

Case Study //

Converting Abandoned Baskets into Sales Revenue

indium
web management

Client

Indium Web Management

Challenge

Driving more conversions from email communications.

Result

Additional sales, with 14% of all emails delivered converting into revenue.

Problem

In 2007, the growth of online sales is expected to reach a high of over £40 billion; this represents 15% of all UK retail sales. It is therefore worrying to imagine that 60% of customers abandon their online baskets before continuing to make that all important purchase.

Worse still, this valuable market share is being lost, due in part, to the fact that almost half of UK marketers are unaware of how to track the effectiveness of their email campaigns.

Solution

Adestra has recently been working with retail web specialists, Indium Web Management. They wanted to help one of their clients, an online gift retailer, to maximise their sales through conversion tracking and the process of remarketing.

- **Conversion Tracking:** During November, one of the busiest times of the year for gift retailers, Adestra's MessageFocus ASP tool was used to capture the details of everyone who abandoned their baskets over a 3 day period (Tuesday – Thursday). Using the data analytics element of the system, Adestra were able to track the pages on the client's website that customers viewed. This illustrated who had moved through the 'sales funnel', pinpointing how far they had progressed and specifically who had abandoned their baskets.
- **Remarketing:** On the following Monday, these customers were emailed and reminded about their abandoned items.

In order to differentiate this communication from previous HTMLs, Adestra designed an email that took the format of a formal letter, addressed to "Dear Mr...", sending it from a real person within the company, the only image included was the company logo. The formal, business-like tone differentiated it as a courtesy, customer care notice as opposed to another sales promotion.

Results

The campaign was highly successful, not to mention measurable....

- There was a 50% open rate
- Of which 50% clicked through to the site
- 53% of those who clicked through, went onto convert – this being 14% of those to whom the email was delivered!

In previous e-campaigns, the gift retailer had an average conversion rate of 0.4%, however with the Adestra led campaign; they increased their conversion rate, making it 35 times more effective than previous efforts.

Lessons

Conversion tracking highlights the benefits and importance of consumer monitoring. By targeting fall-off customers at the end of the purchase cycle, there is a simplistic and highly cost effective way of generating revenues, whilst maximising the potential of your email marketing.

About Adestra

Adestra's purpose is to make our clients successful by providing them with the best combination of email technology and marketing expertise. By working with us, your emails are most likely to be delivered, read and positively acted on by your target customers. Adestra works with companies such as Tiscali, Dennis Publishing, Help the Aged and BBC Shop. For case studies and whitepapers on how we've helped our clients achieve their email marketing goals, please visit www.adestra.com or call 01865 242425.

“ Our clients, through advertising and catalogue mailings as well as through online marketing, spend a lot of time and money on driving potential customers to their websites. As these results show, emailing customers who have got so close to ordering online, but who have abandoned their purchase is a highly effective way to increase website conversion levels. It should be a key tool for any e-commerce business interested in improving their overall marketing ROI. ”

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