

# ABANDON

CHASING CONVERSIONS

# CART

MAXIMISE YOUR VISITS

# EMAIL

CASE STUDY WRITTEN BY

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# STOP THE MADNESS WITH AN ABANDON EMAIL STRATEGY

*STOP YOUR CHEESE BEING  
ABANDONED EVERYWHERE!*

## **IN A NUTSHELL**

*Abandon emails are automated emails which get sent out to users of a site if they go through the whole purchase process but do not follow through to complete their order.*

As business owners, we increasingly find ourselves struggling to stand out from the crowd. We invest in the right mix of ingredients to create the perfect cheese fondue for all our customers to enjoy only for them to abandon their online shopping cart at the last moment, leaving the fondue to spoil. All that marketing effort to drive customers to our eCommerce website goes to waste if it doesn't convert into sales.

According to the Baymard Institute feelings of abandonment is a shared pain for most business owners with an average of 69.89% of online carts being abandoned. This means a lot of your marketing budget is going to waste, even though you may be successfully attracting the right clientele for your business.

# THE CASE STUDY

**NO CRACKERS GROMIT, WE'VE FORGOTTEN THE CRACKERS!**

The first question which springs to mind is **WHY** are so many customers loading up their carts only to disappear into the ether?



## THE AGE OF WEBROOMING

Reasons for this growing trend:

- Allows customers to compare prices especially the comparison between online and physical stores
- Allows customers to research the features of the product and compare against competitor options to find the right product for their needs
- Allows for easier returns and warranty claims
- Try before you buy
- No shipping cost
- Instant gratification

## THE AGE OF CHOICE

In the era of constant connectivity, we are devoted to our smartphones, computers and tablets like never before. In theory, this is great news for ecommerce websites however on the flipside, customers have access to an unprecedented plethora of entertainment, information overload and excess choice.

This can lead to choice paralysis as potential customers become overwhelmed by the sheer volume of product information and options available. When they finally overcome 'analysis paralysis' and finally make a decision they often feel regret.



## HOUSTON WE HAVE A PROBLEM

Sometimes the problem can be as simply as a website crash or website time out which can stop a customer from completing a purchase. In fact, Statista reported 24% abandoning a purchase because the website crashed.

# ABANDON STRATEGIES

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How does an abandoned cart email strategy fit into this? It should be noted that combating the challenges described above is part of a wider digital marketing strategy. With that out of the way, wouldn't it be great to have the opportunity to talk with these lost customers and potentially change their mind?

## **I feel Like Cheese is the glue that holds my life together**

Enter, your checkout abandonment email, reminding customers of the basket of goodies they left behind in a sheer panic of choices! You can expect to save between 5% and 11% of otherwise lost sales just by sending at least one follow up campaign within 24 hours.

Not bad when you consider that these campaigns can largely be left alone once you have set them up and conducted a few rounds of tests to determine the number, frequency, timing and whether to include an offer or not.

Speaking of which, to discount or not to discount is a reasonable question to ask. There is a legitimate concern of potential customers abandoning carts intentionally in order to receive a discount. However this must be balanced with the legitimate instances in which surprise shipping costs or GST may have been the tipping point between purchasing and not purchasing. Always use a discount you are comfortable with so as to limit the effect potential system abuses might have on your margins.

Take for instance an abandoned cart we recently set up for our client Screaming Reels. We used a combination of humour and a 10% discount sent 6 hours after the cart was dropped.

# CONTINUED..

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## THE RESULTS

So far the results have been fantastic with a 55% open rate and a stellar 22% recovery rate! Obviously as the number of emails sent over time increases we expect these numbers to come back down to earth a little but needless to say this campaign has already paid for itself!

## THE CONCLUSION

While the challenges facing online shops today demand a comprehensive strategy, adding a checkout abandonment email is a step in the right direction. **Remember you are leaving cheese on the table without one!**



## TALK TO US ABOUT AN AUTOMATED ECOM STRATEGY!

At Chalk n Cheese we specialise in understanding your businesses unique position and developing a custom marketing strategy mix that helps cut through the cheese and grow your bottom line.



“  
WE ARE A  
MULTI AD  
CHANNEL  
RESULTS  
FOCUSED  
DIGITAL  
COMPANY.”

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