



# PUMA'S Cart Abandonment campaign has increased online sales by over 3%



## Background Story

Cart abandonment is a huge issue for all online retailers, with research highlighting that more than **75%** of shoppers leave websites without completing the purchase. Companies like PUMA attract thousands of online visitors every day, so this means a massive amount of potential revenue is left on the table.

Wanting to reconnect with their hottest of prospects, PUMA approached SaleCycle to set up an intelligent cart abandonment email campaign - allowing customers to finish what they started.



## An International Approach

One of the keys to curbing cart abandonment is the sending of timely and relevant content to abandoning visitors.

As one of the world's leading sports brands, PUMA has thousands of customers across the globe daily. By implementing an intelligent cart abandonment email campaign, PUMA were able to send timely and relevant emails to its abandoned prospects - no matter their location.

Segmented by region, PUMA send innovative and stylish emails - complete with the abandoned items, making it as easy as possible for the customer to return to their purchase.



## The Results

SaleCycle's partnership with PUMA has been a real success, not only has it increased their online revenues, it's also helped improve the overall customer experience online.

**44%**

**Email Open Rate**

44% of recipients opened the emails.

**£160**

**Average Order Value**

x2 the AOV of PUMA'S direct sales.

**3%+**

**Online Sales Increase**

Overall increase to PUMA'S online sales.





We are enthusiastic about creating an optimised customer engagement strategy. The SaleCycle cart abandonment program allows us to send timely and relevant emails across multiple locations and languages ensuring a streamlined experience.

Huy Nguyen, Online Marketing Manager at PUMA






# The Creative

Cart [2]

FREE SHIPPING ON ORDERS OVER 75€ / £60





## DON'T MISS OUT






[CHECKOUT](#)

Hi Geoff,

We noticed you left something in your shopping cart.  
We've listed your items below so you can pick up where you left off.

SHOPPING CART

ITEM	SIZE	QUANTITY	PRICE
 <b>ARCHIVE MEN'S T7 TRACK JACKET</b> Style Number: Archive Men's T7 Track Jacket Color: Olive Night	M	1	£50.00
 <b>RAIN AND STAIN REPELLENT</b> Style Number: Rain and Stain Repellent Color: black-white	ONE SIZE	1	£7.50
SUBTOTAL			£31.62
			<a href="#">CHECKOUT</a>



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Panier [2]

DE PLUS DE 75€ / £60



## NIER TEND

[ANDE](#)

des articles dans votre panier.  
articles concernés, afin que vous  
vous l'aviez interrompu.

TAILLE	QTÉ	PRIX
M	1	£50.00
ONE SIZE	1	£7.50
SOUS-TOTAL		£31.62
		<a href="#">FINALISER LA COMMANDE</a>



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Creating  
Urgency

Localized  
Content

Full Basket  
Contents

Clear  
Call-To-Action