

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%



76.8%
ALL SECTORS



QUARTERLY HIGHLIGHTS

EMAIL, ON-SITE AND SMS REMARKETING STATS



31.4%

Email Click Rate

Just under **a third** of opened emails were clicked at least once



28.2%

Conversion from Click

28.3% of emails clicked led to a recovered sale



11.6%

On-Site Click Rate

A **tenth** of would-be abandoners chose to continue shopping



31.8%

Conversion from Click

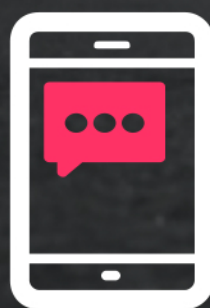
31.8% of all on-site clicks resulted in a conversion



16.2%

SMS Click Rate

16.2% of people went back to view their abandoned selections



27.8%

Conversion from Click

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% - *Thanks Litmus!*).

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

