



# CART ABANDONMENT MARKETING

3 WAYS TO INSTANTLY BOOST  
CONVERSION RATES



# INTRODUCTION

Anyone that owns an e-commerce site knows the power of cart abandonment marketing.

Cart abandonment marketing is the process of trying to re-engage with **users or customers who showed purchasing intent** (by adding products to their cart) but then **failed to checkout and purchase** that product.

The standard and most basic way to perform cart abandonment marketing is to set up a **chain of emails** to people that have failed to checkout. This usually consists of a chain of 3 emails prompting the user to come back with the final email usually offering a discount code.

E-mails work amazingly for some businesses, but it's not the final word in cart abandonment. Here are 3 alternatives which you can use to **super charge** your cart abandonment strategy.

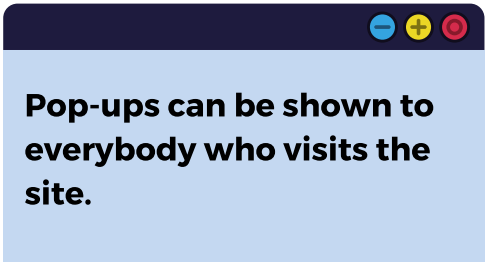
# 1. EXIT INTENT POP-UPS

Exit intent popups have been used for years in lead generation campaigns, and have recently shown to be incredibly successful for e-commerce as well.

Exit-intent popups work for 2 main reasons.

**Reason 1: The Audience is usually significantly larger than email cart abandonment audiences.**

Email cart abandonment requires the user to enter their email address to receive the followup messages. And...



**Pop-ups can be shown to everybody who visits the site.**

# 1. EXIT INTENT POP-UPS

In e-commerce purchases there are three stages someone has to go through before finalising the transaction.

**People tend to "drop off" after each step, so step 1 has by far the largest audience.**

1

They add the product to their cart

2

They enter their checkout details (incl. email address)

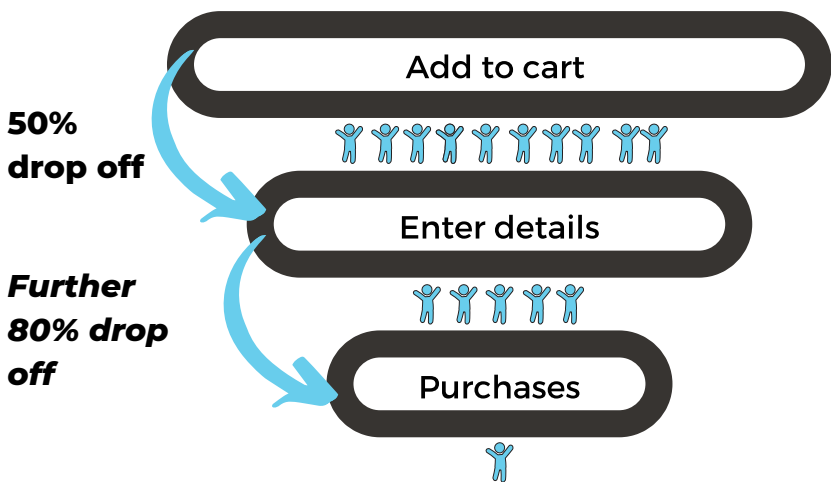
3

They enter their purchase information and finalise the transaction.

# 1. EXIT INTENT POP-UPS

The benefit of exit-intent popups is that the audience is far larger in Step 1 then in Step 2, which means more opportunities to create conversions.

A typical drop-off funnel looks like this:



# 1. EXIT INTENT POP-UPS

As we can see, around 50% of users usually drop off before they get a chance to even input their email.

That's why **reason number 2** is; **Exit Intent Popups Are Almost Impossible to Miss.**

The other reason why exit intent popups are so successful is that emails are just plain easy to miss or ignore, whereas popups are the exact opposite.

Users may not love seeing popups but there is no doubt that they get results.

## 2. FACEBOOK ADS & MESSENGER

**Facebook Messenger and Facebook Ads** both work incredibly well for cart abandonment reconversion.

Who has time for email anyway?

All one needs to do is install your Facebook Pixel on your site to ensure that users browsing your site are matched to their Facebook profile.



## 2. FACEBOOK ADS & MESSENGER

From there one can either use a plugin to ensure only users who have reached a certain stage in the website (added items to their cart but haven't checked out) will see the ads.

Or...

You can build these audiences **quite easily within Facebook itself.**

You need to include people that have added items to their cart or proceeded to checkout, but not finalised the purchase.

Because the audience is always relatively small, your **ad spend is usually quite low and the results are usually amazing.**

You can (and should) also craft the ad to speak directly to this segment of people.



## 2. FACEBOOK ADS & MESSENGER

Building the audience yourself looks something like this:



### **Facebook Audience**

- Facebook Pixel (People who have added products to cart in the last 30 days)

### **OR**

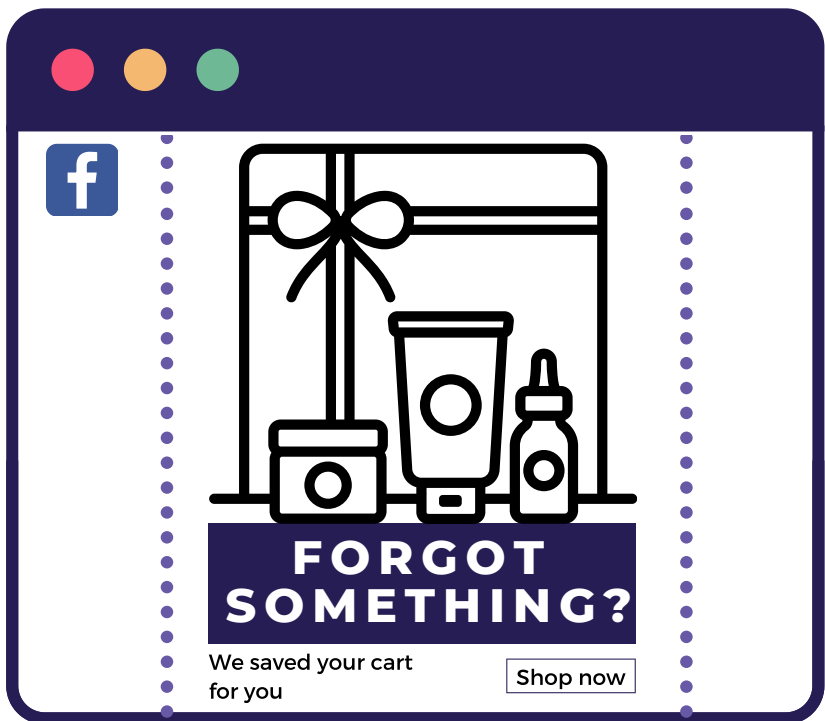
- Facebook Pixel (People who have initiated checkout in the last 30 days)

### **EXCLUDING**

- Facebook Pixel (People who have purchased in the past 30 days.)

## 2. FACEBOOK ADS & MESSENGER

And a targeted cart abandonment ad could look something like this:



# 3. PUSH NOTIFICATIONS

The truth is: no-one likes push notifications but they work.



Show notifications

Allow

Block

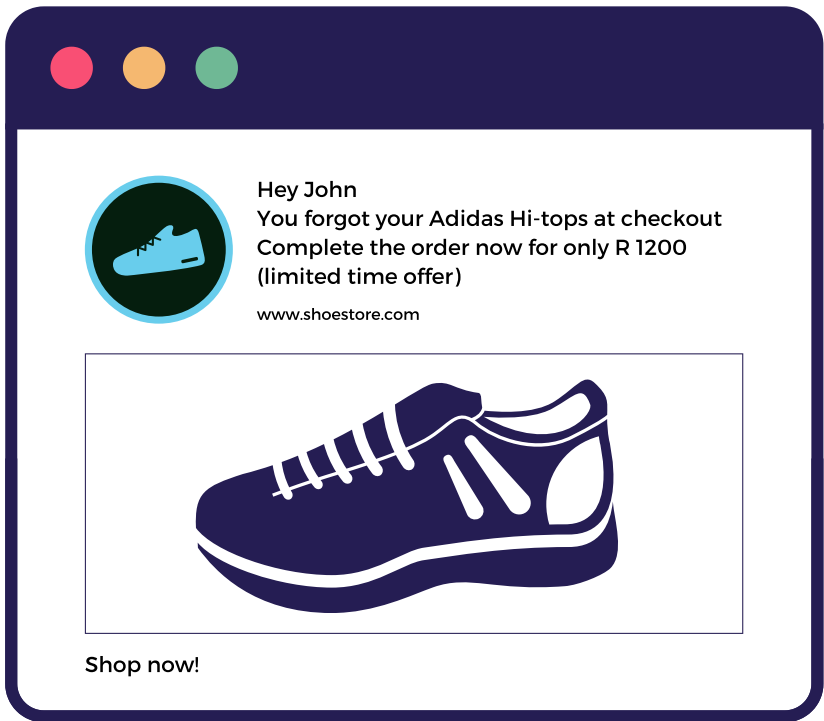
According to [www.pushengage.com](http://www.pushengage.com), push notifications for cart abandonment work on average **3-10x better than emails alone**.

The trick to getting push notification right is **personalisation**.

If you can craft your message as specifically as possible to your users, results can be through the roof.

# 3. PUSH NOTIFICATIONS

An example of a personalised push notification is shown below:



# 3. PUSH NOTIFICATIONS

The results are even better when you show people the **exact product they want** rather than a generic message, like "Your cart is waiting for you".

One thing which you need to take care with, when using push notifications, is **frequency capping**.

Nothing creates brand animosity faster than companies who show you the same product for months on end.

Don't show consumers **notifications** too often, and don't show them the **same message too often**.

# CONCLUSION

We believe that all e-commerce store owners should focus on audiences at the **end of the funnel** (between cart and purchase) **before focusing on generating traffic.**

After all you want to make sure people convert once they reach your checkout, right?

It's usually relatively easy, through smart optimization, to get **2x-3x your current revenue** by just optimizing your funnel to **maximise conversions** from this high value audience.

Thanks for reading, and we hope this helped.