

BT increases online sales by over 13% with Email Remarketing



Background Story

Cart abandonment is a huge issue for all online retailers, with the latest research highlighting **73%** of shoppers leave an order without completing the purchase.

One of the world's leading communication brands, BT, already had an in-house cart recovery solution in place. However they felt they could engage more of these would-be customers and encourage them to complete their order.

Working with Affiliate Window, a mutual partner, SaleCycle successfully saw off the competition to provide BT with best-in-class cart abandonment email campaigns.



Successful Segmentation

By implementing dynamic segmentation in their remarketing campaigns BT could personalize the emails based on browser-interest without lifting a finger.

In addition to using segmentation, BT ensures they recover as many orders as possible with a multi-cycle email campaign.

The first email is delivered one hour after abandonment to remind browsers of BT's services while their interest is strongest. A follow-up email is sent after 3 days to those people who hadn't been persuaded by the first email, giving them a gentle nudge to buy.



The Results

BT's decision to replace their in-house solution has proven to be a smart move. Using SaleCycle's technology, BT are now targeting three times as many abandoners with their remarketing campaign.

The cart abandonment emails themselves are also hugely successful with over 52% of all emails being opened.

The content of the email obviously strikes just the right note as the conversion rate (from send) is an impressive 5.3% which results in a, frankly amazing, increase in online sales of over 13%.



The SaleCycle service and ease of implementation has been excellent.

SaleCycle takes a huge amount of work off my case. It works so well that I can just sit back and watch the sales come in, which makes me look great!

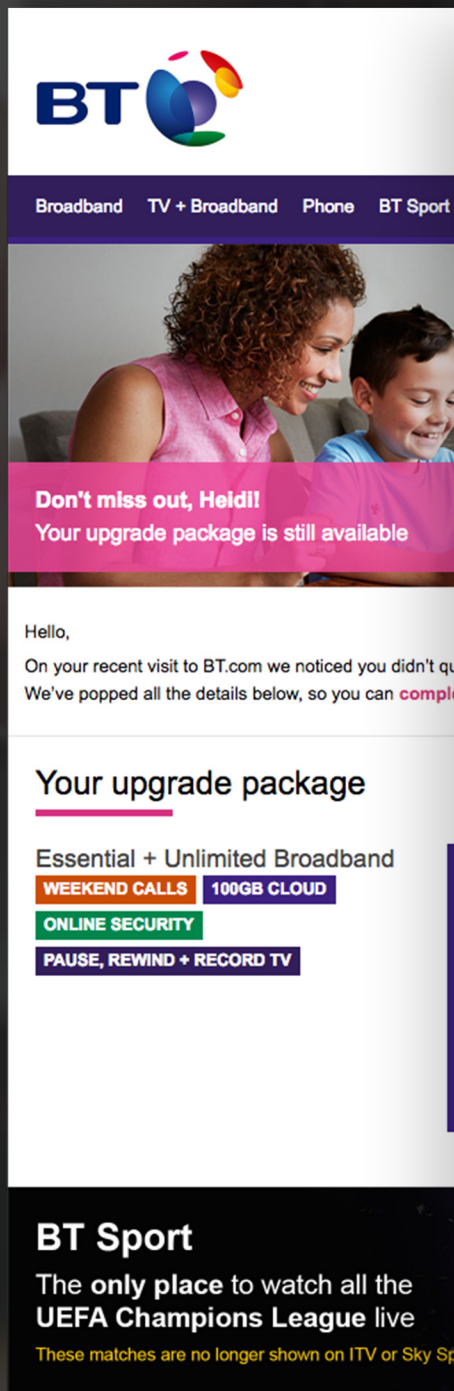
I'd say to any business considering SaleCycle; just go for it, you won't regret it.

Anna Hughes, Senior Online Marketing Manager at BT



The Creative

- Multi-Cycle Campaign
- Dynamic Segmentation
- First Name Personalization
- Clear Call to Actions
- Full Cart Details
- Device Responsive



BT

Broadband TV + Broadband Phone BT Sport

Don't miss out, Heidi!
Your upgrade package is still available

Hello,
On your recent visit to BT.com we noticed you didn't quite make it to the checkout.
We've popped all the details below, so you can **complete your order** when you're good and ready!

Your upgrade package

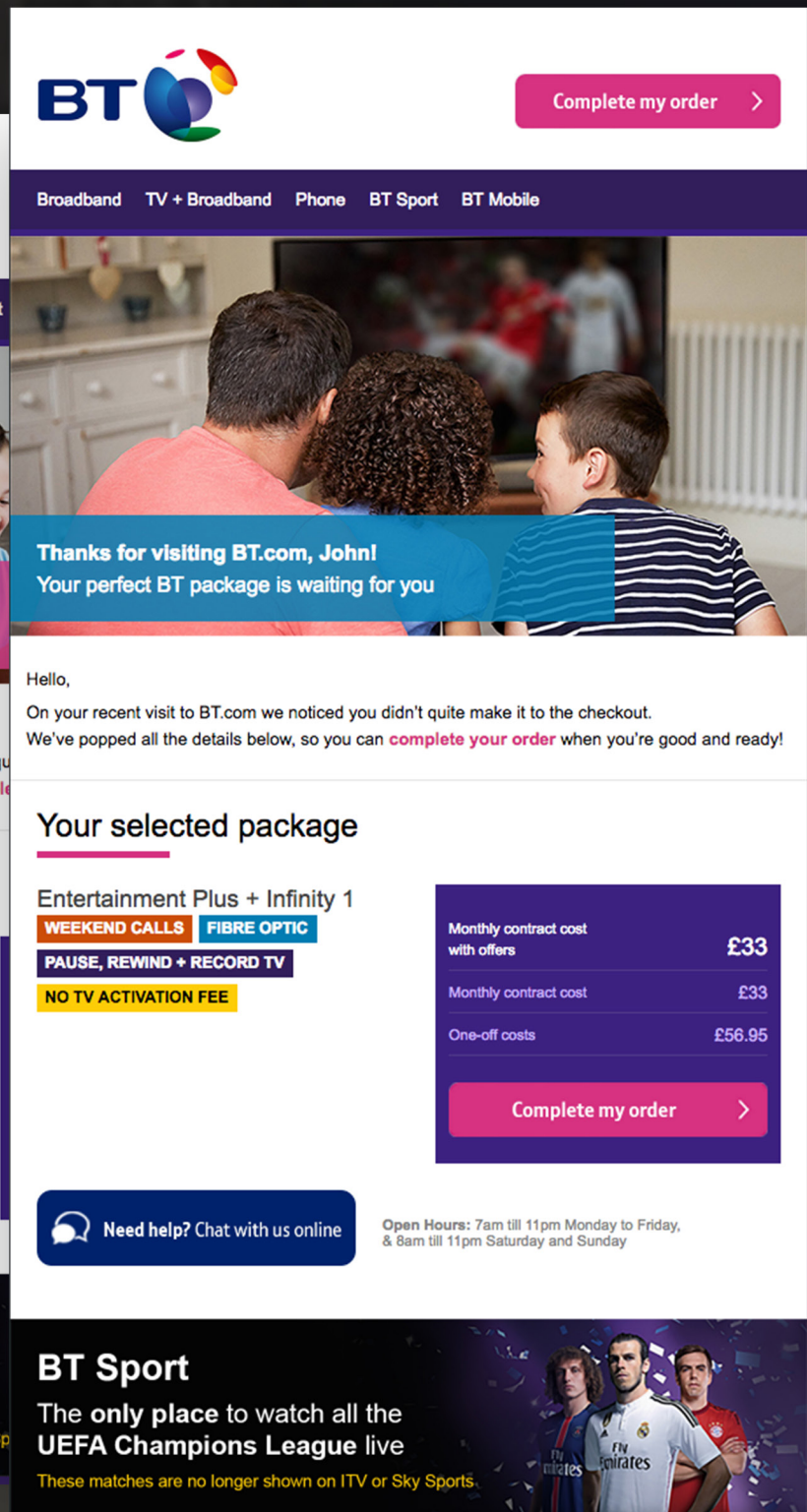
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PAUSE, REWIND + RECORD TV

BT Sport
The only place to watch all the UEFA Champions League live
These matches are no longer shown on ITV or Sky Sports



BT

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Broadband TV + Broadband Phone BT Sport BT Mobile

Thanks for visiting BT.com, John!
Your perfect BT package is waiting for you

Hello,
On your recent visit to BT.com we noticed you didn't quite make it to the checkout.
We've popped all the details below, so you can **complete your order** when you're good and ready!

Your selected package

Entertainment Plus + Infinity 1

WEEKEND CALLS **FIBRE OPTIC**

PAUSE, REWIND + RECORD TV

NO TV ACTIVATION FEE

Monthly contract cost with offers	£33
Monthly contract cost	£33
One-off costs	£56.95

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BT Sport
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