

THE REMARKETING REPORT

Based on averages across **500 leading global brands**, here are ten cart abandonment and remarketing stats from **July, August and September 2015**.

ABANDONMENT RATES

Our cart abandonment rates represent the percentage of customers who left behind their order instead of purchasing.



RETAIL 73.8%



TRAVEL 82.4%



FASHION 72.1%

76.6%
ALL SECTORSQUARTERLY HIGHLIGHTS
Q1 2015 VS Q3 2015

40.5% Open Rate

Nearly **half** of all cart abandonment emails are opened.

▼ Q1 2015 - 41.1%



10.3% Click Through

Over **a tenth** of all cart abandonment emails are clicked.

▼ Q1 2015 - 11.61%



28.7% Click to Purchase

Just **under a third** of clicks lead to a recovered purchase back on site.

▼ Q1 2015 - 29.9%



18.4% Higher AOV

The AOV of recovered purchases is **18.4% higher** than non-abandoned purchases.

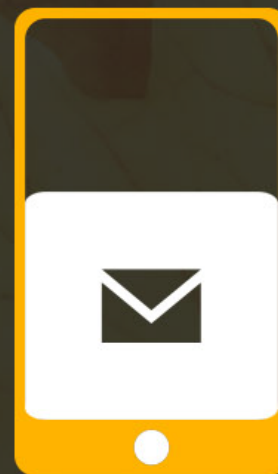
▲ Q1 2015 - 14.2%



\$8.26 Email Value

Every cart abandonment email sent, **delivers over \$8** in revenue.

▲ Q1 2015 - \$8.21



51.5% Mobile Open Rate

Jumping **5%** since Q1 2015, mobile open rates continue to grow.

▲ Q1 2015 - 46.5%

QUARTERLY INSIGHT
DESIGNING FOR THE APPLE WATCH

With the rise of the Apple Watch and other smart watches, a completely new medium is now available to be targeted; but with it comes a third email format to code for!

