



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 SECTORS**

QUARTERLY HIGHLIGHTS Q1 2015 VS Q3 2015



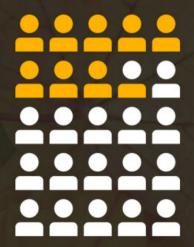
40.5% Open Rate

Nearly half of all cart abandonment emails are opened.



10.3% Click Through

Over a tenth of all cart abandonment emails are clicked.



28.7% Click to Purchase

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



18.4% Higher AOV

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

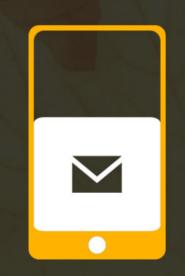
▲ Q1 2015 - 14.2%



\$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!

**</>
</>>** FORMAT HEADER

Content-Type: text/watch-html; charset="utf-8" Content-Transfer-Encoding: quoted-printable

Content-Disposition: inline

You can use <div style="align:center;></ div> to align your text.

You can use

• Which let you use bullet points!

You can use to **bold** text. You can use <i></i> to italicize text. You can use <u></u> to underline text.

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