Abandonment Remarketing
Use abandonment to your advantage.

Your order is still available!

Get in touch.
hello@salecycle.com
Key Benefits

- **Recover Abandonments**: Reconnect with your hottest prospects while you’re still on their mind.
- **Personalized Communication**: Personalize communication based on visitor’s browse history.
- **Recycle Website Visitors**: Bring back past website visitors to make the most of acquisition spend.
- **Increase Revenue Opportunities**: Recommend products and services using intelligent algorithms.
- **Grab Visitor’s Attention**: Use dynamic imagery and content to send super relevant messages.
- **Improve Conversion Rates**: Influence future customer behavior by learning from your abandonments.
Abandonment Remarketing

Use abandonment to your advantage.

Think about all of the blood, sweat and money you put into getting people to your site. Well, unfortunately the majority of them (like 98%, crazy right?!) leave without hitting that crucial purchase button. For most ecommerce businesses this shouldn’t be a surprise, any analytical tool will quickly identify this issue. The challenge is how to address it.

Abandonment remarketing helps companies reduce abandonment rates and recover abandoned sales. SaleCycle uses behavioral data to identify the moment someone is about to leave your website, helping you tempt them to stay. We’ll also help you reconnect with those who have left, encouraging them to return and finish what they started.

“Every contact with a customer influences whether they’ll come back. We have to be great every time or we’ll lose them.”

- Kevin Stritz
On-Site Remarketing
Stop abandonment in its tracks.

On-Site Remarketing helps you identify the moment someone is lost or about to leave your site. Engage visitors with the right message and you’ll get more sign-ups, improve customer service and increase conversions.

Using real-time behavioral data, on-site remarketing gives you the power to display relevant and personalized messages that shape and support the buying journey.

These messages can be tailored based on a huge number of variables, from website data such as the items the visitor is browsing or where they are in the buying journey; through to physical variables such as their device and location. Whatever the message, on-site remarketing campaigns provide that crucial nudge, just at the right time.

Key Features

- Display an on-site message the very moment they show exit-intent
- Various targeting, filters, and display rules available
- Dynamic messaging based on visitor behavior
- Ongoing reporting and optimization by a dedicated Account Manager
Browse Abandonment Emails

Turn window shoppers into buyers.

What about that huge (and it is huge!) pot of visitors who are ‘just looking’? Browse abandonment emails enable marketers to reconnect with recent website visitors who left without placing anything in a cart, and provide suggestions based on their browse history.

If the items your shoppers viewed weren’t quite hitting the spot, alternative recommendations can be used to reignite their interest and tempt them back to your site. They’ll be so impressed with your super-relevant approach they’ll soon come running back to carry on where they left off.

Key Features

- Various targeting, filters, and send rules available
- Dynamic segmentation
- Fully branded templates designed by SaleCycle
- Send immediately after they leave your site
- Intelligent recommendations based on visitors browse history

73% of consumers say they want a more personalized experience online.

The other 27% just haven’t experienced it yet.

*Source: Accenture*
Hi Richard,

Maybe a second look will help you make up your mind. We’ve saved the pieces you were browsing so they’ll be waiting for you the next time you visit us.

The pieces you were browsing

Second Time's the Charm

Hi Anthony,

On your recent visit to our site we noticed you’d taken a look into some of our brilliant offers. But did you see these? We thought you might be interested.

Hey Anthony,

Speed? Size? Comfort?

KILBURN
COLOUR: SOFT BLUE
SIZE: L
QUANTITY: 1
£35

So you’re going to Manchester, but which car are you taking?
Email My Basket
Make it easy for them to come back.

The reality is sometimes there’s nothing you can do about an abandonment. However, offering to send a handy reminder of a visitor’s selections straight to their inbox, will not only keep your brand top of mind but will also make it really easy for them to come back and complete their purchase.

When the time is right and they’re ready to buy, the convenience of being taken straight back to a populated cart will be too much to resist! Plus you’ll benefit from the added bonus of capturing their email address for future marketing opportunities.

Key Features

- Display an on-site message the very moment they show exit-intent
- Various targeting, filters, and display rules available
- Email template will pull full cart details and provide a re-population link back to the cart page

“It’s not just about conversion rates. You have to create online experiences that are valuable for both you and your customers.”

Source: Seth Godin
Cart Abandonment Emails

Reconnect with your hottest prospects.

It’s a fact; most shopping carts are left abandoned. Sadly, 75% of visitors who add items to an online cart will leave your website without hitting that crucial ‘buy’ button.

Cart abandonment emails enable you to reconnect with visitors who’ve abandoned their shopping cart; reminding them what they’ve left behind. Using the abandoned cart information, brands can dynamically suggest similar or complimentary product recommendations to not only tempt customers back to purchase but persuade them to buy a little more.

Key Features

- Dynamically includes full cart details
- Visitors are returned to a fully populated cart page
- Various targeting, filters, and send rules available
- Personalized send time to optimize response rates
- Ongoing reporting and optimization by a dedicated Account Manager

87% of people who abandon say they would consider returning to purchase.

Source: SaleCycle Abandonment Survey 2016
JASON, GET IT BEFORE IT’S GONE
CHECKOUT NOW

We have noticed you left the following items in your shopping bag.

JANE, DON'T MISS OUT ON YOUR LUXURY DUBAI GETAWAY

We noticed that you didn't complete your booking last time you visited our site. For your convenience we've provided you with details of your last booking attempt. If you would like to book with us, simply select the "Book Now" button below.
SMS Remarketing
Respond to abandonment on the move.

With the seemingly unstoppable rise of mobile commerce, it’s vital for brands to make sure they’re doing everything they can to grab their share of this market. Cue SMS Remarketing. The immediacy of an SMS makes it easy for customers to return and complete their purchase or booking, whenever and wherever they are.

From social media to selfies, mobile phones are at our fingertips almost every minute of every day. SMS Remarketing allows you to tap into this behavior and send reminders of what your shoppers have abandoned, minutes after they’ve left your site.

Key Features

- Reconnect with visitors as quickly as possible
- Various targeting, filters, and send rules available
- Managed subscription lists
- Messages included a re-population link back to the abandoned cart page
- Ongoing reporting and optimization by a dedicated Account Manager
Hi Karina, we’ve saved your flight search so you can quickly jump back and complete your FireFly booking! http://bit.ly/1MiWZzc

Reply QUIT to unsubscribe.
Abandonment Survey

Understand their reasons for leaving.

The more you learn about why people are leaving before a purchase, the better position you are in to influence their future buying behavior. What better way to learn where you can improve than by asking the people who wanted to buy from you but ended up walking away!

Whether requesting the feedback on-site at the moment someone abandons, or later via an email, abandonment surveys provide a fantastic opportunity to understand the real reasons that people abandon on your website.

Key Features

- Fully branded survey templates and email design
- Hosted and responsive feedback web form
- Various targeting, filters, and send rules available
- Benchmark your results against similar websites

24.2% of consumers say that their reason for abandoning online was ‘just browsing’.

Source: SaleCycle Abandonment Survey 2016
Help us improve

Thank you for your recent visit to PcWorldBusiness.co.uk, to help us improve our service, please let us know why you did not complete your purchase.

Please select from one of the options below to provide your feedback.

- I plan to complete my purchase from PC World Business at a later date
- I found the product/s cheaper elsewhere
- I bought directly from the brand
How it works.

Simple. Deploy the SaleCycle script on your website and we’ll take care of the rest.

The Technology

The setup process really couldn’t be any easier, allowing you to focus on your objectives while we comb through the data. Our JavaScript code will diligently work in the background, closely monitoring visitor behavior on your site, to identify those who will benefit from a remarketing message.

The Service

From the day the contract is signed, we will manage the whole process including implementation, design and ongoing campaign management. We passionately believe that our people should be an extension of your team, laser focused on ensuring your remarketing campaign is a success.
Abandonment Remarketing ................................................................. 5% increase in online sales

Browse Email Open Rate ................................................................. 80.9% higher than traditional emails

Cart Abandonment Emails Convert .................................................. 24% more abandoners

On-Site Remarketing ........................................................................ 5% reduction in abandonment

Abandonment Surveys ....................................................................... 14.3% response rate
Frequently Asked Questions

Can these products be used together?

Absolutely, the suite of abandonment remarketing products complement one-another perfectly. If a cart abandonment email has not resulted in the visitor coming back to complete a purchase, an abandonment survey can be triggered as a cycle in the email campaign.

When are abandonment emails sent?

All emails are triggered individually - not in batch sends - at a specified time after an abandonment has occurred. This time can be chosen by the client, and vary between campaigns. SaleCycle has seen that the best response comes from sending a first-cycle email within one hour of an abandonment.

Do visitors mind these on-site messages?

No. It’s all about influencing, not interrupting the user experience. SaleCycle takes into account where the visitor is in their purchase journey and designs clean overlays to engage them. The relevancy and customer service approach that we recommend, ensures that customers respond very positively.

What format works best with abandonment surveys?

Simplicity is key. Creating a multi-choice question, where respondents can choose between five or six options on the reasons for their abandonment, with a one-click submit button. This provides the best opportunity to get the volume of responses that you’re after.
“I’ve been very impressed by the service and support we’ve received from our SaleCycle team from the beginning, as well as the fantastic commercial performance of our campaign.”

Darren Drew at Virgin Atlantic
They came to your site for a reason.