# Switching to Barilliance cart abandonment software doubles the ROI

**Customer:**
SurfStitch

**Business:**
Pureplay specializing in surf and fashion brands

**Website:**
www.SurfStitch.com

**Challenge:**
Retrieve more sales from abandoned carts and onsite product recommendations

Find a solution that could be easily deployed into the ATG ecommerce platform

**Solution:**
Barilliance cart abandonment and product recommendations software with its unique Zero Integration technology

**Results after 6 months:**
- 40% average open rate
- 300% increase of the conversion rate compared to the regular emails
- ROI of 2000%
- 26% revenue contribution of product recommendations

## About SurfStitch

Since 2008, SurfStitch has become Australia's most progressive and successful online retailer, boasting some of the finest contemporary surf and fashion brands in the world. Founded by Justin Cameron and Lex Pedersen in a backyard garage, Surfstitch.com has since grown into one of Australia and Europe's leading online stores with over 200 employees, 2 massive warehouses, selling over 600 brands and sales of over $80m. From an ecommerce point of view, what these two visionaries have achieved is nothing short of amazing.

## The Challenge

Surfstitch was using a competitive provider for its cart abandonment emails and product recommendations. However, the system was operating in a "batch" mode, sending cart abandonment emails after 24 hours with limited personalization capabilities. In addition, SurfStitch needed more sophistication from its product recommendations and was looking for a vendor that specializes in these areas. Lastly, SurfStitch was looking for a solution that could be implemented quickly without involving its internal IT which is always swamped with projects.

## The Solution

Surfstitch selected Barilliance to power its cart abandonment program for its rich set of features and ease of setup. Within days of implementing the Barilliance cart abandonment solution the system was up and running, sending real time cart abandonment emails that also include personalized product recommendations. SurfStitch has been using the built in segmentation and a/b testing feature to optimize its campaigns.

## Results

Within a few weeks Surfstitch started to notice the growth in their cart abandonment recapture rate. Tamara Falcke, Email Channel Manager, says: "By implementing the Abandoned Cart email solution, we were able to achieve a 300% revenue lift on our previous efforts in this area and were able to more than double our previous ROI". The cart abandonment emails are the highest converting email campaign for SurfStitch with 300% increase in conversion rate and 50% increase in CTR.

## Extending the program

After this great success, Surfstitch decided to extend the program to its European site and also replace the existing solution with Barilliance's more advanced and customized product recommendations. The product recommendations program quickly proved its value. Revenue from recommendations contributed to 26% of the sites total revenue, over 16% of all visitors clicked on product recommendations and AOV jumped 15% for these visitors.

## Cart Abandonment Emails with Personalized Recommendations
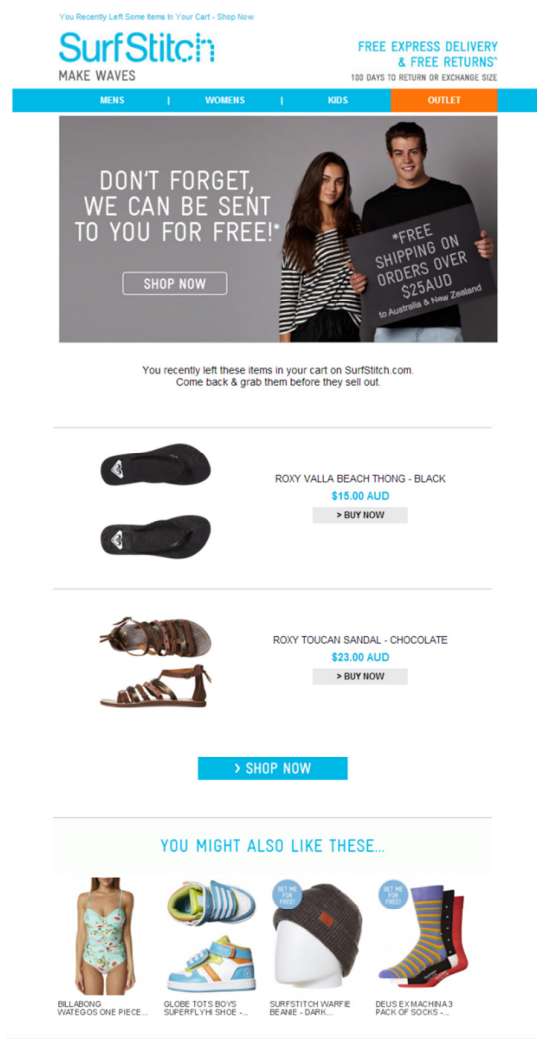


## Personalized Onsite Product Recommendations



" We have had great success with Barilliance thus far. By implementing the Abandoned Cart email solution, we were able to achieve a 300% revenue lift on our previous efforts in this area and were able to more than double our previous ROI.

**Tamara Falcke,** Email Channel Manager