They came to your site for a reason

The overall abandonment rate decreased during the holiday period with seasonal sales and gift buying resulting in a reduction of abandonments in retail e-commerce. The travel industry bucked the trend however with a 2% increase in abandonments - this was a precursor to January perhaps, typically travel’s biggest sales period.

Abandonment rates

<table>
<thead>
<tr>
<th>Sector</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>73.8%</td>
<td>72.2%</td>
</tr>
<tr>
<td>Travel</td>
<td>84.4%</td>
<td>82.4%</td>
</tr>
<tr>
<td>Fashion</td>
<td>71.4%</td>
<td>73.8%</td>
</tr>
</tbody>
</table>

Quarterly highlights

40.3% Open Rate
Abandonment emails had nearly twice the open rate of everyday marketing emails.

26.9% Click Through Rate
Over a quarter of opened emails were clicked at least once.

26.7% Conversion from Click
Over a quarter of clicks lead to a recovered conversion back on site.

9.9% Click From Display
A tenth of all on-site overlays were clicked.

30.1% Conversion from Click
A third of all clicks of on-site overlays resulted in a conversion.

3.1% Conversion from Display
On-site overlays helped persuade over 3% of would-be abandoners to convert.

Quarterly insight

Cart abandonment down. Incomplete bookings up.

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