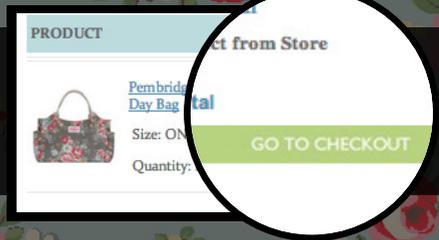




57% of customers open the basket abandonment email



Background Story



Everyone abandons their shopping cart occasionally. Even you and I. It's one of the biggest challenges facing all online retailers with an average abandonment rate of 72% in the industry.

Cath Kidston is one of the world's most popular designer brands with its distinctive vintage and floral designs adorning everything from purses and pens to bedspreads and brollies.

With a well optimized and intuitive website from AspDotNetStorefront, Cath Kidston's abandonment rate is below the average at 67%, but it still represents a significant amount of lost revenue, and no one likes that.

Customer Service Tone



Maintaining a positive customer experience was a key consideration for Cath Kidston when embarking on their basket abandonment email.

The Cath Kidston email boasts full product personalisation, a gentle customer service tone and clear 'Call To Actions' which encourages the purchase - all of which maintain the brands' design led appearance.

By sending the email, through email service provider eCircle, two hours after a cart has been abandoned, customers are engaged at a key part of the buying life cycle, whilst the subject line 'A little reminder from Cath Kidston' gives the email an engaging but soft tone that customers respond to.

The Solution



Cath Kidston and SaleCycle worked closely to ensure a highly effective email remarketing campaign. Over half of Cath Kidston's customers open the basket abandonment email and a click through rate of 14%, making it the top performing marketing email.

Abandoners also tend to spend significantly more, with the average order value of purchases direct from abandoned cart emails 65% higher than Cath Kidston's direct sales. Cath Kidston's campaign has been a huge success.



Customers are fiercely loyal to our brand, and ensuring a great customer experience is vital to us. Working with SaleCycle we send beautiful, elegantly branded emails to our customers when they abandon a basket, increasing our sales and improving the customer experience. SaleCycle are always very helpful with any questions we have and are very easy to work with. A great partnership.

Hayley Bashford, Email Marketing Co-ordinator
Cath Kidston



The Creative



Creative Detail

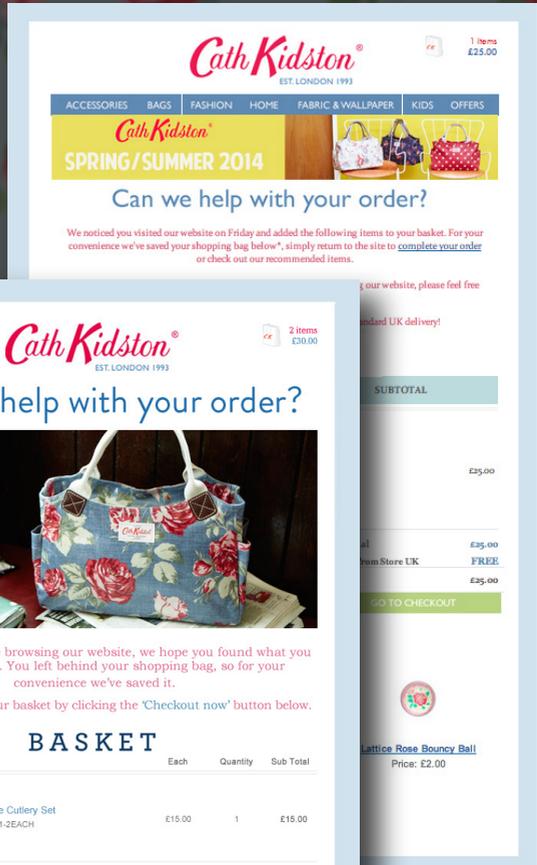
 Full Cart Contents

 Clear Call to Actions

 Brand Focused

 Customer Service Tone

 Social Links



Cath Kidston
EST. LONDON 1993

1 Items £25.00

ACCESSORIES BAGS FASHION HOME FABRIC & WALLPAPER KIDS OFFERS

Cath Kidston
SPRING / SUMMER 2014

Can we help with your order?

We noticed you visited our website on Friday and added the following items to your basket. For your convenience we've saved your shopping bag below*, simply return to the site to [complete your order](#) or check out our recommended items.

If you have any questions about our website, please feel free to contact our customer service team. We'll be happy to help!

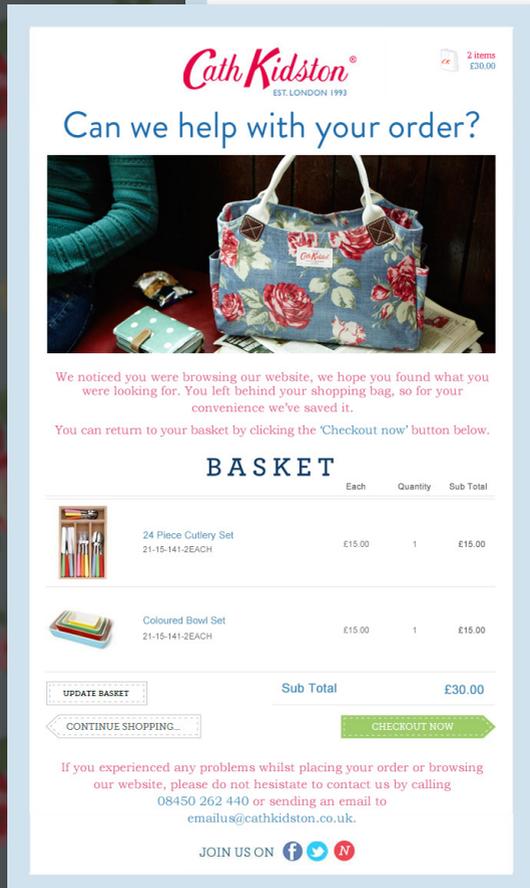
Product UK delivery!

SUBTOTAL £25.00

From Store UK FREE

GO TO CHECKOUT

Lattice Rose Bouncy Ball
Price: £2.00



Cath Kidston
EST. LONDON 1993

2 Items £30.00

Can we help with your order?



We noticed you were browsing our website, we hope you found what you were looking for. You left behind your shopping bag, so for your convenience we've saved it.

You can return to your basket by clicking the 'Checkout now' button below.

BASKET

	Each	Quantity	Sub Total
 24 Piece Cutlery Set 21-15-141-2EACH	£15.00	1	£15.00
 Coloured Bowl Set 21-15-141-2EACH	£15.00	1	£15.00
Sub Total			£30.00

[UPDATE BASKET](#) [CONTINUE SHOPPING...](#) [CHECKOUT NOW](#)

If you experienced any problems whilst placing your order or browsing our website, please do not hesitate to contact us by calling 08450 262 440 or sending an email to emailus@cathkidston.co.uk.

JOIN US ON   

