How Liftopia Recovered $714,000

and Reduced Their Cart Abandonment Rate 15% Just Last Winter

liftopia

Robert, your **Jay Peak** lift tickets are waiting!

COMPLETE YOUR BOOKING

JAY PEAK
VERMONT

We noticed you were close to scoring a killer **lift ticket deal at Jay Peak**. Sweet! What's less sweet is that our best tickets frequently sell out, and we'd hate for you to miss out. Is there anything we can do to help?

If you had trouble checking out or found something confusing, **give us a call**. We're here 7 days a week from **6AM - 6PM PST** at **1-800-349-0870**.

See you on the slopes!

REJOINER

Who is Liftopia and What Challenges Were They Facing?

Liftopia operates the largest online and mobile marketplace as well as the largest technology platform serving the ski and mountain activity industry. With deals up to 85% off at approximately 250 alpine resorts across North America, Liftopia allows skiers and boarders to buy date-specific lift tickets and on-mountain activities in advance via Liftopia.com and the Liftopia mobile app.

In November 2013, Liftopia approached Rejoiner to deploy a cart abandonment email program targeting customers who abandoned the eCommerce checkout flow on Liftopia.com.

Liftopia knew they were losing revenue every year due to their high cart abandonment rate, but they were also looking to gain deeper insights into who exactly was abandoning and why. Google analytics was only showing how many people abandoned, but it did not explain the why.

Why Liftopia Were Missing Out On $1.3 Million In Revenue

Imagine a customer moving from step to step on an eCommerce website. They browse product pages, add to cart, and start the process of filling out the checkout form. The customer takes out their credit card, fills out a few checkout form fields and for one of a hundred different reasons, decides to abandon the transaction.

The card goes back in the wallet and the sale is lost. This situation occurs millions, probably **billions**, of times per day on eCommerce websites.

In just the first month of using Rejoiner, Liftopia discovered they were losing almost $1.3 million dollars in revenue from this exact situation.

JUST TAKE A LOOK AT THE PICTURE BELOW
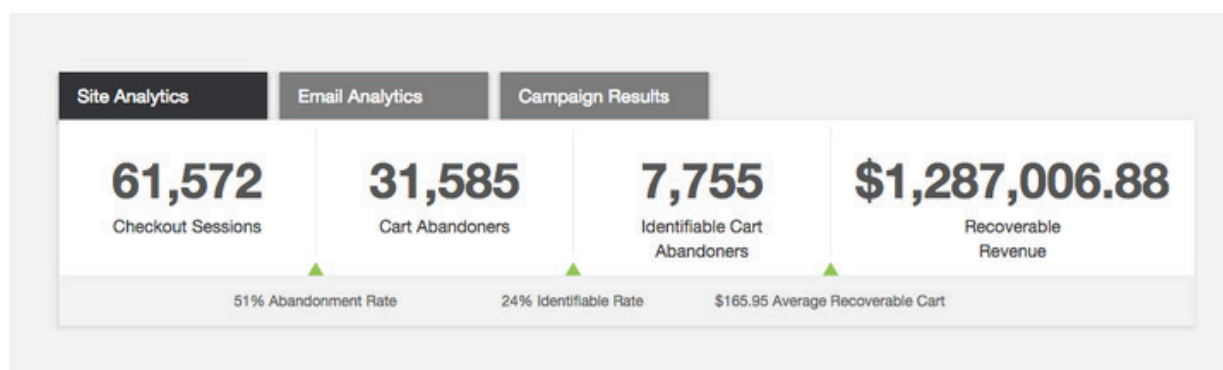
SCREENSHOT OF REJOINER ACCOUNT FROM 12/1/2013 - 12/31/2013

From the moment that customers began the checkout process on Lifto-
pia.com, they were able to ascertain that 51% were abandoning carts prior
to completion. Rejoiner's 'pre-submit tracking' feature was able to identify
24% of those abandoners (even though these users didn't click 'submit'),
yielding almost another 8,000 potential customers for Liftopia to remarket
to and recover more revenue.

DEPLOYMENT
How Liftopia Reduced Their Cart Abandonment Rate By 15%

Liftopia deployed Rejoiner to Liftopia.com using Google Tag manager,
sending transactional data from the cart for personalization, segmentation
and reporting purposes.

There were some initial challenges to overcome with deploying via GTM,
but we here at Rejoiner, provided hands-on technical support to overcome
them. The integration was deployed, tested and activated within a matter
of days due to this tight collaboration.

Better yet, Liftopia recovered their first cart within hours of activating the campaign.

The Strategies Liftopia Used To Recover Lost Revenue On Auto-Pilot

In similar collaborative fashion, Liftopia worked hand in hand with the Rejoiner creative team to design and develop a two email cart abandonment email sequence.

The key components of the campaign included:

An automated cart abandonment email sequence that fired 30 minutes and 24 hours after the visitor abandoned cart. **Customers who converted in the midst of the campaign were removed from the campaign automatically and emails were delivered on auto-pilot**. One the campaign launched, the amount of resources required to manage the campaign was basically zero. **It's like having an additional salesperson working for the company 24/7, 365 days a year.**

Intelligent frequency capping for returning and existing customers that placed limits on the number of times a customer could receive the campaign. Frequency capping ensured that the campaign was always "in step" with customers and would never annoy anyone or ruin your brand image. It also caught customers who abandon on purpose in search of a discount.

Dynamic personalization of the creative with the specific tickets/dates that the customer had left in their cart, as well as a personalized salutation. **Personalizing the creative with the actual tickets left behind** created context by reminding the customer and **drove higher click-through rates & conversion from the emails.** This provided a big revenue boost.

A friendly customer service copywriting tone that clearly pointed customers to call Liftopia's toll-free number or reply with unanswered questions. **Using a customer service tone makes customers feel comfortable enough** to reply to the email with questions or to call Liftopia for support and finish the sale.

It also generated an enormous amount of qualitative feedback about where the friction points existed in customer's minds, which was proactively addressed on checkout, which helped Liftopia further **improve their checkout funnel** and **reduce their cart abandonment rate even more.**

Dynamic cart regeneration that recreated the user's previous session across mobile, desktop and tablet devices when they clicked through the email. The result was that no matter where a customer opened a Rejoiner email, **they were able to effortlessly return to the site and complete the checkout process** fast and without any additional hassles or friction points stopping them from completing sale. **Less friction = higher conversion**.

Responsive HTML templates that rendered perfectly no matter where the customer opens the emails. Responsive email templates created the best possible experience for customers, which in turn drove more clicks, new customers and revenue growth for Liftopia.

liftopia

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See you on the slopes!
Team Liftopia

OFFICIAL P...

CONNECT W...

FACEBOOK   TWITTER   OUR...

liftopia

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JAY PEAK
VERMONT

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See you on the slopes!

Jennifer Palk-Cogley
Customer Support Manager

Want to talk to a person?

Give us a call at **1-800-349-0870** anytime – we love to chat!

OFFICIAL PARTNER OF

US SKI TEAM   US SNOWBOARDING   US FREE SKIING

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How They Recovered $714,000+ In Revenue

Liftopia added $714,251.16 to their top-line revenue from 11/1/2013 - 3/1/2013 as a result of the campaign.

Without Rejoiner, 17% of the company's total revenue would have been lost due to cart abandonment.

For every email Rejoiner sent, Liftopia made $9.23 and remarketed to over 27,000 individual customers during the Winter 2013 season.
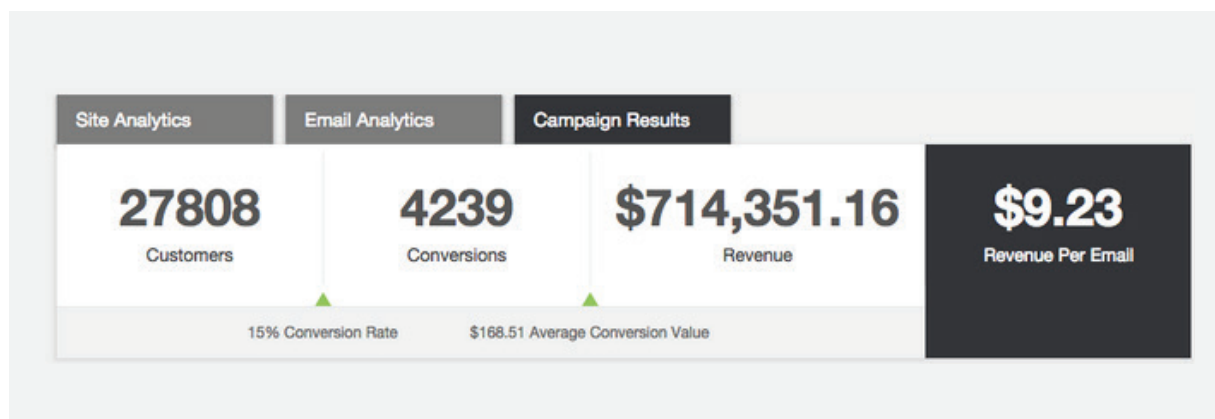
SCREENSHOT OF REJOINER ACCOUNT FROM 11/1/2013 - 3/1/2014

"Rejoiner gave us a big boost in revenue, we saw immediate results with customers completing their abandoned carts at a 50% higher rate than our previous provider. We recovered just over $714,000.00 and are so happy with how Rejoiner helped us through every step of the process so that we were able to have a seamless integration and start recovering revenue right away."

JASON ZHANG , PRODUCT MANAGER, LIFTOPIA

REJOINER

GET A SHORT PERSONALIZED DEMO

Join one of our conversion experts for a personalized product tour. They'll learn about your business and customize a demo that outlines how your company can grow with Rejoiner.

REQUEST A DEMO

"With very little input, the Rejoiner team helped us troubleshoot & solve some integration issues in addition to developing a remarketing program that matched our brand beautifully. They are truly a "one-stop-shop" for a cart abandonment program and could not beeasier to work with. It's great to work with true experts."

FELIX STRAND, ECOMMERCE DIRECTOR PIXIBEAUTY.COM