THE REMARKETING REPORT

Based on averages across 500 leading global brands, here are the key cart abandonment and remarketing stats from October, November, December 2016.

ABANDONMENT RATES
These rates represent the percentage of customers who left behind their order instead of purchasing.

- RETAIL: 74.1%
- FASHION: 67.4%
- TRAVEL: 81.6%
- E-GAMING: 71.2%
- UTILITIES: 84.4%
- NON-PROFIT: 82.1%

ALL SECTORS: 76.8%

QUARTERLY HIGHLIGHTS
EMAIL, ON-SITE AND SMS REMARKETING STATS

- Email Click Rate: 31.4%
  Just under a third of opened emails were clicked at least once.

- On-Site Click Rate: 11.6%
  A tenth of would-be abandoners chose to continue shopping.

- SMS Click Rate: 16.2%
  16.2% of people went back to view their abandoned selections.

- Conversion from Click: 28.2%
  28.3% of emails clicked led to a recovered sale.

- Conversion from Click: 31.8%
  31.8% of all on-site clicks resulted in a conversion.

- Conversion from Click: 27.8%
  More than a quarter of SMS clicks resulted in a recovered sale.

QUARTERLY INSIGHT
OPTIMIZING YOUR EMAILS FOR MOBILE

It’s now more likely that someone will see your email on a mobile device than they will a desktop (56% vs. 44% - Trend Micro). Achieving great engagement results for email in 2017 means going beyond just good responsive design. Here’s three expert tips on creating a mobile experience that gets them tapping!

1. Space-Saving Menu
2. Mobile-Friendly Copy
3. Sticky CTA