



RESCUE YOUR REVENUE

WITH BROWSE AND CART RECOVERY

ORACLE[®]
Bronto

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Any marketing professional will tell you that one of the most challenging aspects of ecommerce is getting customers to commit and make a purchase. While there's no "silver bullet" to turning a browser into a buyer, there are ways to increase the odds.

To get an accurate depiction of the email marketing strategies used by today's top retailers, we conducted an audit of 50 brands in the Internet Retailer Top 1000. How effectively are they using customer data? Are they sending email marketing material based on customer browse behavior? And what programs, if any, are they using to help nudge customers who have strayed back onto the purchase path?

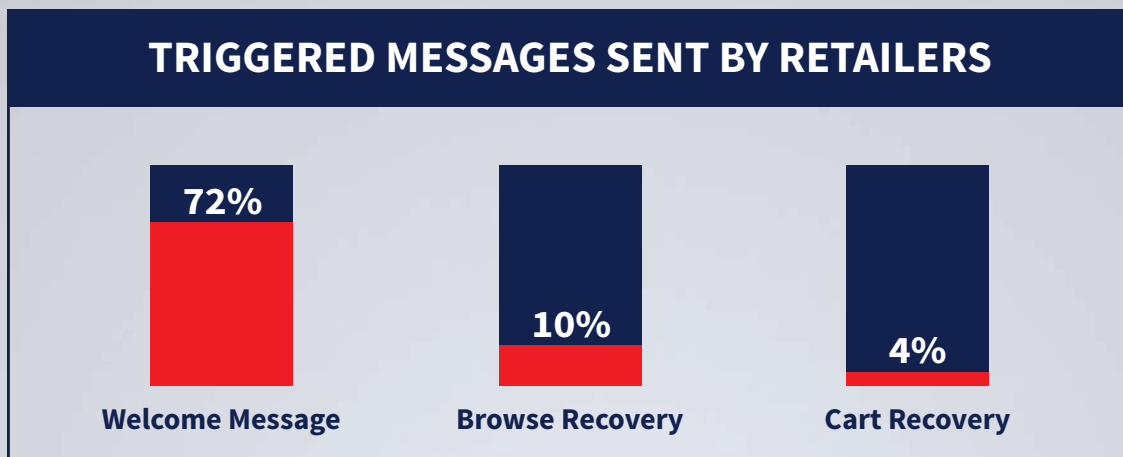
Rather than rescuing potential revenue, our research found that many top retailers are simply leaving it stranded. Some fail to effectively engage customers with relevant or personalized welcome series emails, and fewer still are taking advantage of proven tools, such as cart recovery, to help their customers head back to the cart and make the purchase.



Put Your Best Foot Forward

First impressions matter. Often, your chance to make a good first impression comes once a customer signs up to receive your email marketing messages. That means sending relevant and personalized content that captures the interests, preferences and browsing behavior of your customers.

While most retailers in our audit (72%) sent welcome messages, very few of them had a browse recovery program in place (10%), and even fewer used cart recovery (4%). Browsing and carting items is important because it indicates a desire to purchase. To ignore customers who show a desire to purchase – even those who may simply need a friendly nudge to complete their transaction – is a missed opportunity that leaves money on the table.



After browsing and then abandoning our shopping trip, we found that few brands take the time to encourage customers back to their website to complete their purchases. In addition to lacking a browse recovery message, most of the retailers we audited don't personalize their promotional email messages.



FREE SHIPPING ON \$50 ORDERS*

SHARE CODE: **CRISP**

GRAB A COOL DEAL WHILE YOU CAN!

Hot jobs and sweltering weather can't slow you down. So get comfortable with a cool deal on the best shirts to handle the heat – 35% OFF for just a few hours – better move!

Select Summer Shirts
35% OFF

SHOP NOW



Short Sleeve Longtail T® CoolMax Shirt

~~\$29.50~~ **\$19.18**

SHOP NOW



Short Sleeve Longtail T CoolMax Shirt With Pocket

~~\$29.50~~ **\$19.18**

SHOP NOW



Long Sleeve Armachillo® Plaid Shirt

~~\$64.50~~ **\$41.93**

SHOP NOW



Short Sleeve Action Shirt

~~\$54.50~~ **\$35.43**

SHOP NOW

We didn't browse for men's shirts. So even though product recommendations are included, the product isn't relevant to our immediate need.

This was a lost opportunity to connect with the customer and provide real value via a promotional message.

Surprisingly, only one retailer during our interactions acknowledged our email preferences by sending updates when viewed products went on sale. Though Ames Walker didn't have a browse recovery program in place, they used some of the data collected from our browsing session for men's socks to create more personalized emails and relevant product recommendations.

Recommended for you...



Sigvaris 832 Microfiber Shades Men's Closed Toe K...

\$83.95



Sigvaris 183 Microfiber Shades Men's Closed toe S...

\$40.95



Sigvaris 832 Microfiber Shades for Women Closed...

\$83.95

Use Your Data to Make it Count

The simple act of browsing offers you a wealth of data that can be used to enrich the customer experience and better inform your marketing strategy. But without a solid browse or cart recovery program, much of that data is simply going to waste.

Of the retailers we interacted with, only 10% used our browsing data to enhance their marketing messages with pictures of the products we viewed or include relevant product recommendations.

Bake your best

Bring home the baking supplies you've had your eye on. Remember, we're here to help if you've got any questions: 800-827-6836.



**Cuisinart Elite 4-Cup
Chopper/Grinder**

[CONTINUE SHOPPING](#)

King Arthur Flour included a picture of the item we browsed and complementary product recommendations to entice us back to the site to shop.

PICKED JUST FOR YOU



**Cuisinart Double
Belgian Waffle Iron**



**Cuisinart Classic 4-
Slice Toaster**



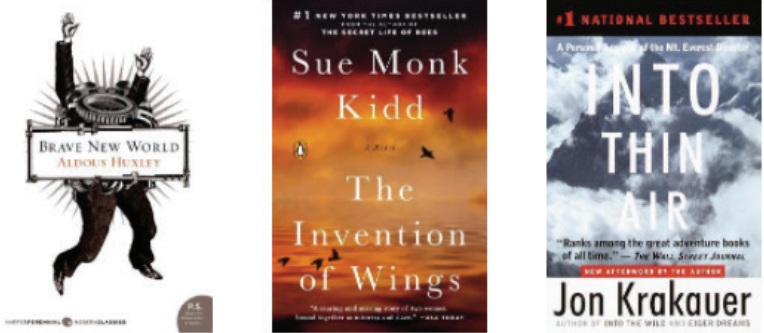
**Liquid Measuring
Cup - 4 Cup**



**Measuring Cups
and Complete Sp...**

The 4% of retailers that had a cart recovery program also sent product recommendations in their subsequent emails; however, many were generic or best-seller recommendations and did not incorporate our preferences or browsing behavior.

VIEW OUR BEST SELLERS!



Brave New World
The Invention of Wings
Into Thin Air

BooksAMillion's abandoned cart email is a common example of a missed opportunity.

These book recommendations are not even in the genre we shopped.

Personalization has become an increasingly important factor among shoppers, yet our interactions found very few retailers made browsing their websites a personalized experience. What's more, many failed to make use of the data they were given – data that could have helped them provide a better shopping experience and increase our connection to their brand.

The lack of valuable communication from retailers can be disheartening to customers. Consumers today are exposed to more marketing messages than ever before, and retailers that don't acknowledge the time and energy customers spend sharing directly and indirectly about their wants and needs risk losing out to competitors who do. Those who really listen and take the time to create and send relevant, personalized, timely emails to their customer base will come out on top.

Send Emails the Smart Way

When used effectively, email is a valuable tool that connects customers to your brand and compels them to purchase. Frequently sending irrelevant emails can scare customers away.

Large-volume email senders must also become smart email senders. Use the data at your disposal, and let it guide your send cadence. Many customers are happy to receive multiple email messages, so long as they contain valuable information.

Retailers that send a large volume of emails every day should invest a percentage of those emails in triggered campaigns that include browse recovery and cart recovery. Yet of the retailers we interacted with who sent the largest volume of emails, only one had a browse recovery program in place.



Take home top-of-the-line DIY tools and supplies at great prices, like this gear we think is right in your wheelhouse.

Eastwood Digital Tire Pressure Gauge/Inflator

[CONTINUE SHOPPING](#)

The subject line of this email from Eastwood Company was, "Still Window Shopping?"

And the digital tire gauge was relevant to our browsing history. Right on the mark!

It might seem like a daunting task, but research shows that abandoned carts account for roughly \$18 million in lost revenue each year. That's a large sum of money to leave on the table. Retailers would be wise to shift their batch-and-blast efforts and focus their attention on rescuing the revenue left behind in those abandoned carts.

Different Ways to Connect

While programs such as browse and cart recovery are effective ways to rescue revenue, not all retailers will have the resources to implement them. If not, be sure to find other ways to use the data customers are giving you to the best of your ability.

Even without triggered campaigns, there are ways to personalize your customer experience. One retailer used our browse data to send promotional messages. For example, whenever a specific item or brand we had viewed went on sale, they sent an email to notify us.

The image shows a promotional banner for Ames Walker. At the top, the Ames Walker logo is displayed in red. Below it, the text "FINAL DOORBUSTER DEAL of the DAY" is written in red and black, with a red button that says "HURRY! 24 HOUR DEAL". The main offer is "30% OFF SIGVARIS 183 EXCLUSIVE AW KHAKI / TAN STRIPE*", with "30% OFF" in large red font. A circular image shows a single striped sock. Below the sock is a red button that says "SHOP NOW" and the code "CODE: STRIPES". At the bottom, a large red banner says "1 DAY ONLY!". The background of the banner is light blue with snowflake patterns.


Other retailers had enticing messages—and discounts—that made us want to re-engage with the retailer and complete our purchase. It’s important to remember that there is no need to reinvent the wheel with each message. These retailers all had at least two emails in their browse recovery program, and each one had the same format and pictures.

Save with free shipping on your \$99+ order | [View in Browser](#)

BUYAUTOPARTS.com
Easy To Buy Auto Parts

FREE SHIPPING ON ORDERS OVER \$99

A/C Compressor Turbo Struts Steering Racks Fuel Pumps Performance



Revv up your ride with the parts you're looking for

This hot seller started flying off our shelves and we thought it might be perfect for your car.

UPGRADE YOUR RIDE

LOOKING FOR SOMETHING ELSE?

SHOP FOR YOUR VEHICLE

BuyAutoParts.com sent two emails in their browse recovery campaign. The only difference was in the subject line.

Stuart Weitzman enhanced its emails by showcasing different colors and designs of the shoes we browsed. Having engaging copy and media that is relevant helps entice shoppers back to your site.

STUART WEITZMAN

NEW ARRIVALS BOOTS SHOES BAGS

IT'S ON US: FREE SHIPPING. FREE RETURNS.

LIKE WHAT YOU SAW?

STAKE YOUR CLAIM ON THE STYLES YOU HAD YOUR EYE ON — BEFORE THEY'RE GONE FOR GOOD

NEED THEM NOW? USE CODE **LOVEIT** FOR **FREE OVERNIGHT SHIPPING**



BACARI







STUART WEITZMAN

NEW ARRIVALS BOOTS SHOES BAGS

LIKE WHAT YOU SAW?

STAKE YOUR CLAIM ON THE STYLES YOU HAD YOUR EYE ON — BEFORE THEY'RE GONE FOR GOOD

NEED THEM NOW? USE CODE **LOVEIT** FOR **FREE OVERNIGHT SHIPPING**

 BACARI	 BACARI	 SUNDRY
 SUNDRY	 BACARI	 THE BACARI BOOTIE

MORE RE...
LOVE STUAR

14
14-DAY
RETURN POLICY

QUICK AND EASY
CHECKOUT

Make it Personal

Consumers today expect more from the shopping experience. They no longer just hope to be treated as individuals – they've come to expect it. And they'll seek out brands that do it well.

Programs designed to increase personalization and meet consumers' needs, such as triggered campaigns, are becoming vital to ecommerce success. They help make valuable connections and allow brands to build trust with consumers.

Avoid impersonal batch-and-blast messaging, and show consumers you understand their unique needs with personalized messages. Use the data they provide when they sign up for email and browse your website to enhance their experience and connection with your brand. And don't let them get away! Gently nudge shoppers back to your website, and stop leaving so much revenue behind.

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Oracle Bronto arms high-growth retailers with sophisticated marketing automation to maximize revenue opportunities. The Bronto Marketing Platform powers personalized multichannel content that generates the higher engagement needed for retail success. Keenly focused on the commerce marketer, Oracle Bronto continues its longstanding tradition as a leading email marketing provider to the global Internet Retailer Top 1000 and boasts a client roster of leading brands, including Rebecca Minkoff, Timex, Lucky Brand, Theory, Brooks Sports, Ashley Homestore and Christopher & Banks. For more information, visit bronto.com.

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