

Abandonment Suite

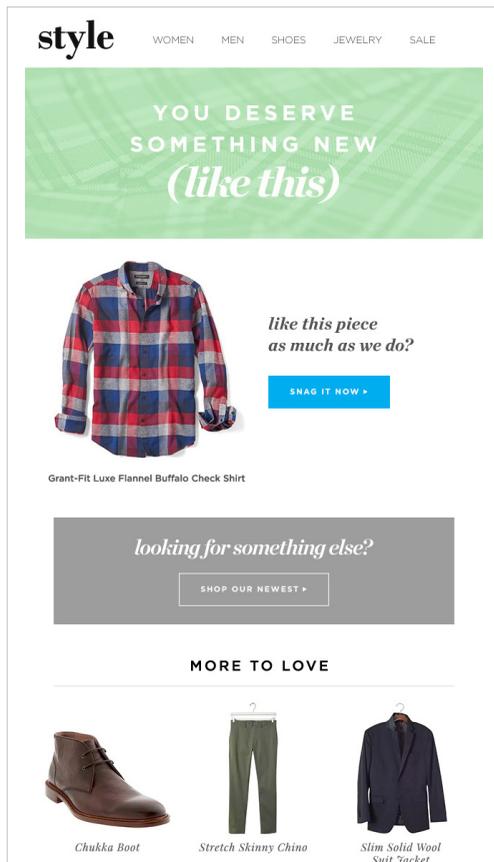
Drive revenue by delivering intelligent triggered campaigns based on shopper intent

Listrak's Abandonment Suite allows you to deliver strategically-timed personalized messages that re-engage active shoppers and nurture them forward to capture otherwise lost revenue.

Browse Abandon and Shopping Cart Abandon messages combine behavioral signals, predictive algorithms, and cross-device tracking to connect disparate identifiers into a unique identity and deliver impactful messages that extend engagement and optimize the opportunity for conversion.

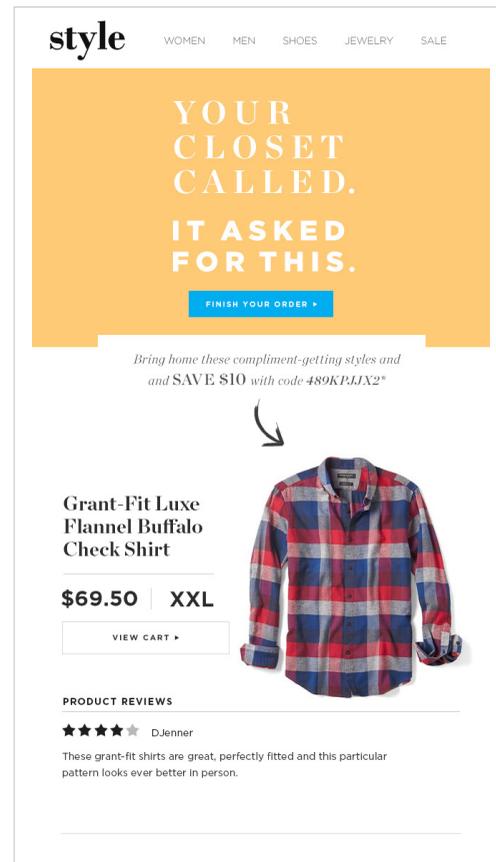
Browse Abandon

Behavior-based remarketing solution that recaptures lost revenue by re-engaging abandoners.



Shopping Cart Abandon

Automated shopping cart recovery solution retargets those abandoners with triggered, personalized messages.



23%
conversion
rate

\$1.95
Revenue per
email

43x
ROI

31%
conversion
rate

\$9.02
Revenue per
email

44x
ROI

Strategically-Timed Personalized Messages

Re-engage and nurture active shoppers

- Leverage anonymous browse data – Listrak uses deterministic and probabilistic cross-device tracking to connect disparate identifiers into a unique identity
- Easily incorporate predictive content, intelligent recommendations, and ratings & reviews to deliver highly-personalized interactions that maximize sales and loyalty
- Increase reachable rate by picking up email addresses whenever a submission occurs on the site and re-identifying customers when they click through from an email, even if they've cleared their browser cookies
- Convert new customers – 63% – 66% of conversions are first time buyers

“We are engaging more online shoppers, attracting more new customers and building loyalty and trust. The proof is in the numbers—we’re generating nearly \$70 for every dollar spent on our email program.”

Carolina Gomes,
Business Manager eCommerce
Timbuk2

With Listrak’s Abandonment Suite, you’re able to re-target a portion of the 96.5% of website visitors that did not convert right away but showed intent and are still in the buying mindset.

 **Tip:**
Pairs well with **Alerts Suite**

