Barilliance

WHERE DO MOBILE ABANDONERS GO NEXT?
EXPLAINING SHOPPING CART ABANDONMENT
IN THE CROSS DEVICE ERA

A mini whitepaper by Barilliance based on an international online study of more than 98,000 website visits that originated from clicks on cart abandonment emails. The study was conducted on May 2014.

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Introduction:

Do you have a smartphone in your pocket? Or a tablet on your desk as you read this? If you answered yes, then you're part of the trend that's happening. As McKinsey highlighted in research in March 2014, 'device shift' is one of the six major ongoing consumer trends.

According to the research, smartphones are fast becoming ubiquitous - with penetration of 60 percent in the US. Over 30 percent of US households with Internet access, now have a tablet as well, and the rest of the developed world is close behind. Smartphones and tablets now account for around 44 percent of all personal computing time, having nearly doubled since 2008.

As you've probably experienced as a marketer already, the growing usage of mobile devices poses a real challenge. You have to adapt marketing solutions to the ever changing cross device environment.

The challenge:

As cross device shopping becomes more popular, shoppers who receive cart abandonment emails face a problem where shopping sessions don't transfer between devices. Cart abandonment emails contain items from previous shopping sessions. The emails include a link that should lead shoppers back to the site to complete the purchase. However, those links sometimes lead to an empty shopping cart page. Customers can get "lost in the cracks" of your website and get frustrated. And the reason for these 'broken' links is that the visitor added items to cart on a different device. Therefore the current device is not aware of the cart items, because of a different session cookie.

The solution:

Recognize the shopper across devices

To address the device-hopping trend, Barilliance has developed a Cross Device recognition technology.

When customers click your cart abandonment email, the Barilliance system identifies if the email is opened on a different device from the device originally used for the shopping session. If the device is different, the system presents customers with a widget containing their original shopping cart items. This allows your customers to seamlessly continue the shopping session across devices. Ultimately this leads to higher conversion rates, revenue and more satisfied customers.

Methodology and definitions

This study utilized data from the Barilliance e-commerce personalization suite. The study is based on 98,140 website visits that originated from clicks on cart abandonment emails, during May 2014. The emails were automatically triggered following a session on a Computer, Tablet or a Smartphone.

We defined the following parameters:

1. Visits - Website sessions that originated from clicks on cart abandonment and visit abandonment emails.

2. Conversion rate- the percentage of sales out of the total number of visits.

3. Browsing Origin - The device on which the original browsing session happened (Computer, Tablet, Smartphone). The cart abandonment emails were triggered following a browsing session that started on one of these devices.

4. Conversion Device - the device on which the email was opened and resulted in a purchase (Computer, Tablet, Smartphone).

Results

From the 98,140 visits, 19,204 converted into a sale. A total conversion rate of 19.6%.
In other words our study showed that 1 out of every 5 shoppers who opened and clicked on a link within a cart abandonment email, made a purchase.

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Conversion rates on the various devices were as follows:

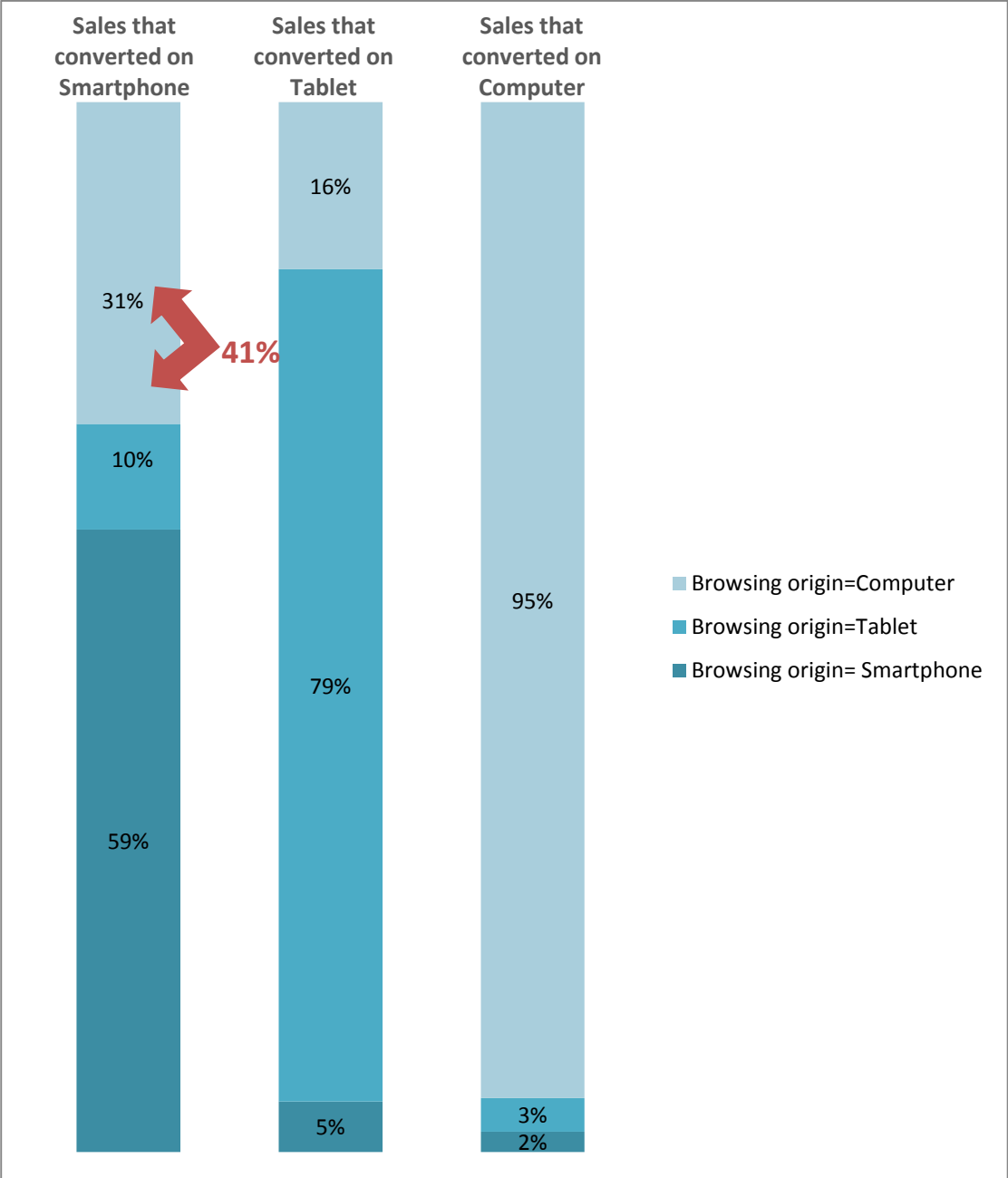|	11%	19.5%	21%
	converted on Phone	converted on Tablet	converted on Computer
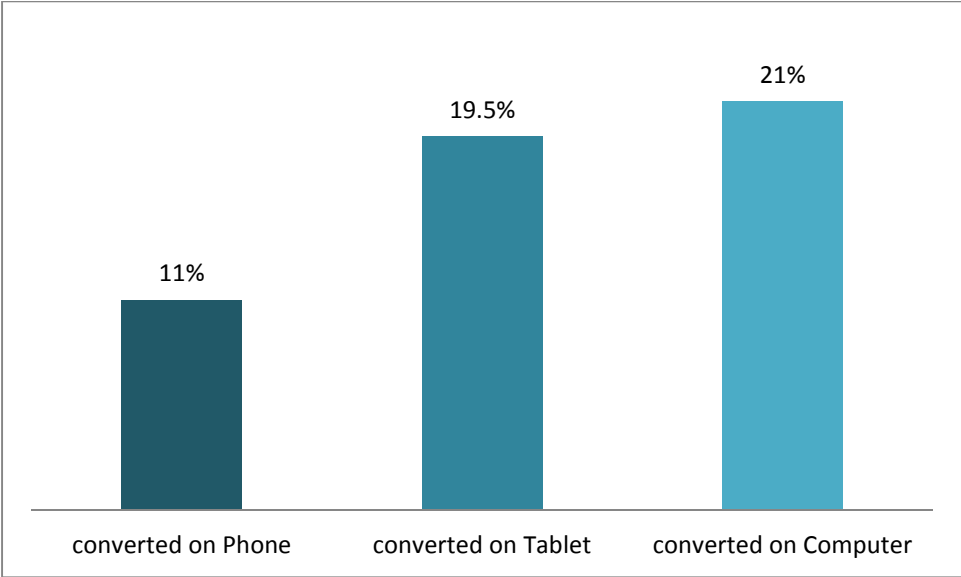
Thus, 1 out of every 5 people who opened a cart abandonment email on a Tablet or Computer, and clicked a link, made a purchase.

Looking closer into the habits of device hoppers, we found that shoppers who originally used a Computer often preferred to finalize their purchase on the same computer (95%).

However, when it comes to mobile devices, 41% of shoppers who finalized their shopping session on a smartphone originated it on a different device. Likewise, 21% of shoppers who finalized their purchase on a Tablet, began their session on another device.

Conversions by browsing origin, and conversion device

Sales that converted on Smartphone

Sales that converted on Tablet

Sales that converted on Computer

16%

31%

41%

10%

95%

59%

79%

5%

3%

2%

■ Browsing origin=Computer

■ Browsing origin=Tablet

■ Browsing origin= Smartphone

Cross Device Trends

We analyzed the impact of the browsing origin device on final sale conversion rates.

The Results:

Browsing Origin = Smartphone

18.1% of visits that occurred following a session that started on a Smartphone, were converted into a sale.
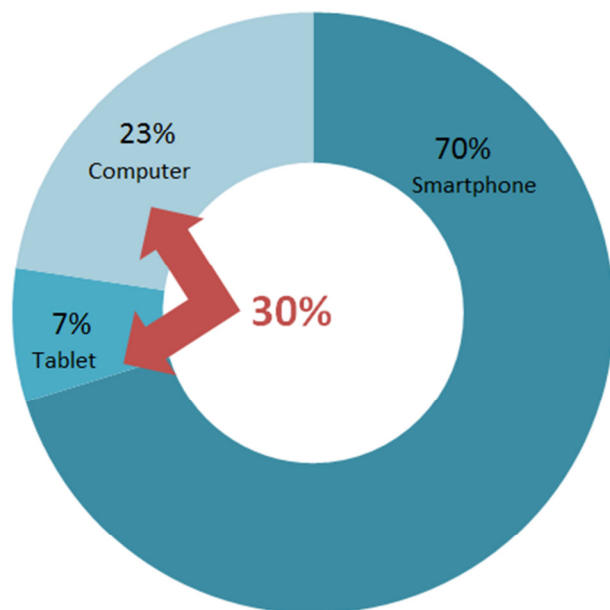
<u>**From those successful sales:**</u>

70% - converted on a Smartphone

7%- converted on a Tablet

23% - converted on a Computer

What's interesting is that **30% of the people, who opened a cart abandonment email after a shopping session on a Smartphone, actually finished their purchase on a different device.**

This emphasizes the previous point that showed the prevalence of device-hopping consumers. As the previous graph showed, of the shoppers who finalized their purchase on the Smartphone, 41% had started their shopping session on a different device (Computer or a Tablet).
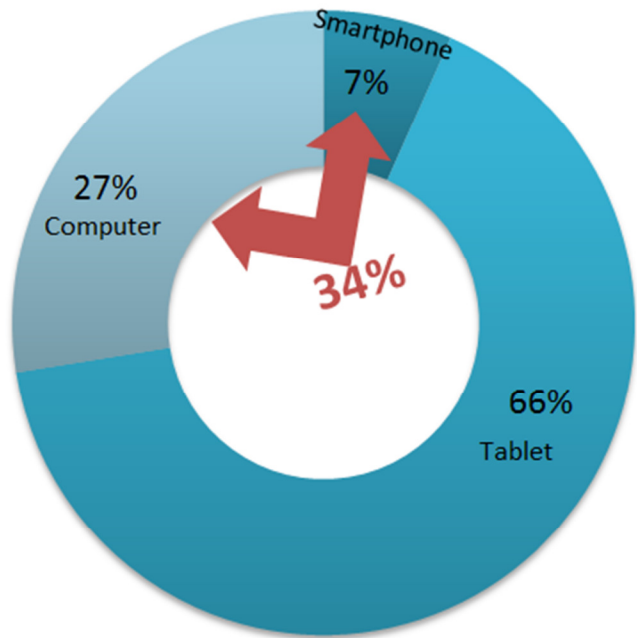
Browsing origin = Tablet

20.1% of visits that occurred following a session that started on a Tablet were converted into a sale.

From those sessions:

7% converted on a Smartphone

66% converted on a Tablet

27% converted on a Computer

34% of customers, who started a

shopping session on a Tablet and converted through a retargeting email, finalized their purchase on a different device (Computer or a Smartphone).
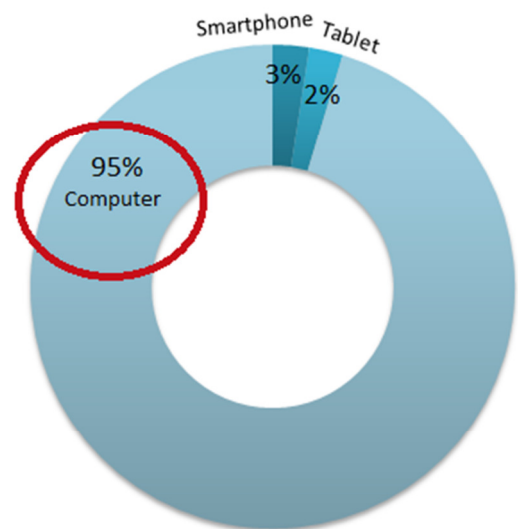
Browsing origin = Computer

19.6% of visits that occurred following a session that started on a Computer were converted into a sale.

From those conversions:

3% converted on a Smartphone

2% converted on a Tablet

95% converted on a Computer

It is not surprising that **95% of customers, who started their browsing session on their computer, completed their purchase on the computer.** This finding correlates with the custom of computer users to have longer sessions online, than when using a mobile or tablet "on the go". Thus, when a cart abandonment email is sent an hour after browsing, computer users are still likely to be on their computer to complete their purchase.

Conclusions:

The study shows that device hopping is rife among mobile shoppers. Almost 1 out of every 3 shoppers that started their shopping session on a Smartphone or a Tablet completed their purchase on a different device (30% in the case of Smartphone users and 34% of Tablet users). The hopping trend intensified in the case of Smartphone users, where 41% of customers who performed a purchase on their Smartphone did so following an initial browsing session that was conducted on another device.

Another interesting finding from this study is how confident Tablet users were to finalize a purchase on their Tablet. 19.5% of shoppers who clicked a link in a cart abandonment email on their Tablet ended up converting. This is almost as high as the conversion rate on Computers which stood at 21%.

This study also proves the effectiveness and revenue-enhancing potential of cart abandonment emails. The overall conversion rate of visits from cart abandonment emails was 19.6% (almost 1 in 5 emails converted into a sale) - extremely high by any marketer's standards.

Recommendations

As we mentioned earlier, with more device-hopping it becomes easier for customers to get lost between the cracks. Shoppers can get frustrated if they lose their carts, or can't continue a session.

Common recommendations to address device hoppers are responsive design and website testing on multiple platforms. However, more can be done in the marketing space. Barilliance recommends the following actions:

1. Make sure your triggered emails provider offers a solution for cross device emails. A solution should present the abandoned products when the customer arrives to the site on a new device.

2. Increase conversions on Smartphones by adding a 'click to call' button specifically on emails that are opened on Smartphones. This allows the user to finalize the purchase, on the spot, with one click that initiates a call to your store. Again, this overcomes any resistance to shopping whilst using another device.

3. Be more proactive with email capture tactics on mobile devices. Since mobile shoppers are likely to finish their purchase on a tablet or computer, offer to save their cart or send a visit summary email to them.

About Barilliance

Barilliance is an integrated suite of applications that enables e-commerce sites of any size to deliver a personalized shopping experience by adding a single code snippet to their site. The suite includes: cross channel personalized product recommendations, behavioral triggered emails and real-time onsite personalization. All applications operate on the Barilliance personalization platform from a single easy to use control panel. Barilliance Software-as-a-Service (SaaS) delivery and Zero Integration technology enable online retailers to reap the benefits of our personalization technology, without upfront investment. Barilliance was founded in 2009 and is headquartered in Tel Aviv, Israel with local offices worldwide.