



Global Brand Abandoned Cart Recovery Plan: Phase 1



What are industry-average abandoned cart rates?



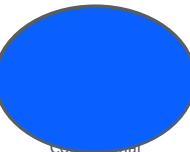
Online educational platforms

65 to 85% average



Ecommerce

60 to 80% average



Global Brand abandoned cart rates (data redacted)

Average abandoned cart rate: percentage redacted

Average add to cart retention: 35.04% (industry average 30-40%)



Two possible UX issues

Checking for and solving UX issues is the first step.
Investigation surfaced two potential sources of friction.



Check out

A complicated check out process can cause people to leave. There's one potential friction point.



Payment options

Limited payment options can be a factor, but we have credit card, PayPal, or company credits.



Slow website

Global Brand seems to be loading quickly without issues.



Price point

This is most likely a factor for individual learners in Global Brand

Friction in check out

A potential abandonment point is here, having to find the United States in the drop-down men

- Including autocompletion of an address may help
- Check mobile optimization

Friction in price point: Social/emotional proof



+ 1 more reply

Abandoned cart recovery methods: What works

Method	Predicted result	Roadblocks
Retargeting ads	26% recovery	Need ad budget
Personalized SMS reminder	Up to 58% recovery rate	Do not do SMS; would need to capture phone numbers and do an SMS opt-in campaign
Emails	21% click through on 45% of emails, 10.5% increase in sales	Need a discount approval; could try without a discount
Using AI for personalized product recommendations and customized messages	10-30% conversion increase	Lack full capability
Exit-intent offer: Pop-up when learner exits (discount code based on customer criteria; Sean Carreon would be able to help with this when we have approved discounts)	10-20% conversion increase	Need a discount approval; need to involve other teams such as UX, product managers, etc.



Sending an email series to recover abandoned carts is the easiest, lowest cost outreach to try first.

Including a discount addresses another learner pain point.

Drawback: The learner might start abandoning to get a discount or other incentive

*“Studies show that the average person gets 1 interruption every 8 minutes, while the average employee gets interrupted 56 times a day. This is where cart abandonment emails come into play. By sending out one or more emails, companies can typically recover between 5% and 11% of otherwise lost sales.” – **Carl Sednaoui**, MailCharts*



Recommendation: Three emails



Email 1: Reminder
Converts 50%



Email 2: Discount offer
Converts another 25%



Email 3: Offer expiration
Converts another 1%

Consider region-specific discounting structures



- Global Brand offers region-specific discounting structures.
- Tailoring discount strategies by country or region can align with Global Brand's existing pricing models and potentially optimize sales and customer engagement.

Email 1: Timing tbd


- Remind with a product photo
- Experiment to see which time frame works best
- Personalize with name
- Reminders of value prop (“Only Global Brand has the vetted professional training you need.”)
- Remove barriers (i.e. “We’ll take you back to where you left off.”)
- Suggest related products

Email 2: 12–24 hours

- Product photo
- Personalize with name
- Social proof (reviews)
- Remove barriers (i.e. “We’ll take you back to where you left off.”)
- Discount

Email 3: 24-48 hours

- Product photo
- Personalize with name in subject and intro
- Offer additional products/freebies/community/discounts
- Remove barriers (i.e. “We’ll take you back to where you left off.”)
- Discount



Test and optimize

In the meantime, research and get buy-in on other methods.

Thank you

