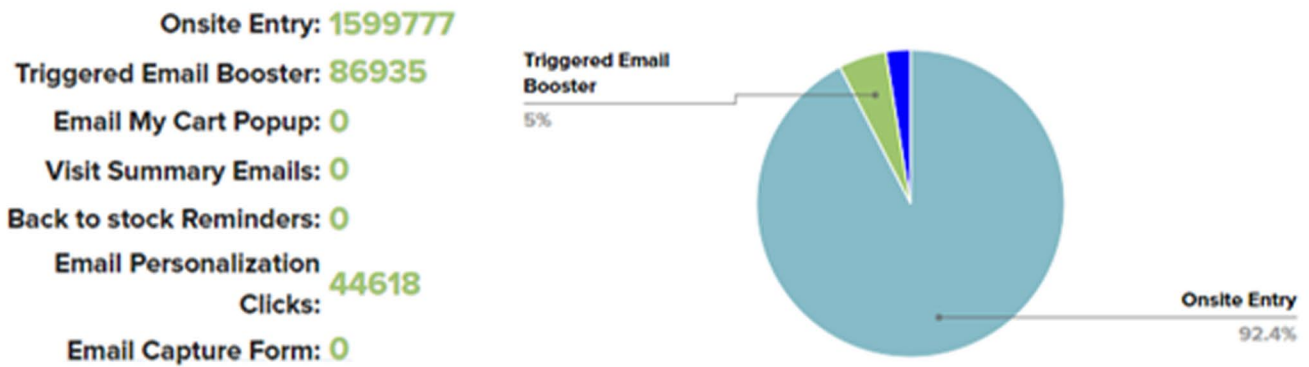
As such, how effective you are at gaining permission, whether it be via email, SMS, social, etc, influences how much revenues you will generate.

Barilliance has many tools to help eCommerce stores capture email addresses. Dynamic content and smart rules allow you to strategically interrupt abandonment behavior, such as moving to a new tab or even highlighting product names.

A few attributes of our email technology include:

- GDPR compliance
- Once the email is captured and as long as it does not delete cookies, the visitor is identified, it is not necessary to capture the email in each session.
- If the visitor logs in to multiple devices, the profile is unified

Below we showcase examples of customers who leverage multiple techniques to drastically improve results.

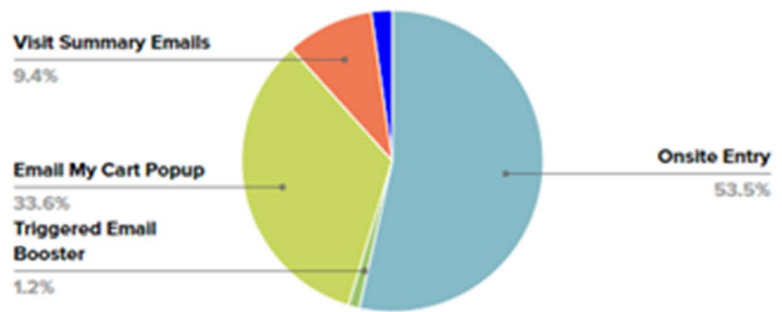


The first customer is only implementing two techniques beyond site entry (triggered email booster and email personalization clicks). Here they have achieved 8% incremental prospects.



Next, we have a customer who has added both email my cart pop-up displays as well as visit summary emails. Stacking these solutions yield an additional 33% more prospects.

Onsite Entry: **13909**
Triggered Email Booster: **308**
Email My Cart Popup: **8739**
Visit Summary Emails: **2451**
Back to stock Reminders: **0**
Email Personalization Clicks: **583**
Email Capture Form: **0**



In the final example, the same techniques are used, but the implementation is more effective, yielding 46% more prospects.

All things equal, clients who take fuller advantage of our product achieve better results and maximize their ROI.



CAMPAIGNS

The quality of your cart abandonment campaign is the most obvious factor in ROI. Less obvious are all the ways you can maximize conversions.

Barilliance offers a variety of email types, each tailored to your prospect's current lifecycle stage.

In our experience, most eCommerce stores fail to extend revenue recovery higher up the funnel, and instead only focus on customers who have made it to the checkout section of their site.

Other trigger opportunities include:

- Browse Abandonment: When a visitor leaves without adding items to a cart or wishlist.
- Pinned items list: When a visitors adds an item to a pinned list or wishlist.
- Add to cart: When a visitor adds an item to a cart (same than below)
- Cart abandonment: When a visitor adds an item to the cart and begins checkout process.


eCommerce maximize results by creating campaigns for each step. For example, a browse abandonment email is sent within 24 hours of a visitor leaving, while your cart abandonment campaign might be multi step, with emails sent immediately, after 24 hours, 48 hours etc.

Abandonment campaigns should have smart logic that triggers the campaign to stop if the customer makes a purchase. This is especially important when discounting is used as a way to maximize conversions.

Personalization also plays a part. Everything from subject lines to offers and recommendations ought to be tailored to in-session data. One common question is how long an abandonment campaign should be. We see most new clients benefit from adding additional follow-ups in their campaigns.

Our personalization engine allows you to take specific action based on how they engage with your offers.


MorphyRichards



We've still got it...


Good news, your basket will now be **saved for 7 days**. When you're ready to checkout, you can just click the link below to pick up where you left off.

[View my basket](#)

	Sauté and Soup Maker	£89.99 £69.99
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Social butterfly?

follow us on our social channels for all things #MorphyRichardsUK




POTTERYBARN

THANKS FOR VISITING

On your last visit you left the following items in your cart

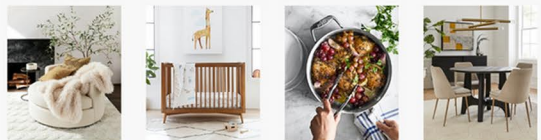
[SHOP NOW](#)



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Explore Our Family of Brands

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POTTERY BARN POTTERY BARN KIDS WILLIAMS SONOMA WEST ELM

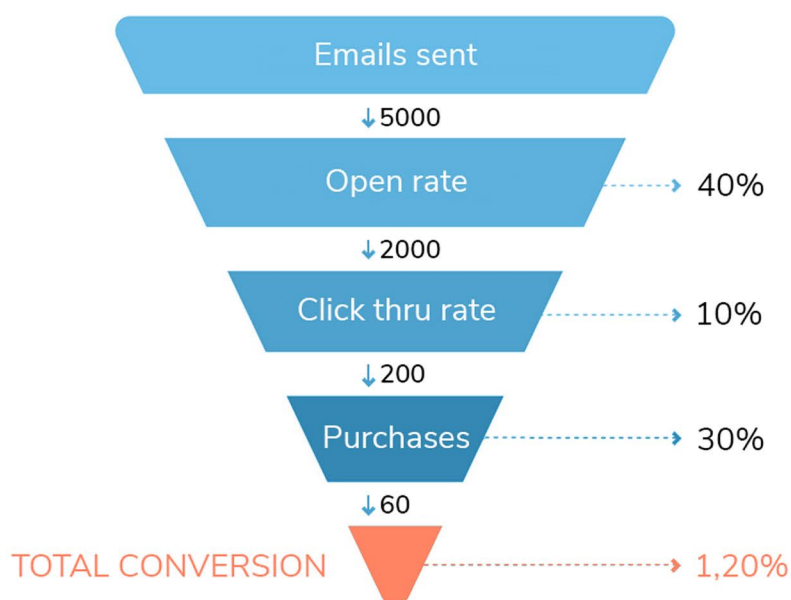
CONTINUOUS IMPROVEMENT

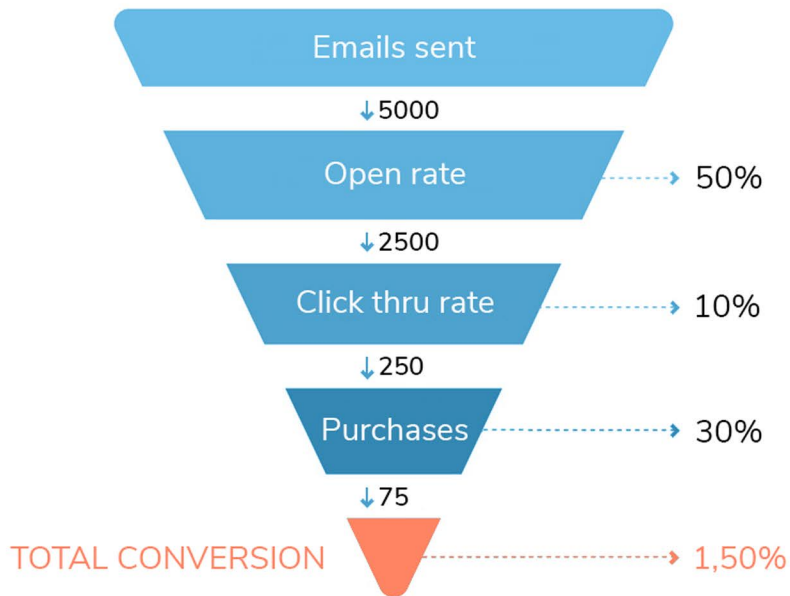
The final major factor in assessing abandonment campaign ROI is your ability to assess and implement improvements. Barilliance provides a number of tools to help you continuously improve your campaigns.

First are the tracking and reporting features. Reports provide detailed statistics on each stage of the customer journeys, from open rate to revenues generated.

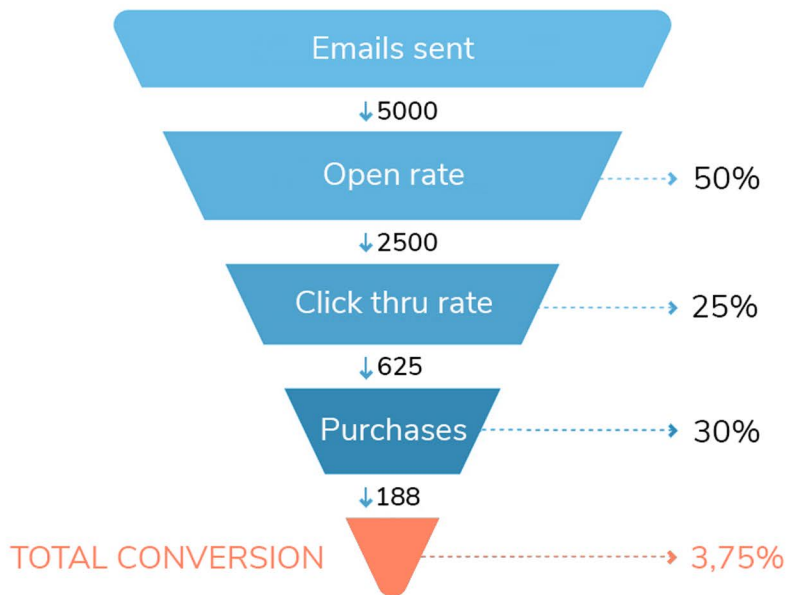
Rule ID	Campaign name	Last sent	Emails sent	OR	CTR	CR	Revenue
29527	Cart abandonment - general 100	26-05-2022	300	70%	13%	43%	109,811

Additionally, Barilliance gives you the ability to implement both AB and multivariate testing. These tools extend to all products within Barilliance's personalization suite, including email personalization, recommendations, contact capture (sign-up forms, popups, etc.) and even personalizing landing pages after click through.





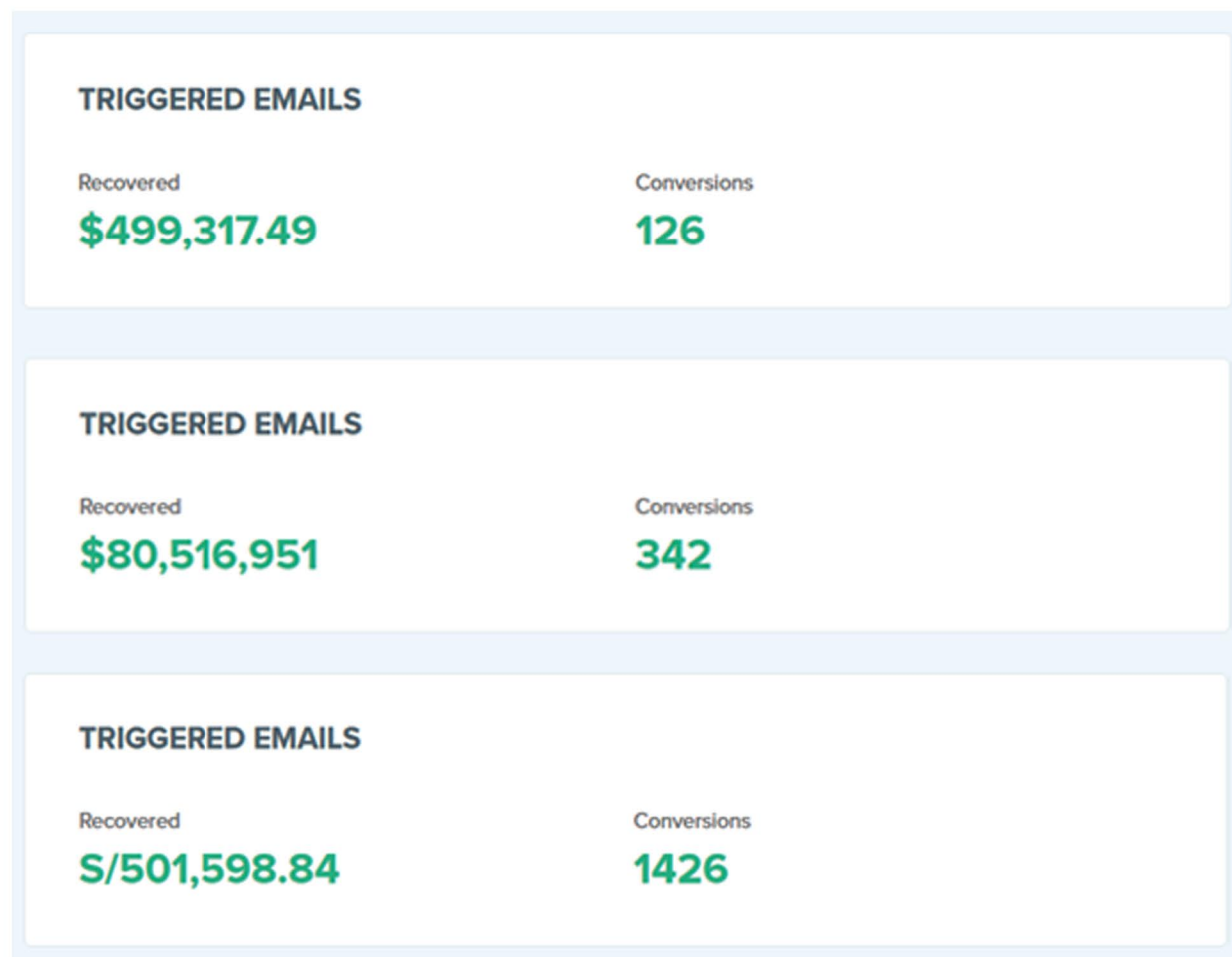
We can see how a 10% improvement in open rate increases conversion from 1.2% to 1.5%.



We can see how a 15% improvement in the click thru rate increases the conversion from 1,50% to 3,75%.

RESULTS

We've explored a variety of factors that impact cart abandonment ROI. While no two stores have the same journey, we've found cart abandonment highly worthwhile for all of our clients. Below are some example results.



As a reminder, these screenshots convey revenues generated. For a full ROI picture, you would need to take into account an item's cost bases.

If you'd like to see Barilliance software live and see how it can help your brand recover sales, schedule a demo here: www.barilliance.com/request-demo/

CONTACT US

www.barilliance.com
www.barilliance.com/request-demo

No matter where in the world you are, there is always a helpful Barilliance expert to speak to.

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