

Quick Guide

6 Abandoned Cart CRM Strategies to Recover Lost Sales

As you are reading this, the entire annual gross domestic product of the United Kingdom is sitting in abandoned shopping carts.

According to research by CreditDonkey, roughly **\$4 trillion** in global sales revenue is lost to shopping cart abandonment each year.

As shockingly high as this number is, it makes sense when you consider that the average cart abandonment rate is **69.82%** (according to the Baymard Institute).

Impact of Cart Abandonment

Yearly losses from abandoned shopping carts



\$4.6 Trillion

Lost by online retailers worldwide.



\$260 Billion

Of the \$4 trillion losses is recoverable.

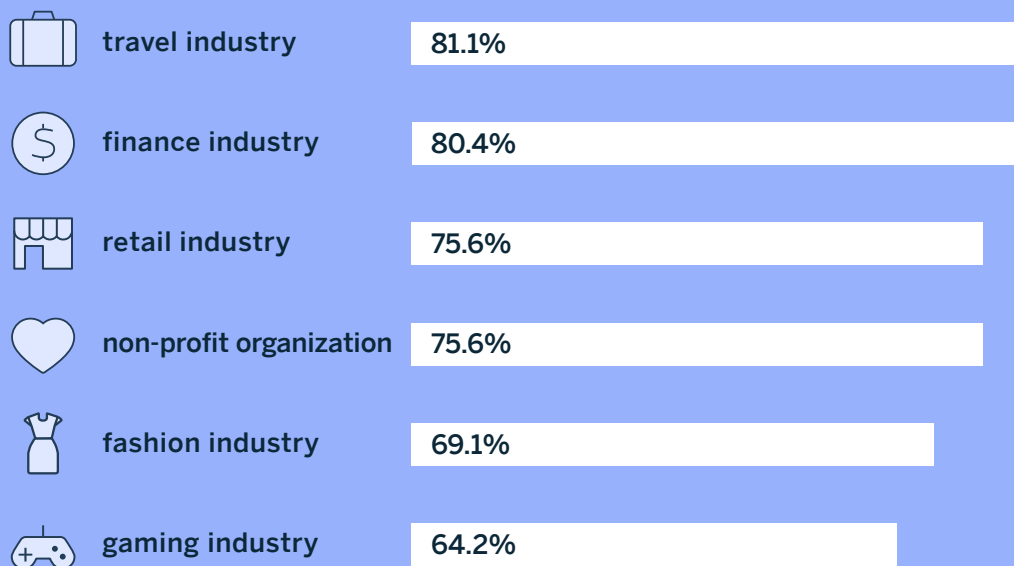


\$18 Billion

Lost by ecommerce brands.

The travel industry gets the most abandoned carts

Cart abandonment rate by industry:



The higher the cart abandonment rate in your industry, the more valuable the right cart abandonment strategies are ([Source](#))

In practical terms, this means that if your e-commerce business generates \$150k in sales revenue each year, there is \$375k sitting in abandoned carts. If you could convert just 20% of that into sales, then you'd net a tidy \$75k for comparatively little effort.

This quick guide will show you how to break through the clutter with the right methods, incentives, and content to convert this segment of your audience.

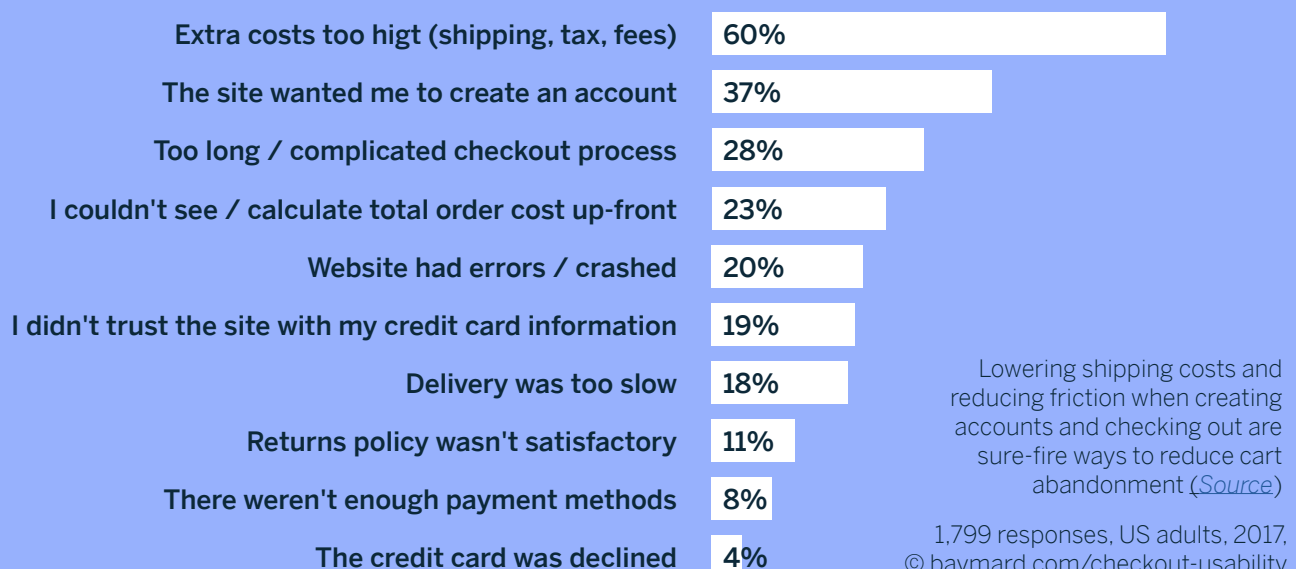
What drives cart abandonment?

Cart abandonment occurs when would-be shoppers begin building their collection of desired items with an intent to check out, but leave your site without completing their purchase.

It is the very definition of tripping up at the finish line - at this stage in the buying cycle, customers have moved right the way through the funnel from awareness to engagement to consideration - 90% of the heavy lifting has already taken place and they have shown demonstrative interest in making a purchase.

So why aren't they converting? The Baymard Institute lists the following 10 reasons:

Reasons for abandonments during checkout





“A study that the NRF recently conducted provided two interesting stats. A whopping ninety seven percent of consumers admitted to abandoning a purchase because it wasn't convenient enough, with the majority saying that convenience is more important now than it was five years ago. So we're seeing this in the rise of click and click services, convenient payment options and more seamless ways to engage with products and services right from our own home. So consumers now have SKY high expectations when it comes to convenience.”

Rachel Cowlshaw

Director of AI Activation, GTM Strategy & Enablement

MOVABLE INK

Reaping the abandoned cart bounty

Email is the easiest and most effective way to re-engage an abandoned cart audience.

According to Barilliance, about 44% of abandoned cart emails are opened by customers, more than double the average email rate of 17%.

[Abandoned cart emails](#) effectively give contacts a second chance to buy. They:

- Allow for revenue recovery by bringing the customer back to complete the purchase
- Can be fully automated so there's no need to think about them once they're active
- Can include dynamic incentives based on the value of the cart

Abandoned cart emails are triggered when someone leaves a cart unattended for a period of time, or if they exit the browser, close an app, or other shopping platform with items saved in their cart. These types of emails remind the shopper that they left something valuable in their cart, often recommending the items that were left in the cart, or offering similar items.

6 Abandoned cart CRM strategies

Let's get down to it, shall we? Here are six strategies that will help you harvest the low-hanging fruit piled up in abandoned carts.

1 Timing is everything

It may be tempting to send your email immediately after the basket is abandoned, but this actually unsettles many customers. We've found that a subtle reminder anywhere between 1 and 4 hours after abandonment can typically increase your conversion rates by up to 20%.

After 24 hours, sending a second email to contacts who've still not purchased can [improve conversion rates](#) by up to 50%.

The price comparison and decision-making period is longer for high-priced goods and services (vacation, car, investments, etc.) as people prefer to discuss with their families and friends, or compare prices on other sites.



“Timing is key when it comes to abandoned shopping cart emails.

...If the shopper does not take action on the first message, I’ve found that sending a second message exactly 24 hours after abandonment yields the best results, as people are routine-based and you have the best chance of reaching them at the same time of day that they were shopping previously. After 24 hours, the success rate drops immensely, but you can also send a third abandoned cart message several days or exactly one week after abandonment and test to see how those perform.

When you send the email, always show the shopper what items they left in their cart. If they were interested in something previously, showing them that product may be the incentive they need to complete the purchase.”

Adam Q. Holden-Bache,

Email Marketing Expert & Author of [How to Win at B2B Email Marketing](#),
[@AdamHoldenBache](#)

2 Sweeten the deal in the second email

Proposing discounts and/or free shipping in the first email could create unnecessary costs for your company, as a gentle reminder may well be enough to drive conversions.

On top of this, adding a discount code in your first abandoned cart email (which in some instances may also be the first email you send that particular customer) could damage both your price and brand integrity and attract discount-motivated shoppers.

Consider why the carts might have been abandoned before executing. Rather than offering discounts in the first email, think about offering them in the second email, with a message that emphasizes a heightened sense of urgency.

3 Create a tangible sense of urgency

Customers have become numb to some brand emails, cart abandonment messages included. To stand out in the inbox, think outside of the box. The subject line, “You forgot something,” likely won’t generate as much attention as you’d like in the inbox. If you have the creative freedom, flirt with your brand’s tone of voice and sense of humor to catch eyes and clicks.

Within your subject line, preview text, and body copy, use words that create a sense of urgency to drive conversion.

For example, abandoned cart messages for your top selling product — a must have — can initiate a second visit to your website for your most popular item which someone looked at but never acted on.

Also, be sure to clearly communicate how long the items in the abandoned basket will remain in the basket. You can use countdown clocks to encourage customers to take advantage of a limited time offer. Don't be afraid to use emotional messages with creative elements in these emails.

4 Harness the power of social proof

For customers on the fence about buying, there's few better options to convince and persuade than showing what others have said, achieved, or accomplished with the same items.

Add a section showcasing top feedback from other customers who also purchased the product(s) in question. However, the potential of social proof in email extends well beyond simple ratings and reviews and can include:

- Awards and accolades
- Influencer contentCelebrity endorsements
- Press mentions
- Social media posts
- Trust icons and badges

“Social proof is a psychological and social phenomenon wherein people copy the actions of others in an attempt to undertake behaviour in a given situation.”

Robert Cialdini

American Psychologist &
Author of Influence: the Psychology of Persuasion

5 Don't delay the CTA

Your audience's time is precious, so don't make them hunt around for the action you want them to take.

It's crucial to place the CTA buttons “above the fold” and be sure to link the action button to that person's cart. Always use CTAs that imply some semblance of urgency to get would-be buyers to notice it and click.

You can play around with vibrantly colored and attractive call-to-action buttons, with language like:

- *COMPLETE SHOPPING*
- *GO TO YOUR CART*
- *VIEW YOUR CART*

6

Seek feedback and put it to work

One way to leverage abandonment situations is to ask the customer why they didn't buy.

This kind of tactic is bold and aggressive, and should be reserved for the final abandonment email if you're sending a series.

You can also incorporate positive testimonials from your most popular category at this stage to create goodwill and showcase why customers should pay attention.

Qualitative feedback (both positive and why individuals didn't convert) can be turned into treasured insights for your team if not external-facing marketing material.

Conclusion

The best cart abandonment emails showcase products left behind, offer a clear call-to-action to return and purchase, and, in certain instances, include recommendations for similar products.

Sending automated, personalized cart abandonment emails at the right time, with the right allure, and the right content is not an easy feat.

Top brands are cutting through the inbox clutter and finding success by using customer data to inform relevancy with each email, maximizing conversions and boosting retention along the way.



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