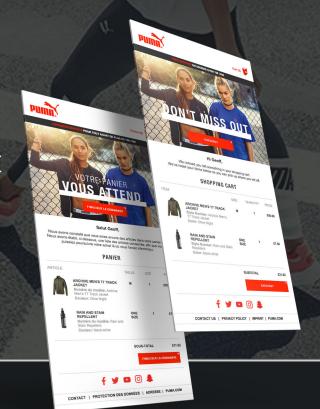


PUMA'S Cart Abandonment campaign has increased online sales by over 3%





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

£160

Average Order Value

x2 the AOV of PUMA'S direct sale

3%+

Online Sales Increase

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











T DE PLUS DE 75€ / £60



MISS OUT



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.



SIZE

ONE



ITEM

ARCHIVE MEN'S T7 TRACK **JACKET**

Style Number: Archive Men's T7 Track Jacket Color: Olive Night

RAIN AND STAIN REPELLENT

Style Number: Rain and Stain Color: black-white

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

TAILLE QTÉ PRIX

£7.50

SUBTOTAL £31.62

CHECKOUT

QUANTITY

CONTACT US | PRIVACY POLICY | IMPRINT | PUMA.COM

SOUS-TOTAL

£31.62

£50.00

FINALISER LA COMMANDE

PRICE

£50.00

£7.50

CONTACT | PROTECTION DES DONNÉES | ADRESSE | PUMA.COM

Content

Localized

Full Basket Contents



Clear

Call-To-Action