Barilliance
eCommerce Personalization
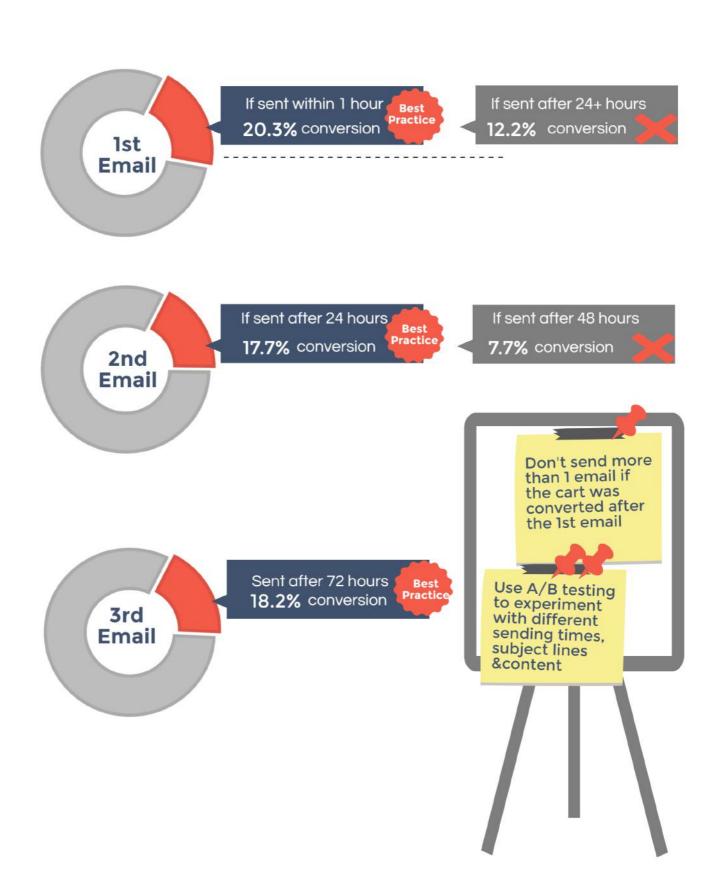
ABANDONMENT CART EMAILS BEST PRACTICE

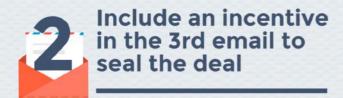## HOW TO CREATE CART RECOVERY EMAIL CAMPAIGNS THAT CONVERT

Create multistage cart abandonment email campaigns

The 1st email should be sent within 1 hour of abandonment, the 2nd after 24 hours and the 3rd after 72 hours.

1st Email

If sent within 1 hour **20.3%** conversion — **Best Practice**

If sent after 24+ hours **12.2%** conversion ✕

2nd Email

If sent after 24 hours **17.7%** conversion — **Best Practice**

If sent after 48 hours **7.7%** conversion ✕

3rd Email

Sent after 72 hours **18.2%** conversion — **Best Practice**

Don't send more than 1 email if the cart was converted after the 1st email

Use A/B testing to experiment with different sending times, subject lines &content

2 Include an incentive in the 3rd email to seal the deal

Set a long blocking time for emails that includes a discount so visitors don't develop the habit of waiting for one

Segment the inventive - offer different discounts based on cart content, purchase history and brand affinity

Use auto-applied coupons at checkout - if your customers reach checkout but forget the coupon code, they might abandon the cart to search for the code

RESULTS YOU CAN EXPECT

Global conversion rate from cart abandonment email is 18%

with retailers achieving conversion rates as high as **40%**

Abandoned cart emails

18%
Conversion rate

Best performing
40%

HOWEVER

Cart abandonment emails can only be sent to abandoners with a known email address, who've added items to the cart

Most abandoners don't even add any items to the cart

The majority abandon without entering their email addresses

WHAT MARKET LEADERS DO:

3 Increase email aquisition with multiple types of triggered emails

14% Conversion rate

29% Conversion rate

Visit Summary Email:

Prompt site visitors with an option to email themselves the summary of their visits.

Send My Cart Email:

Suggest to visitors about to abandon carts to send themselves an email containing the contents of their shopping carts.

SOURCE

A comprehensive study by Barilliance, analyzing the performance of multiple triggered email campaigns of 200 ecommerce sites worldwide.