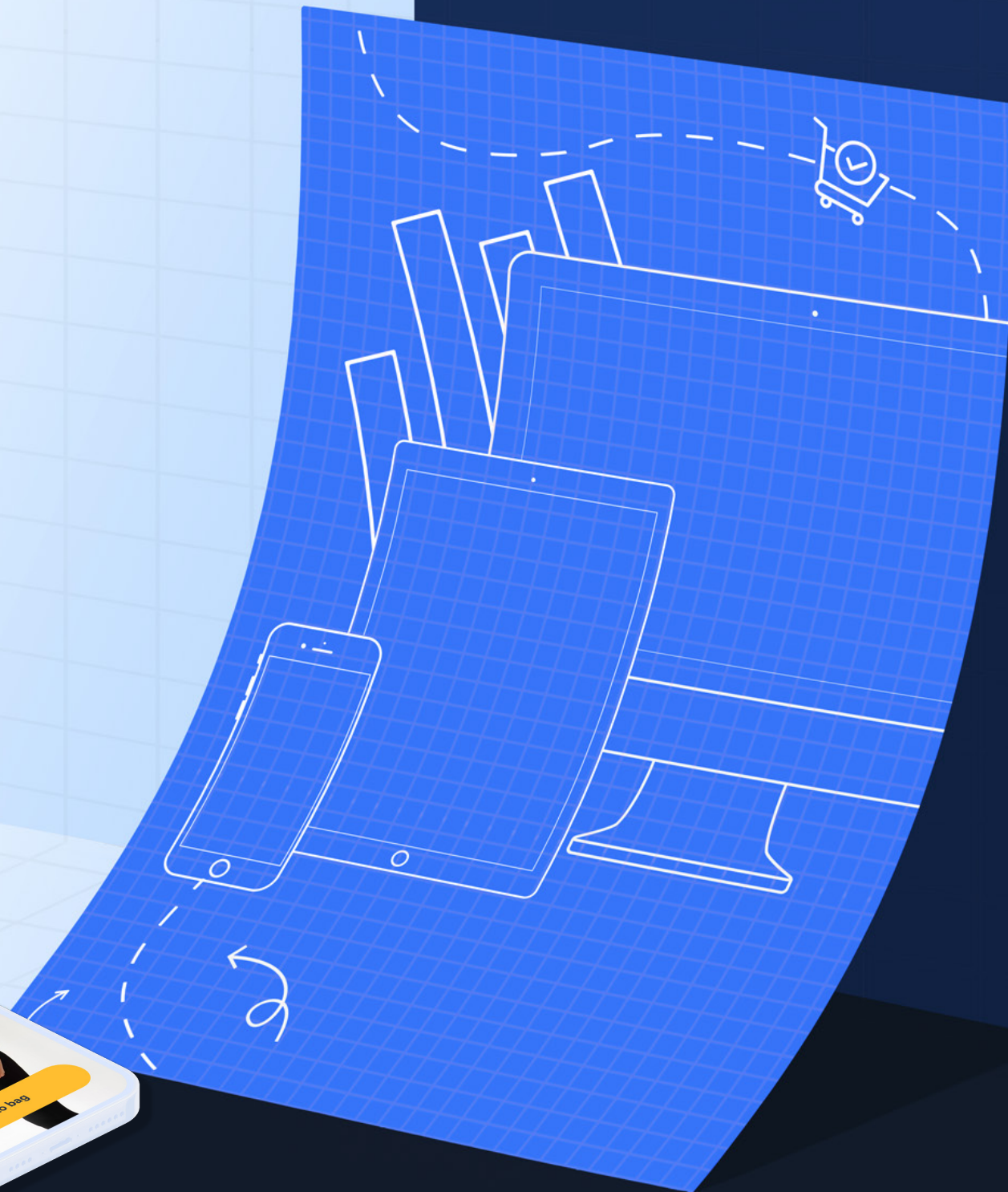


## A Blueprint:

To Attract & Convert  
Ecommerce Traffic.



## Introduction.

Through collaboration, Ortus and SaleCycle provide a comprehensive growth strategy for retailers, allowing businesses to not only drive traffic but to also allow a dynamic approach to converting traffic and increasing revenue online.

This partnership uses a combination of expertise in online shopping and abandonments, to empower retailers in a way in which they maximise revenue with the right solutions at the right time.

*SaleCycle*

X





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## Executive Summary.

In this Ebook SaleCycle and Ortus will analyse and discuss a comprehensive strategy for **acquiring, converting and maximising value from online users.**

Using a suite of digital marketing techniques and tools this blueprint will help ecommerce businesses extract more value from their marketing efforts and recover more online sales in an ever-challenging online marketplace.



**Acquiring**



**Converting**



**Maximising Value**





# Understanding the PPC User Journey.



## What is PPC?

PPC has long been a primary marketing channel for ecommerce brands looking to drive site visitors, boost sales and increase revenue. As a key driver of significant on-site traffic and revenue, it usually sees a high percentage of overall marketing budget attributed to the channel as a result. Industry averages see sectors such as [Apparel & Beauty with average on-site bounce rates of 40%-50%](#).

Now consider that percentage of your PPC budget being effectively wasted on a bounced click. That's a lot of advertising spend! Understanding the user journey is essential in ensuring that your PPC budget is spent wisely.

PPC has buckets of tools, networks and campaign types to get stuck into to ensure advertisers are reaching their ideal customer at every stage of the user journey. - **Here's how:**

## Brand Awareness.

Brand awareness is a biggie and one you mustn't disregard. If retailers find themselves overly focused on the bottom line and run with strict ROAS (return on ad spend) targets despite its importance, the brand awareness element of the funnel can easily be lost. Of course a healthy profit is great for any business bottom line, but in order to ignite growth, brand awareness needs to be thoroughly thought through to make sure your audience at the top of the funnel is continuously being filled up ready to nurture into the conversion/loyalty stages!

Brand awareness in PPC takes many forms; whether its campaign or ad types, but it's all about who you're targeting through these that makes them brand awareness drivers.

In a nutshell, we look at brand awareness in PPC as reaching an audience who doesn't yet know your brand and hitting them up with a paid ad.



## Top Tip

Remember, first impressions count for everything. This is a user's first interaction with your brand, so communicate your brand message and offering as best you can in your ad and put the effort in to make sure it's memorable!



## Engagement & Interest.

So your audience has had a sneaky serve of your brand, now it's time to take the next step in your relationship (user journey) encouraging them to engage or show interest in your brand offering. That may be clicking through to your site a second time, the user actively searching for your product or brand name, or re-engaging with your brand through a different ad form.

Remember, at this point, if you've nailed the brand awareness stage above, they should be familiar with your brand, what you stand for and what sector/industry you're in. So now is the chance for you to serve up a little more about your offering and what you bring to the table. Here you could choose to centre this around the product ranges you stock, what sets you apart from others in your market or simply what you as a brand/product are focused on at the moment.



### Top Tip

At this stage in the user journey it's all about standing out to keep your brand up front and centre for when the user is ready to commit to purchasing. Keep tight hold to stop them being swayed by one of your competitors!





## Conversion.

At this point in the user journey for PPC, the strategy and targeting shifts focus. You should now be thinking about:

### **The audiences you're targeting**

(those that are low hanging fruit and ready to convert - e.g. those who have visited your website/abandoned cart etc).

### **The campaign types being utilised to drive the sale.**

Campaigns such as Performance Max, search campaigns targeting bottom of the funnel, more precise keywords or display retargeting are all great.

### **The bidding strategies being adopted for the above campaigns.**

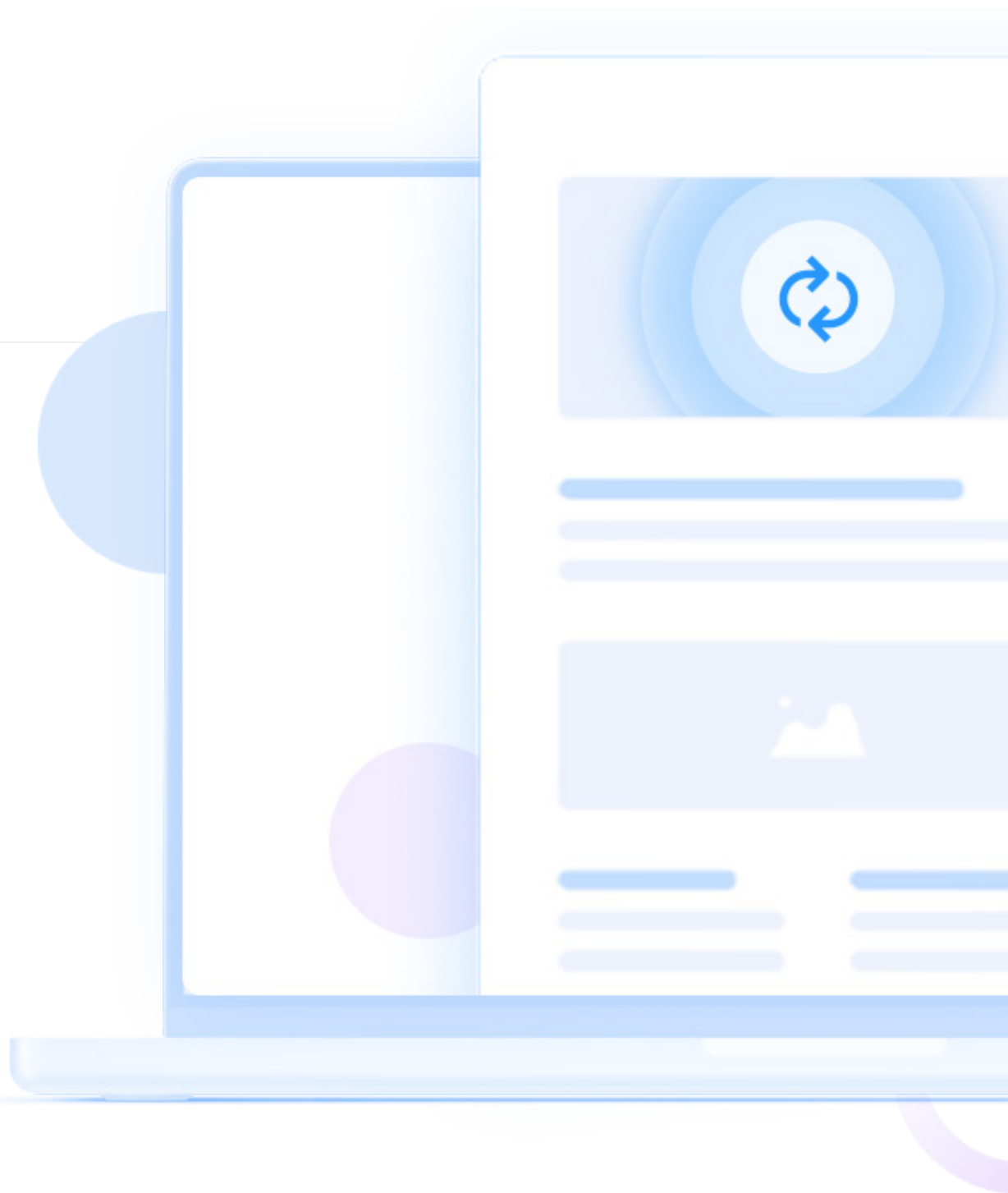
Depending on the objective of the campaign (is it a revenue or a ROAS target to work towards?) - ensure your bidding strategy is set up correctly to achieve the sales inline with business objectives. For example, there's pretty much zero benefit in using "Maximise Conversions" if the campaign has a ROAS target - as that would be signalling to Google to go after sales, no matter the return on ad spend.



## Loyalty.

Another stage that often falls by the wayside in PPC is building loyalty. Once you have successfully turned that user into a customer - make the most of them! Recent Hubspot research highlighted that [90% of customers are likely to purchase from a brand more than once](#), which makes the loyalty stage a lucrative one if executed correctly.

Repeat purchase products or cross-sell/up-sell products are a great way to re-engage with your customers, finding them again via PPC to showcase other products that may be of interest to them. The key here is to ensure you keep your customer lists refreshed and up to date, as it'll be these that can be used for retargeting purposes in PPC campaigns. Use your first party data to bundle up customer lists like these below:







### Those that have purchased in the last X days:

If you typically find a user will purchase again from you after X amount of days have passed, make an audience with this time frame in mind.



### Those that have purchased a sale product:

If you have sale periods, it is good to segment those who purchased in sale (these may be more your “bargain hunter” customers and therefore great to have a list grouping them ready for when your next sale launches to re-engage with them then.



### Those with an average order value over £X:

A great way of collecting customers who spend big compared to other customers. Then you can decide from there how to re-target them specifically.



### Those that have purchased over Black Friday weekend:

Use customer data based on peak/seasonal periods for your brand and segment customers who purchased during those times. Again, similar to the sale example above, by grouping these customers, you can re-engage the next promotional period.



# Understanding the Paid Social User Journey.



## What is Paid Social?

Paid Social has many similar features and user journey structure parallels to PPC, but it must be thought about differently. With PPC, a lot of the campaign types are targeting those who are actively searching for a product/solution/brand, for the most part anyway, whereas Paid Social campaigns are created to reach the unaware. Ads appear for those who aren't specifically shopping for a product/brand but have fallen into an audience group based on things like demographic, interests, interactions with a brand for example.

**Here's how to make the most of the 4 user journey stages in Paid Social:**





## Brand Awareness.

This is often the “bread and butter” for social platforms - they’re pretty epic at spreading the word on your brand. Social masters the art of catching a user mid aimlessly scroll (we’re all guilty of this), and intelligently dropping them an ad slap bang in the middle of their feed that shifts them from unaware of your brand to aware real quick.

Your ad has got to quite literally ‘beat the scroll’ so make sure:

**You’ve chosen the right campaign objective on social** - so the platform knows it’s for brand awareness purposes and that it can be measured correctly as a result.

**You’re selecting the right ad type to showcase your brand to new customers.** Test whether video, carousels, product imagery or static brand imagery works best for that awareness piece.

**Your initial branding and messaging tells the new user more about you.** Your offering, your story/USP and your logo and brand name are all clear. You can’t spend so much resource and time creating a memorable brand awareness ad and forget to be clear on your logo/brand name - or the user won’t put your name and your great ad together in their mind!





## Engagement & Interest.

Once a user reaches the consideration/interest stage we can have a touch of confidence that they've got 'medium' levels of intent with your brand or products. This stage is always the toughest nut to crack as it's the stage where a user is weighing a brand/product up against other offerings. Your success here is determined by how well you're keeping your brand up front and centre in a user's mind.

At this stage in the user journey, we know that the user is aware of your brand and offering, so it's now time to showcase more about your USP's, what makes you stand out from the rest and why a user should purchase your product. Some ad/messaging examples that are great for this stage include:

**Showcasing user-generated content.** What we mean by this is utilising organic content created by your existing customers (obviously with the right permissions to do so by the content creator) within a paid social ad.

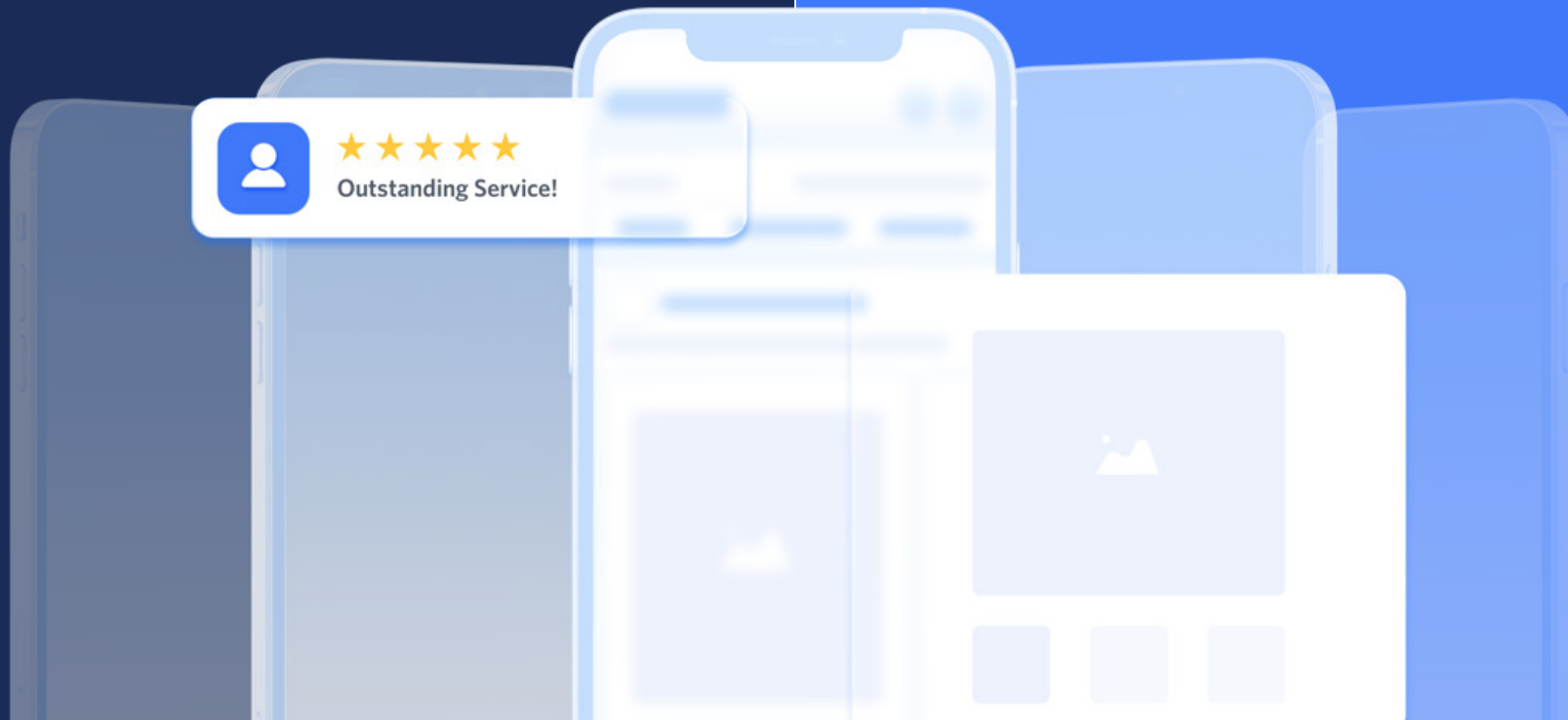
This not only saves your internal teams a hefty amount of time spent on coming up with a creative, but it's also a great way to show your product in a natural environment and blend seamlessly into an organic feed, as opposed to typical paid ads where they can often be editorial, professional and come across very staged/modelled.

When coupling a paid social ad with organic content, the ad can appear a lot more organic, without users even noticing it is in fact an advert, which is great for brands who never want to appear "sales driven".



**Shout about your service.** If you have great customer reviews, add these! If you have amazing service USP's, great delivery options etc, mention them! These are all ways of demonstrating to a user considering your product that you're a solid brand to purchase from.

**Display your key product ranges/collections/new in products.** At the consideration stage, users aren't always 100% sure on exactly what they are looking for. So by showing different product options (a catalogue is a great way to do this) - it can entice the user to move further down the user journey as we support them in narrowing down their purchase decision.





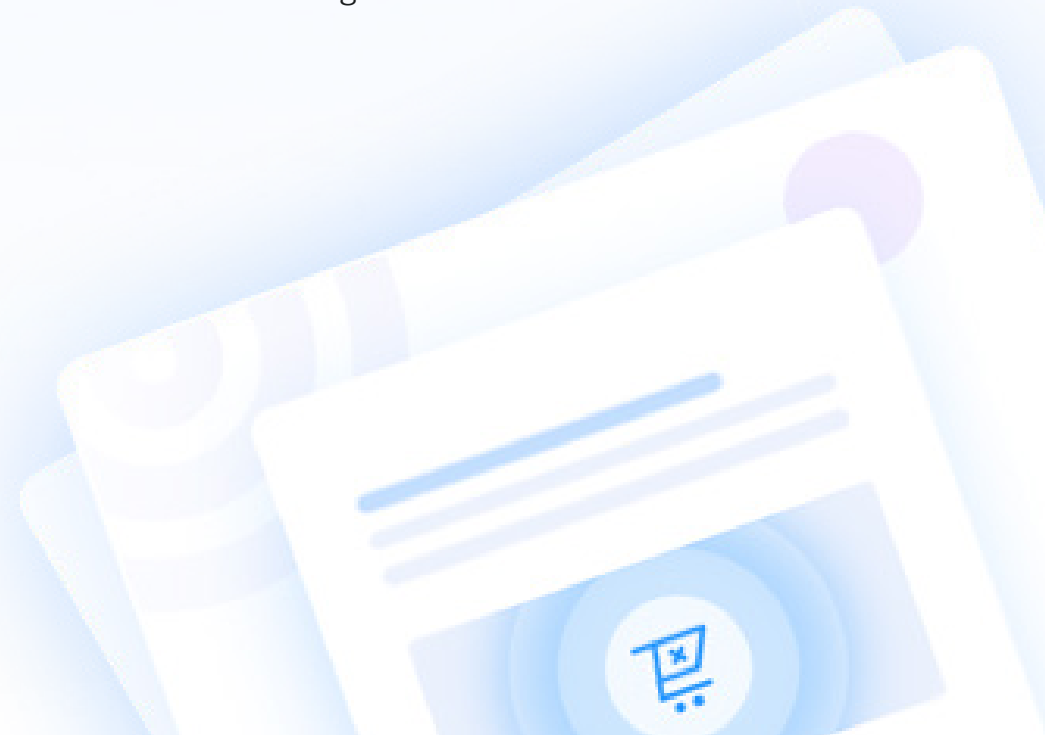


## Converting.

The stage where both brand and user share a stronger understanding of one another. As a brand you'll now know what products the user has shown interest in, how much time they've spent on site, the frequency of their visits, when they visited the site and even their demographics.

Squeezing the most of this information is key to unlocking the final stage of the user purchase journey. Segmenting audiences with the above information will allow your brand to target specific users who qualify for the converting stage of the journey - so you can start to become more specific with ads targeting the audience group.

One ad type that always comes out on top at this stage is a product ad across social platforms dynamically displaying what a user has already viewed on-site, to re-engage and encourage the user back to the site to convert. Another approach similar to this is to target those who have abandoned their shopping basket with the products that were once snug in their basket!





## Loyalty.

Loyalty \*should\* in theory be an easy stage to achieve using Paid Social. If your brand has delivered a great product and unrivalled customer experience too - then there's a huge opportunity to re-engage with the customers that already trust you and catch them mid scroll.

Make sure your housekeeping is on point at this stage and that you have segmented your customer database how you'd ideally like to group them. It might be those big spenders, those who purchased new products, those that took advantage of your sales etc or you might even choose to group them by the date they made a purchase.



When it comes to the loyalty stage, give yourself a minute to think how you'd personally like to be retargeted having already bought from a brand... would you like to see new ranges, latest promotions, complimentary products to the one you've bought already? Now apply the answer to your loyalty strategy on Paid Social for your brand!

You won't need to re-tell your brand's story and drive the awareness piece again, but instead re-engage with meaningful messaging and targeting to this lucrative journey stage.



# The 7 Key Benefits of a Holistic Approach to PPC & Paid Social.



Countless brands treat these channels as completely separate entities, some even working in total silos. I get it, we're sometimes programmed to keep our heads down and focus on our own remit, but when it comes to PPC & Paid Social, the two are a powerful pair when working in unison.

To really understand a user journey, it's essential that the two marketing channels work holistically to double the power and lock down even stronger performance results. A joined up approach to your Paid Marketing results in:

**1. A tone of voice that delivers consistency across paid platforms.** This really does link up the user journey and maintains brand awareness and clarity at each touch point for a user - which ultimately improves their trust in you too.

**2. Unrivalled creative performance insights that can be used to inform paid strategy on each of the channels.** For example, within PPC, a brand should be sharing the search and trend data accrued within the platforms with Paid Social, so they can test these popular terms within their ads too to make them more relevant and engaging. But also vice versa, to understand what is performing ad messaging wise on Paid Social, for PPC copy to test the same.

**3. A holistic understanding of the overall user journey.** For example, figuring out which areas are delivering a vast amount of first clicks in the user journey, which campaign/platform type delivers that last click success etc, so value is placed correctly and credit is given where it is due. By having a true understanding of this, it means brands can be more successful in how they target across the paid platforms, the messaging used at the different touchpoints, and how they measure success too at a higher level than just that last click.



#### 4. Retargeting domination.

Both channels offer great options for retargeting at the interest/conversion/loyalty stages. By using a collaborative approach across the performance channels for this activity, a brand can really begin to dominate on keeping front of mind for a user.

#### 5. Performance driven strategy.

By sharing insights on top performing products, what's trending at the moment etc - both channels can create strategies around how to keep these front and centre to audiences who are in the initial stages of the user journey. Think of this strategy as a brand's "physical storefront". Essentially pushing these products' visibility to the "front of the store", as they are proving popular with current customers!

#### 6. Shopping feeds greatness.

There is a tonne of data that can be used from PPC and wider on-site analytics to determine how users are searching for a brand's products, what's converting well, what's trending etc. Brands should be soaking up this data and pushing this into testing shopping feed titles via Google/Microsoft Ads. But also sharing this with the Paid Social channels - they too can massively benefit from tweaking the product titles visible on their ads - to make them as engaging and relevant as possible and ultimately - make them beat the scroll!

#### 7. Targeting set up for success.

An oldie and obvious one, but a goodie nonetheless! You should always be sharing insights with both platforms on audiences. What audiences smash performance, which ones eat into ad spend but never convert? This will inform your strategy. Are the audiences the same across the platforms? Is there a gap of opportunity in targeting a certain demographic currently being missed on one of the paid platforms?



## Acquisition Key Takeaways.

1.

For continued growth, brands mustn't neglect the top of the funnel of a user journey in favour of direct revenue performance from bottom of the funnel users.

2.

Whilst the information in this guide is classic best practice in terms of the user journey on paid platforms, it's so important to continuously test ad messaging, campaign types and targeting at all stages in the user journey. For example, there's nothing stopping a user converting the first time they've seen an ad from your brand - without needing to be nurtured through the funnel. So test and mix up the creatives being shown at each stage of the journey!

3.

Allow the PPC and Paid Social channels to really complement one another. There's a tonne of data sitting within each paid platform that can really support the performance and strategy of another!





# Maximising Value From Online Traffic.





## Converting More Browsers Into Buyers.

The [average cart abandonment rate in ecommerce is 80.68%](#). If we split this out by device we notice that cart abandonment on [mobile is 83.36%](#) and on desktop it's [75.65%](#).

This is a staggering statistic that suggests around 8 out of 10 users will abandon their basket after showing intent to purchase. Brands are leaking online sales, even after customers show purchase intent, so it's up to retailers to recover their sales with a robust strategy.

Ecommerce retailers work hard to acquire users and sometimes at a premium cost so it's important to turn more browsers into buyers.

There are a selection of solutions to enable retailers to capture more value from their online traffic and recover any online sales that may have been abandoned.



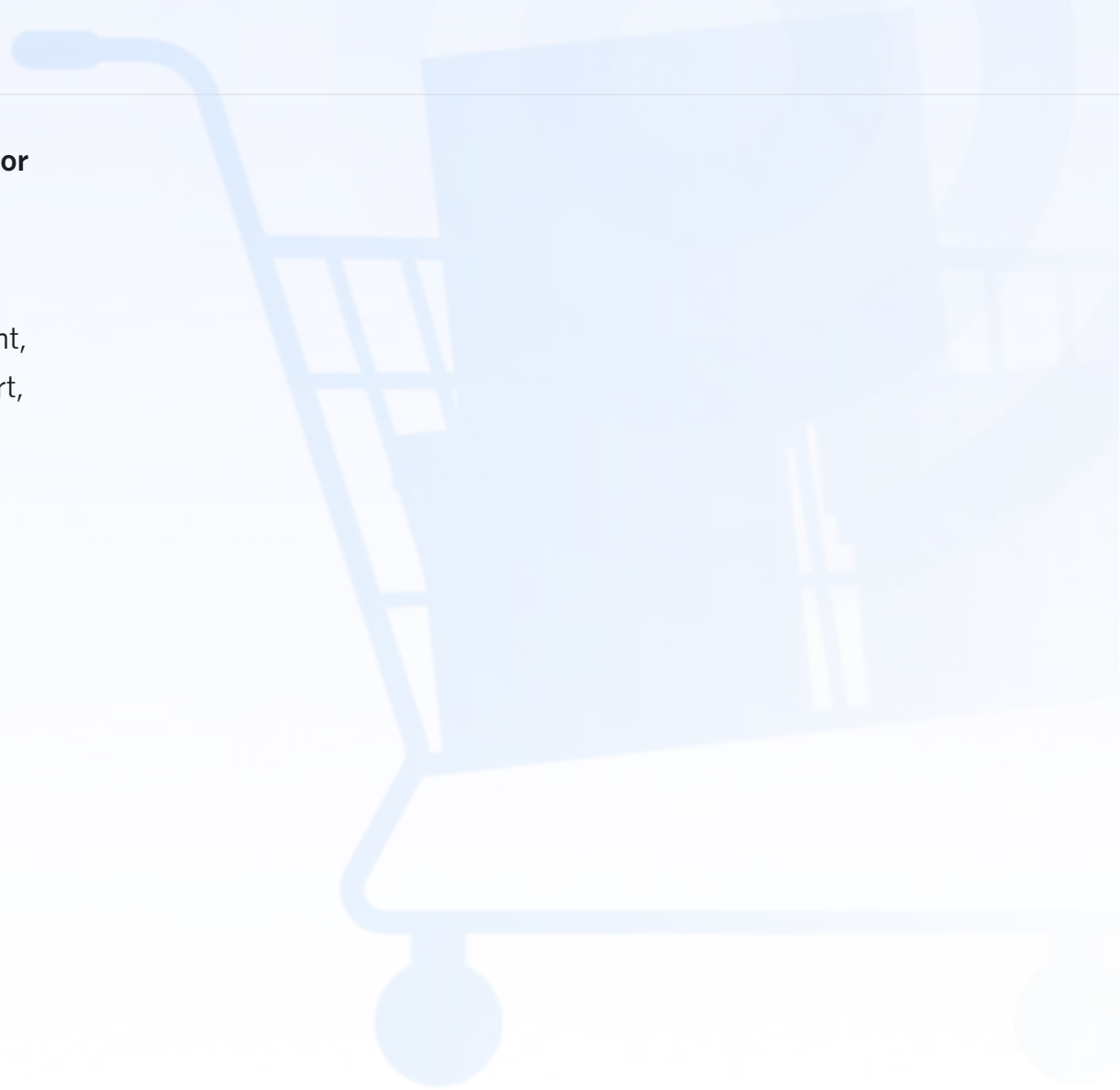


## What Is Cart Abandonment?

**Abandonment is an ecommerce term used to describe a visitor on a web page who leaves that page before completing the desired action.**

Examples of abandonment include shopping cart abandonment, referring to visitors who add items to their online shopping cart, but exit without completing the purchase.

Cart, or basket, abandonment may be the most obvious, but there are several types of abandonment across different sectors including booking abandonment, form abandonment and browse abandonment.





## Cart Abandonment Email Strategy.

Over the course of 12 months (2021) SaleCycle tracked [8,399,948,374 user-journeys](#) in a range of industries such as fashion, retail and travel.

Within this data SaleCycle collected insights from over [178,161,675 cart abandonment emails sent](#). We know why people buy products, when consumers show intent and we understand that users will abandon, which is why we are experts in bringing abandoners back to complete their purchase.

Our cart abandonment emails maximise online sales opportunities by retargeting those who have shown purchase intent - adding to their digital cart.

8,399,948,374

User-Journeys

178,161,675

Cart Abandonment Emails Sent





## Abandonment Solutions.

### Cart Abandonment Emails

Use email to remind customers what they left behind and give them a reason to complete a purchase.

### Browse Abandonment

Visitors viewing the product on your site are expressing a possible intent to buy. Timely reminders can persuade them to make a purchase.

### Basket Reminders

When a shopper looks likely to abandon a purchase, we can offer to save their basket details for later. Perfect when people aren't quite ready to buy.



Total Emails Sent

178,161,675

Get Your Free Demo Now

## Email Marketing Statistics.

SaleCycle cart abandonment email campaigns maximise conversion opportunities, recover online sales and ensure browsers become loyal customers. SaleCycle pays special attention to the designs in our campaigns. Our email campaigns are designed and tested to be highly consistent by converting abandoners into buyers.

To the right is a breakdown of average cart abandonment rates by sector:

Average Cart Abandonment Email Metrics	Retail Emails	Fashion Emails	Travel Emails
Avg. Open Rate	Avg. Open Rate	Avg. Open Rate	Avg. Open Rate
34.97%	39.21%	31.47%	42.02%
Avg. Click Rate	Avg. Click Rate	Avg. Click Rate	Avg. Click Rate
22.04%	21.54%	21.91%	22.64%
Avg. Conversion Rate	Avg. Conversion Rate	Avg. Conversion Rate	Avg. Conversion Rate
28.04%	31.21%	27.46%	25.34%





# Cart Abandonment Insights.

Understanding ecommerce user-behaviour such as when users are most likely to abandon allows brands to harness more effective solutions. Hitting your users at the right time is vital to a successful online sales recovery.



## When Are Customers Most Likely To Abandon?

### Year

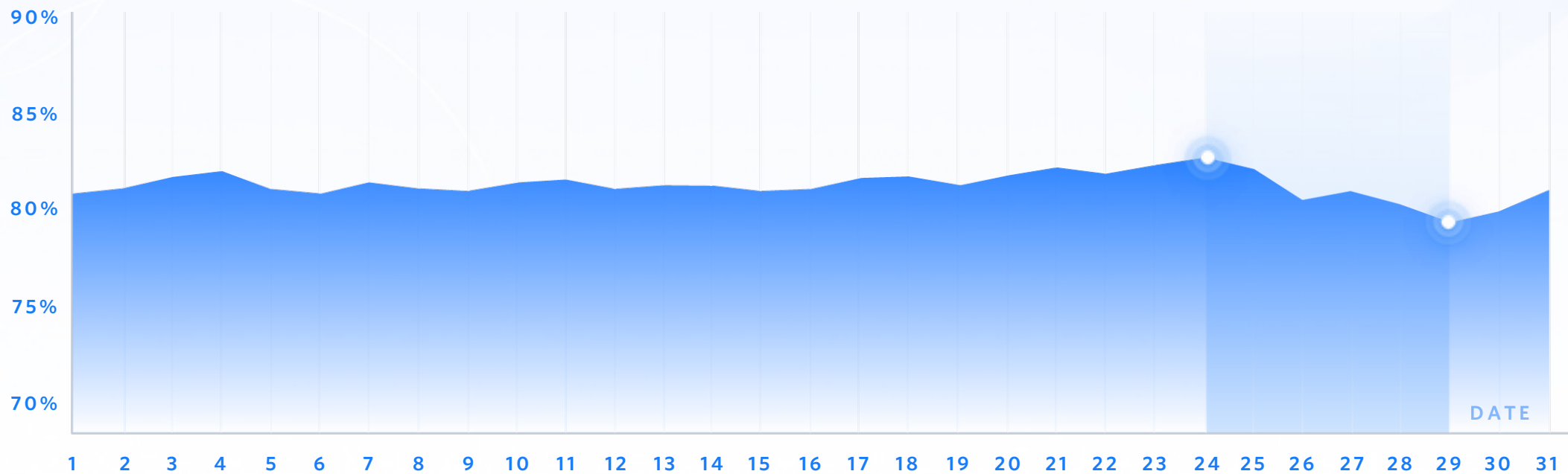
November and December are the most popular months for online traffic but these months typically see a lower than average cart abandonment rate. Suggesting a higher intent to purchase.





## Month

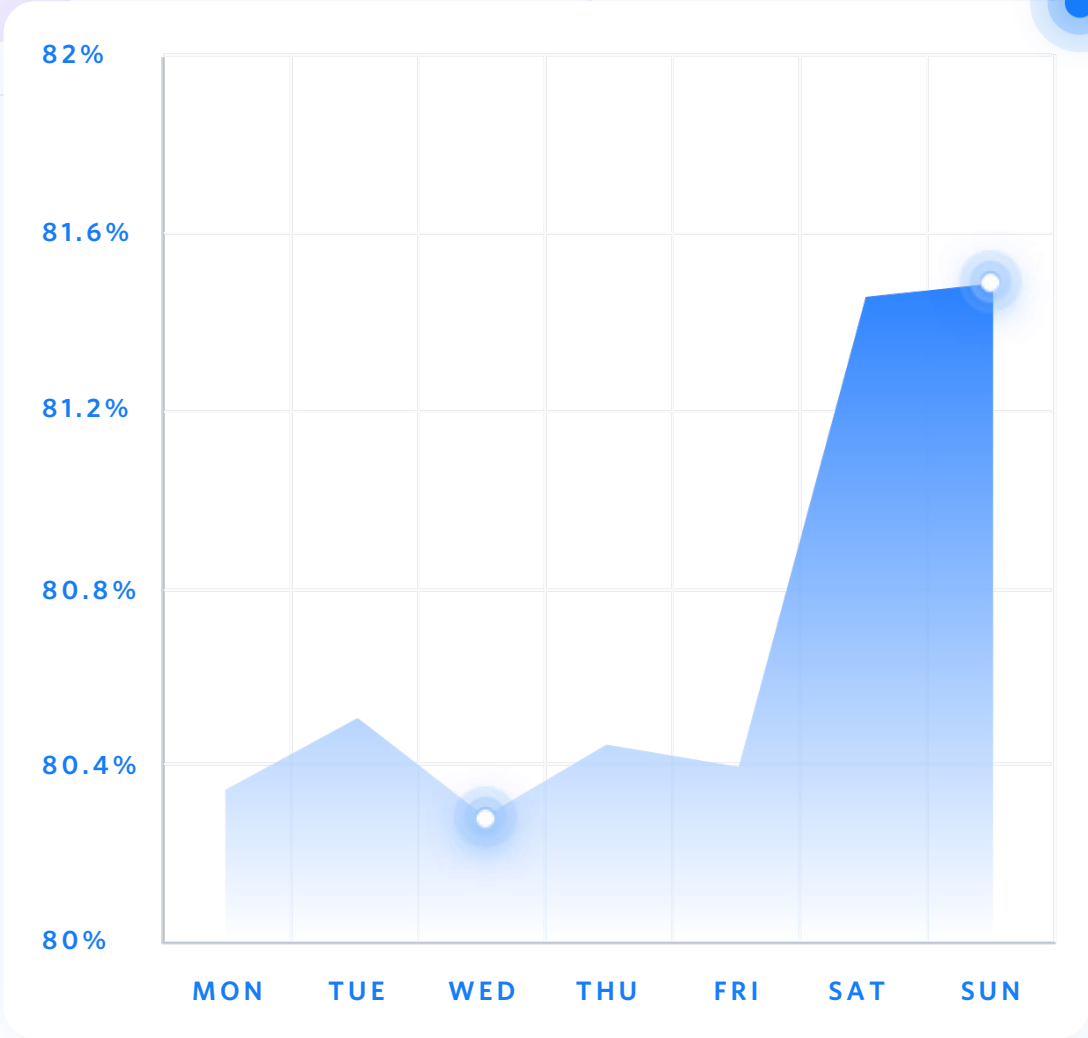
Throughout the month the abandonment rate remains stable. However, there is a dip from the **24th to the lowest point of the 29th**. This suggests the final week of each month shows the lowest abandonment rate.





Day

Wednesday shows the lowest abandonment rate of the week while Sunday shows the highest.





## When Is The Best Time To Send Cart Abandonment Emails?

Abandoned cart email campaigns are one of the most valuable and effective forms of email marketing today. In fact, it's one of the best ways to recover online sales and re-engage customers who abandon their baskets online but the main success hinges on the abandoned cart emails timing.

### Multi-Cycle

There's plenty of competition in customer's email inboxes, there's also a limited amount of time you have to gain the customer's attention.

SaleCycle uses a multi-cycle email strategy to boost conversion rates. For example, we send messages 1 hour, 24 hours and 72 hours after an abandonment to increase campaign performance by up to 30%. This way you get three chances at hitting the best time to send a cart abandonment email.





# How To Write Cart Abandonment Emails.

We explore the key features to creating a high-performing cart abandonment email that grows conversions and consistently recovers online sales.

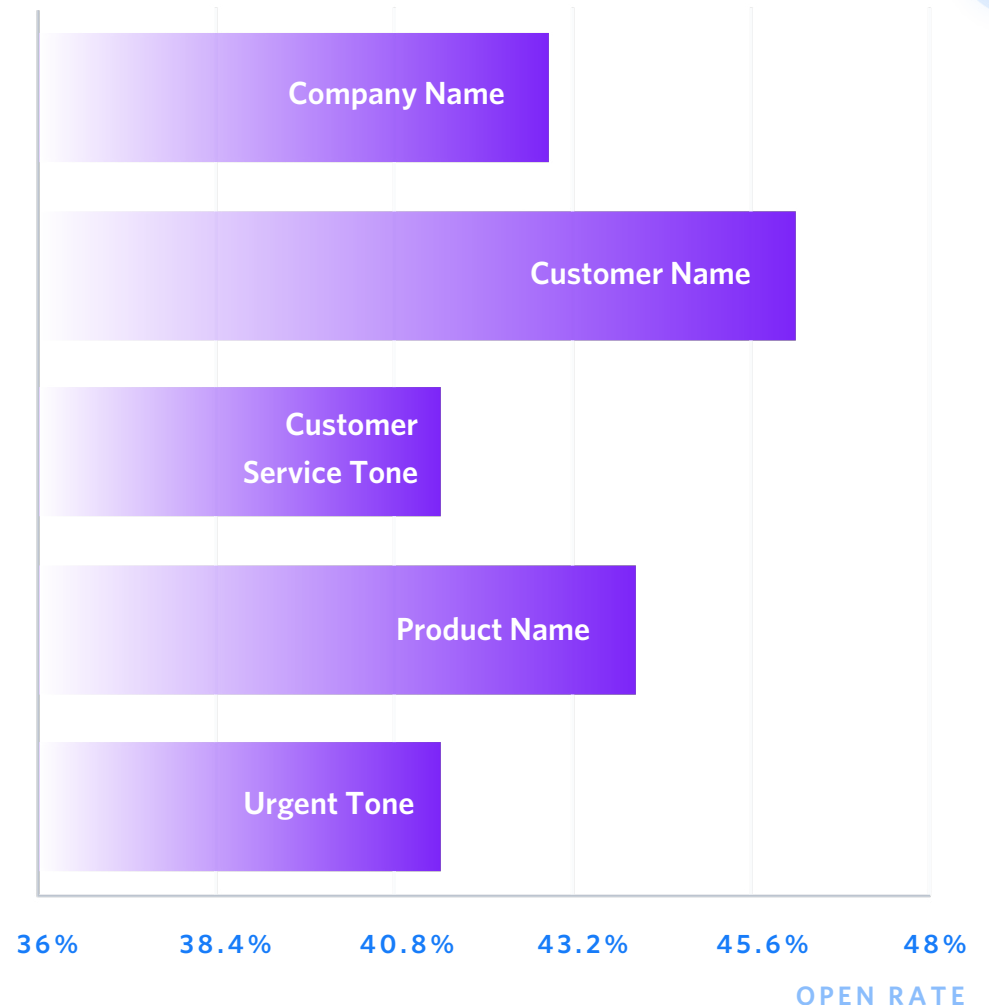


## Subject Lines

Using data from sending cart abandonment emails for 500 of the world's biggest brands we found using the customer name in your subject line had the biggest impact on open rates.

This is no surprise given how important personalisation is for ecommerce customers.

Subject lines should be clear, informative and grab the reader's attention. Your subject line is the hook that encourages customers to enter your world.





## Timing

The timing of your cart abandonment emails are absolutely paramount. The email should be sent while the purchase is still bright in the customer's mind.

Having said that, according to SaleCycle data we found the highest conversion rate from send time of initial abandonment was 1 hour after with 6.33%.

< 1 HR

1 HR

1-2 HRS

2-4 HRS

4-24 HRS

> 24 HR

1.0%

2.1%

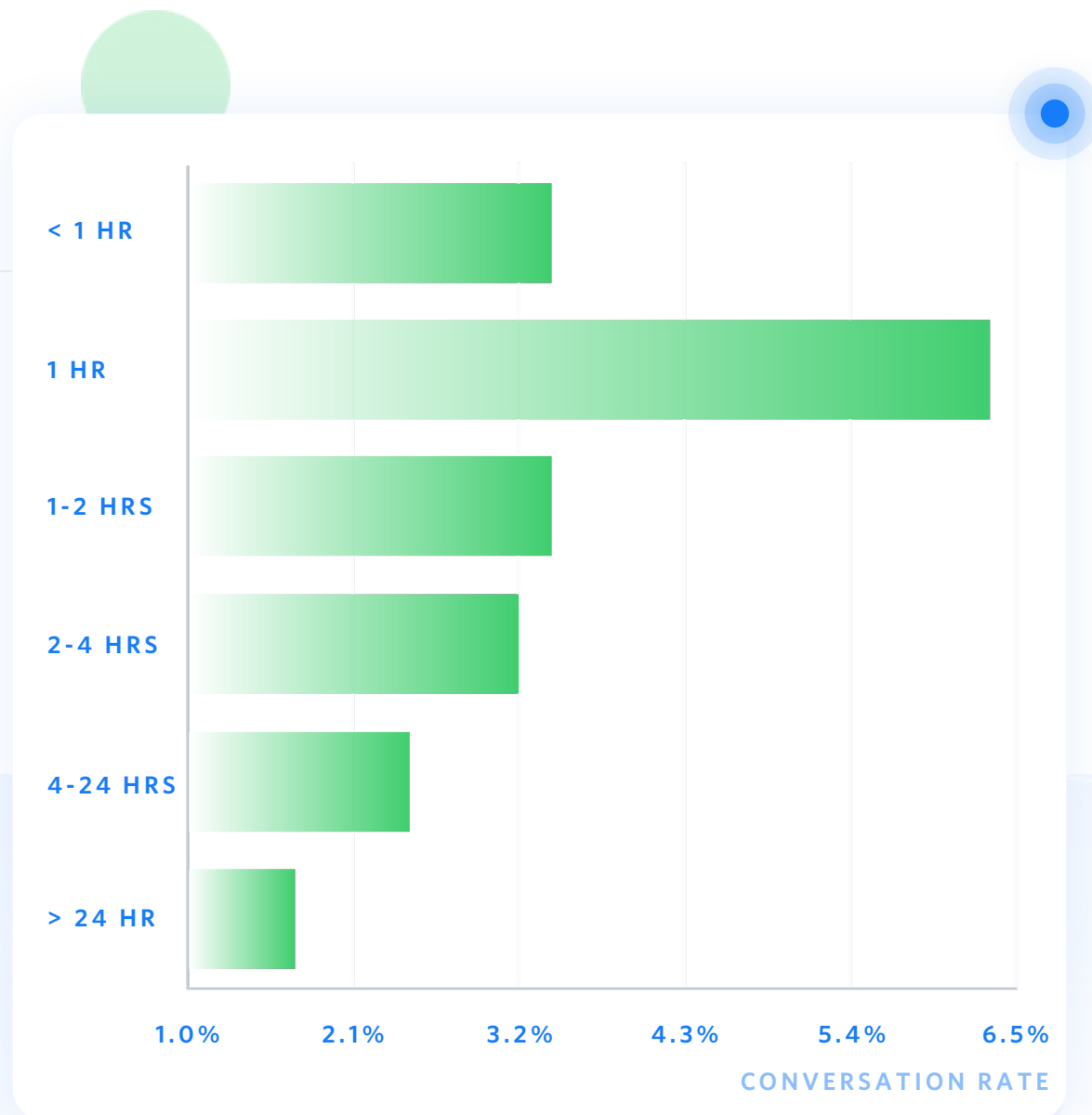
3.2%

4.3%

5.4%

6.5%

CONVERSION RATE







### Dynamic Content

Dynamic content allows brands to do a variety of things to increase email engagement. For example, showing live pricing, changing visuals and information based on location, responsive emails designs, and displaying product popularity or live product trend data.

### Call To Action

Provide a clear call to action. Pay special attention to the colour, shape, placement and size of your CTAs as this can have an impact on clicks.

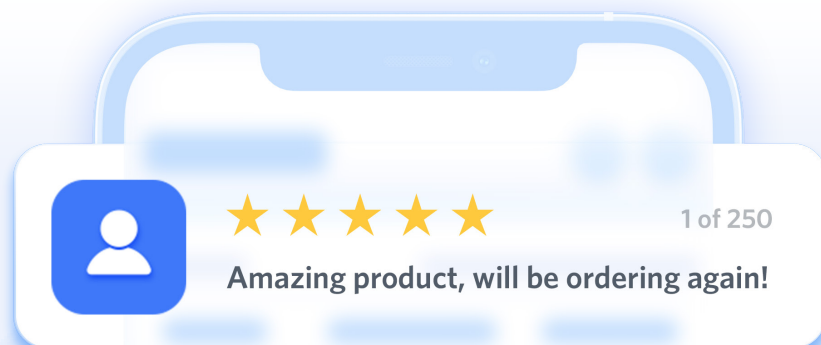
Think of CTAs as guideposts to help your customer move through the user-journey without any issues. It's up to you to funnel the customers correctly and quickly to secure the sale.

### Cart Contents

Removing friction and keeping the customer up to date with their purchase from start to finish is vital. It's the little things like that that keeps the customer from being distracted.

Show customers the products they added to their cart and include any relevant information like size and price.

If the customer has abandoned several baskets, show them their full summary of products they were thinking about using the power of imagery.



### Social Proof

According to Qualtrics.com, in 2022, [93% of customers read online reviews before buying a product](#). Providing these votes of confidence within your cart abandonment emails is the gold dust you need to secure the purchase.

Social Proof drives purchases – in other words, consumers are more likely to make a purchase if others agree that it's a good decision.




There's no room for detailed consumer reviews in emails, but a summary of the review score and number of reviews is enough for shoppers to make a quick judgement. This also helps to improve social proof.

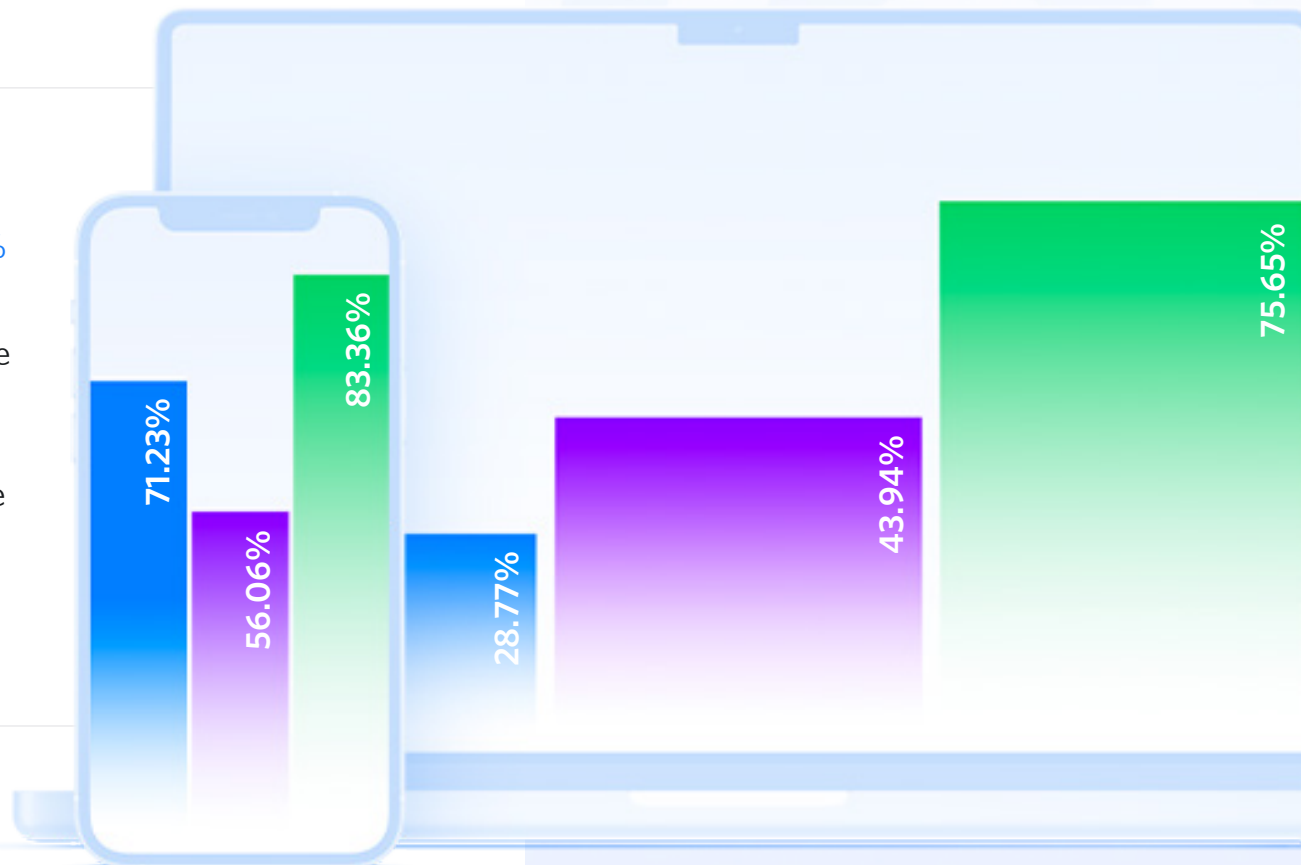


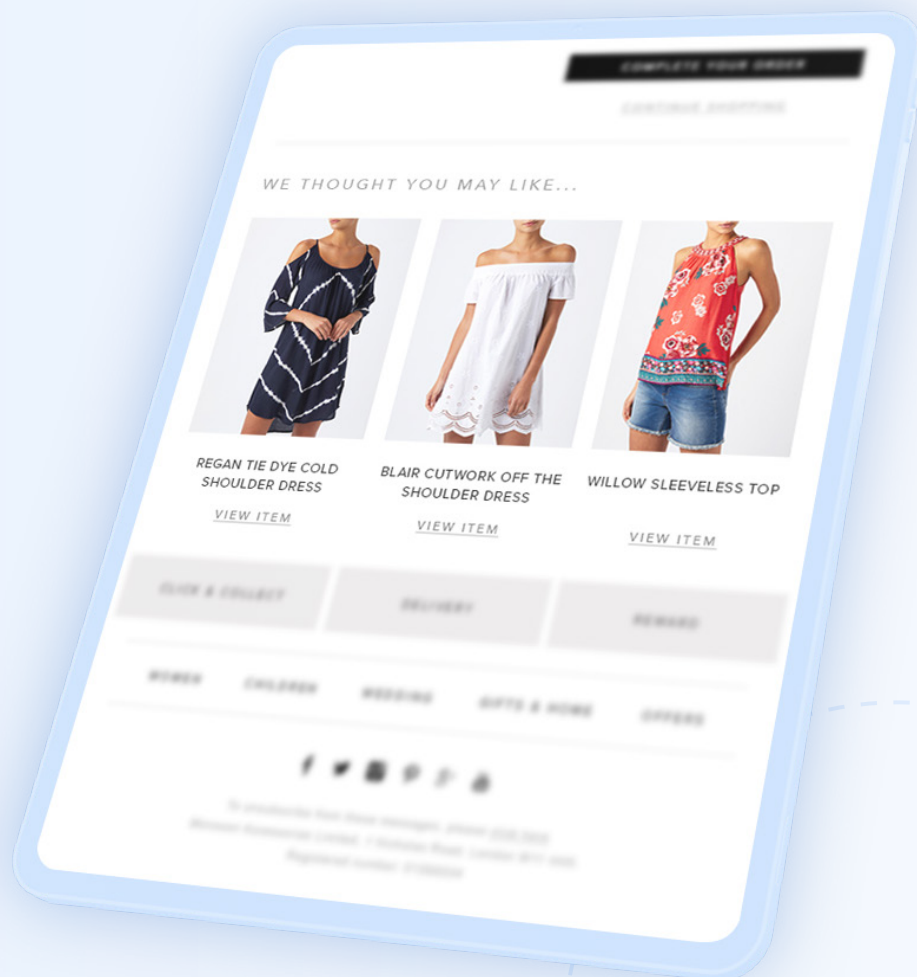
## Responsive Emails

Data from SaleCycle found [mobile accounts for 56.06% of all online sales and 71.23% of all online traffic](#). Based on this data it is essential to create a responsive website but also responsive email templates.

It's clear that the mobile ecommerce trend will continue to grow. Improving the customer journey in the area where most customers browse will only have a positive impact on your brand.

-  **Online Traffic**
-  **Online Sales**
-  **Abandonment Rate**





### Product Recommendations

The purpose of an abandonment email is to recover the customer who did not complete their online purchase. But it's also important to cross-sell and upsell products within these emails using a product recommendation engine.

This helps to increase the average order value of each basket but also offers the chance to promote more products.

Product recommendations are also a good way to improve the personalisation for your customers.



## When Are People Most Likely To Buy Online.

Brands work hard to attract online shoppers as outlined by our partners Ortus. Using a range of channels such as SEO, PPC and more, it's essential to make the most of the traffic you acquire. Conversion tools can help you turn more visitors into customers.

It's important to understand how buying patterns link with online traffic then use these opportunities to trigger a more personalised customer journey.

Brands can increase online sales by harnessing the power of CRO features and tools, such as ecommerce countdown timers, progress bars, live product trends and promo codes.

Websites can also fire messages when users who show exit intent. This launches a pop up in a subtle and well-timed manner to either convince the customer to purchase or to input their email address for further marketing. The key is to understand your audience and their buying patterns to launch more effective marketing strategies.

Using customer data, SaleCycle can help you create a personalised and more persuasive customer journey that makes it easier for people to make a purchase.

“

It's important to understand how buying patterns link with online traffic then use these opportunities to trigger a more personalised customer journey.

”

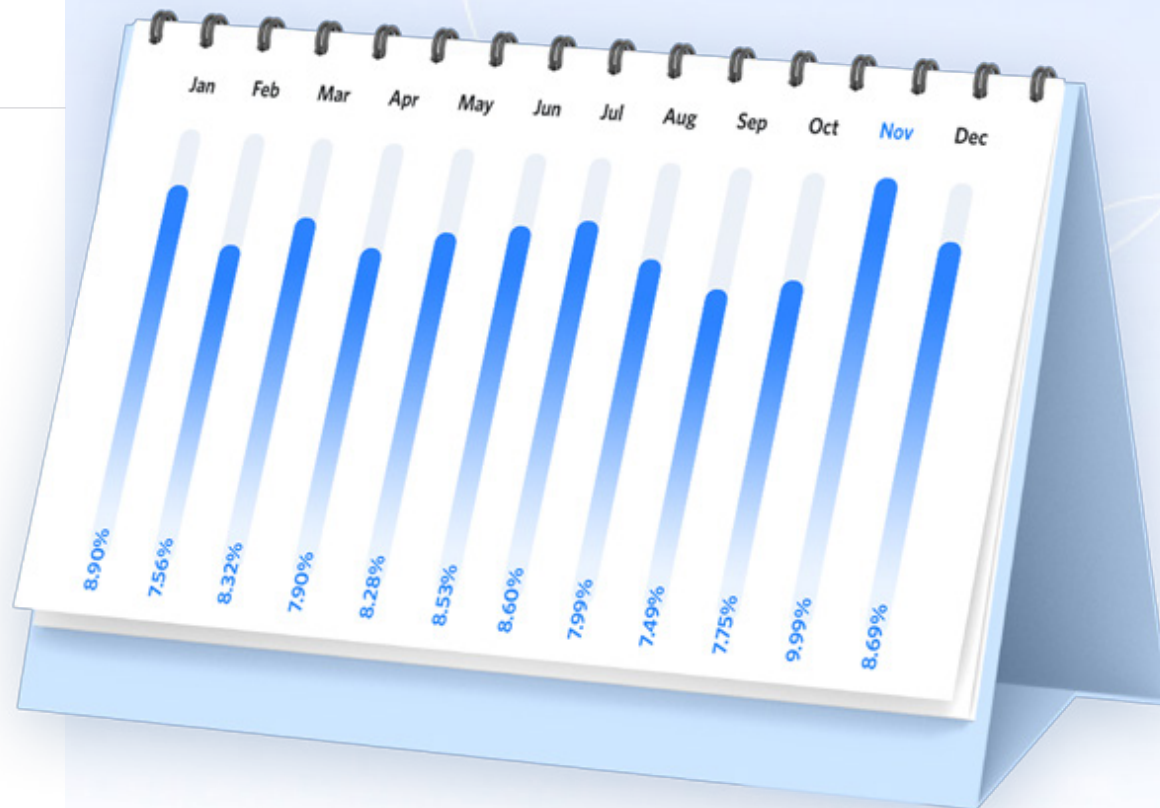


## When Are Customers Most Likely To Buy?

Below are some of the most notable times for ecommerce sales and marketing:

### Year

Online sales peaks in November with the Black Friday and Cyber Monday month taking a [10% share of all online sales throughout the year](#).

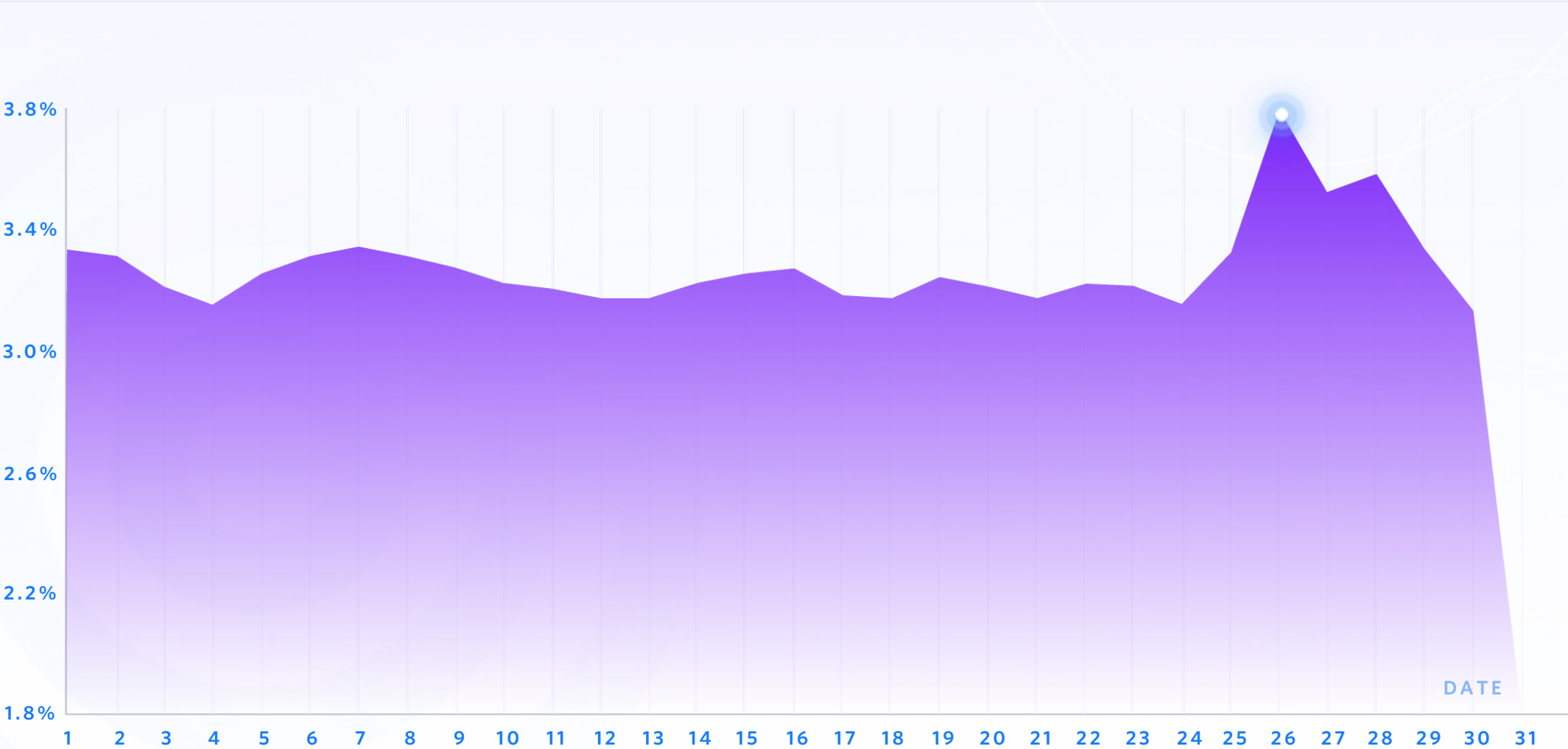




Month

Throughout the days of the month we can see that the 26th sees a significant increase in online buying.

We can be confident that this trend will continue and that the reason is for national paydays. The majority of people being paid in the last week of the month stimulates the economy.

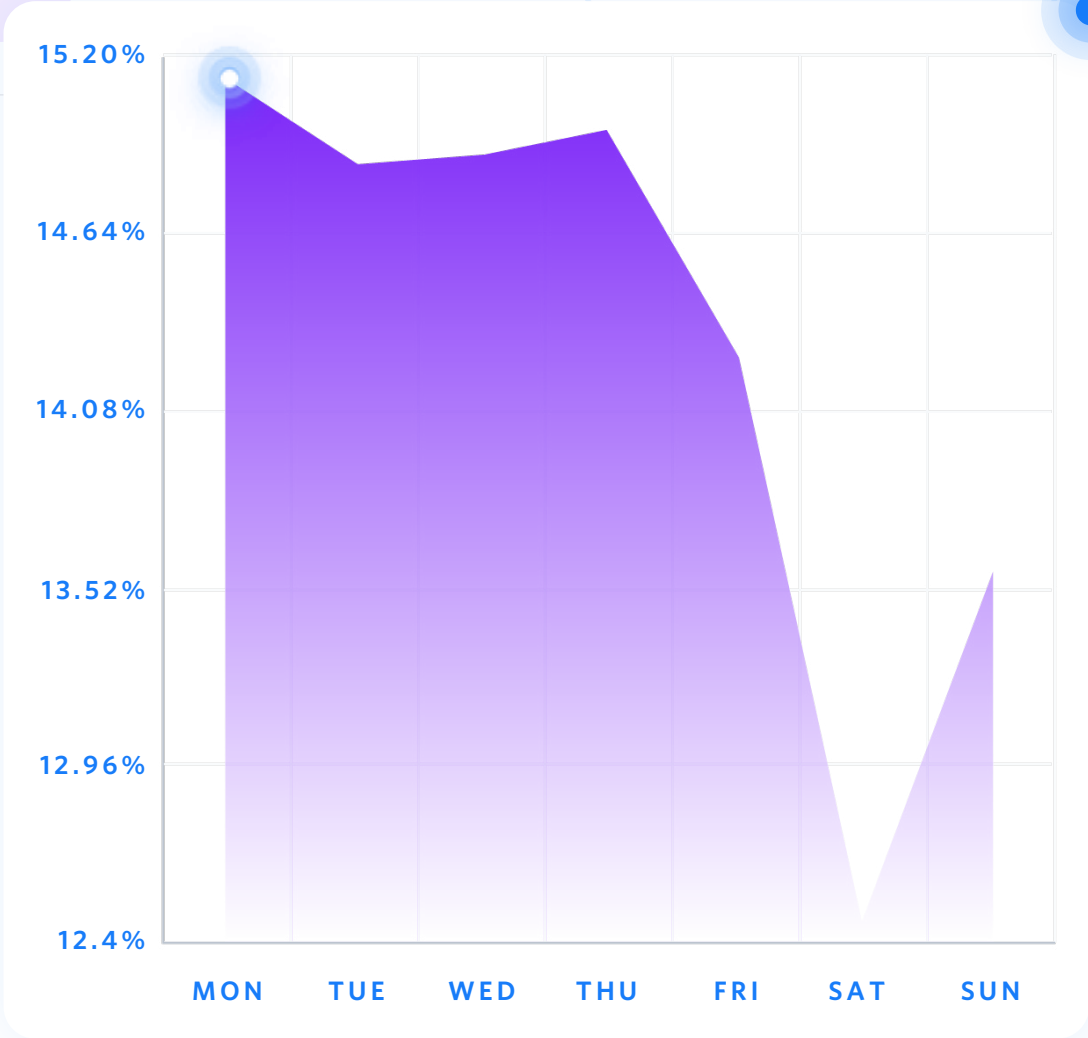




Day

When we analyse online sales by day of the week we notice that Monday is the most popular day for online spending.

This is a major shift, as previous years have shown Thursday being the most popular day. So we can be sure that online buying habits are changing.







## Retaining Value Post Purchase.

When a customer makes a purchase this should just be the start of the relationship with retailers.

According to recent findings, existing customers are **60-70%** more likely to buy again from the same retailer compared to the probability of selling to a new customer, which is **5-20%**.





## Retaining Value Post Purchase.

Essentially, your existing customers are worth more than new customers, but you need new customers to turn into existing customers.

This is why recovering online sales is important, you are recovering more than just one sale, you are recovering multiple future sales and retaining a customer.

As we mentioned, securing a purchase is just the start. Now your customers should be nurtured. It's important to leave a positive lasting impression, because with more customers comes more opportunities to retain them down the line with new products or similar products.



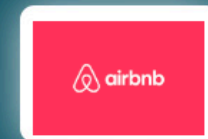
Using a range of post-purchase emails is a great way to stay engaged with your customers and provide excellent customer service to grow your opportunities for retention and to market new products to them down the line.

Post-purchase emails are great for retention, increase upselling and cross-selling opportunities and are one of the best ways to increase conversion rates. Post-purchase emails enjoy a **217% higher open rate than traditional emails.**



Hey,

**THANKS FOR YOUR RECENT PURCHASE**



We hope you enjoyed your giftcard!

eGifts are a great way to say thanks, give a gift, or simply show someone you're thinking of them, so take another look today!

[View More Cards](#)

### Our range of gift cards

Find your favorite brands and stores quickly and easily with our range of popular gift cards.



# 5 Best Post-Purchase Emails You Should Be Sending

An illustration of a white smartphone tilted diagonally. The screen shows a post-purchase email layout with a header, a main image placeholder, and two columns of text with image placeholders. A blue speech bubble with a white dot points to the top of the phone. The background features concentric blue circles.

Thanks for your recent purchase!



Post purchase emails offer a multifunctional alternative to traditional email marketing and can be highly effective for increasing retention rates, which is also important as retaining your customers is easier and more profitable than attracting new customers. In fact, it costs 5x less to keep your existing customers.



### Shipping Confirmation Emails

This allows you to build trust with your customers by keeping them up to date about the progress of their order. Provide key information but there's also an opportunity to add a secondary message like refer a friend.



### Ask for Reviews

Online reviews are most likely the biggest source of social proof currently utilised by businesses, as they play a key role in driving sales.

Strengthening your company's credibility is key to driving sales. Reviews hold this power, as they have the backing of 'real' people/customers who have had 'real life' experiences.



### Replenishment Emails

Replenishment emails are great for reminding customers when items they previously purchased are about to run out. For example, you can work out the average time a bag of pet food will last and then send a replenishment email reminding the customer they are due to buy more.

This makes it easier for the customer to make the repeat purchase while also providing excellent customer service.



### Product Recommendations

Use the data from previous buying and browsing activity to send post-purchase emails to customers. This way you can recommend products you think the customer will like.

This can be automated, so pull in browsing data and previous purchase history and use dynamic content to automate the flows.



### Birthday and Milestone Emails

According to Experian, birthday emails have a 481% higher transaction rate than promotional emails.

This is a great opportunity to build trust, get their attention and remind the customer about your brand. You could even take the opportunity to send a discount code or offer free shipping on their next order.



## Conversion Key Takeaways.

1.

Timing is everything when it comes to converting customers. To enable maximum value from your browsers and to recover more online sales send abandonment emails 1 hour after abandonment and then add a multicycle.

3.

Cart abandonment emails are an opportunity to increase average order value, upsell and cross-sell products to squeeze more value from each basket. Using tools or services such as product recommendations can help you do this.

2.

The average cart abandonment rate in ecommerce is 80.68% that means after working hard to get the traffic 8 of them will leave without purchasing. When intent is shown you must act, which is why a cart abandonment strategy is paramount. Build the right emails which are optimised and responsive to mobile devices as the majority of online sales and traffic come through the mobile channel.

4.

Post-purchase emails allow ecommerce brands to retain customers and build customer loyalty. On the long-term this increases their lifetime value by retaining higher value customers for repeat purchases.





## About SaleCycle: Conversion Rate & Cart Abandonment Specialists

SaleCycle's data-driven features help you to [increase conversions](#), [recover sales](#), [drive loyalty](#), and [understand your customers](#). We've witnessed 100s of millions of online conversions and user journeys for over 500 ecommerce clients in the last 10 years.

Each day we track the behaviour behind more than three million online purchases and abandonments. We know why people buy. Our solutions include conversion rate optimisation, abandoned sales recovery, customer loyalty and customer insight.

We optimise the ecommerce buying funnel with personalised and targeted emails to help you reconnect with shoppers after they have left your site. Our on-site real-time messages interact with visitors and help boost conversions while curbing online abandonment.



Displayed at key points of a visitor's purchase journey, personalised and relevant messages can encourage them to convert. We also use SMS remarketing messages to help customers navigate back to your site and reconnect with their time-sensitive purchases.





## About Ortus:

### Paid Search Experts

At Ortus, we pride ourselves on doing Paid Marketing differently. Our holistic approach to PPC & Paid Social unlocks performance growth for ambitious retailers, making us the number one choice for brands looking to make their paid budget go further and bring home the big results. Our joined up paid services take care of everything your business needs to run successful retail campaigns across the UK, EU & globally. As an agency, our team is both a Google Premier Partner and an Accredited Microsoft Advertising Partner, so when it comes to your strategy we're backed by a wealth of insights from the core platforms out there.





## Authors.

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Brad Ward is the SEO & Content Manager at SaleCycle. Brad is a former magazine journalist with over 8 years experience in digital, including SEO, social media and copywriting. Brad has written thousands of articles for a range of different sectors including online gambling, travel, education, sports and ecommerce

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Sarah Williams is the Associate Director at Ortus. With over a decade of paid marketing experience under her belt, she has led on countless successful campaigns including PPC management for Clarks across all major European markets, where she delivered their biggest Back to School period ever for two consecutive years. Sarah also earned her industry award recognition including 'Digital Strategy of the Year' at The Drum Awards.

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