Improving Cart Abandonment Prevention

THE CHALLENGE

A retailer deployed exit-prevention strategies across multiple online stores to reduce abandoned shopping carts. However, some users were not responding as expected, and the company wanted to understand why.

THE SOLUTION

Celebrus, Retain (OnMarc's exit-prevention tool), and BI/ analytics tools were used to analyze customer segments and their response to interventions.

THE RESULTS

- Cart abandonment rates dropped by 48%.

- The intervention was less effective for customers with high-value carts, suggesting they may need stronger incentives to complete their purchase.

- German users were less likely to engage with exit-prevention messages, indicating a possible need for localized messaging or different incentives.

- B2B customers were unresponsive to standard exit offers, suggesting they required a different approach, such as bulk purchase incentives or extended support options.

- With this information, the retailer adjusted their messaging and incentives based on customer segments, for increased engagement and improved cart recovery rates.