

Prezzybox | Case Study

emarsys targets Abandoned Shopping Carts, helps Prezzybox recapture lost revenue opportunities



Highlights:

- Invaluable customer input gained through a creative email campaign
- 41 % unique open rate, 19 % unique click rate, 12 % of user generated content
- Shopping Cart Recovery campaign launched
- New strategy introduced to best meet customer needs

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Julianne Reynolds
Marketing Director, Prezzybox

prezzybox.com

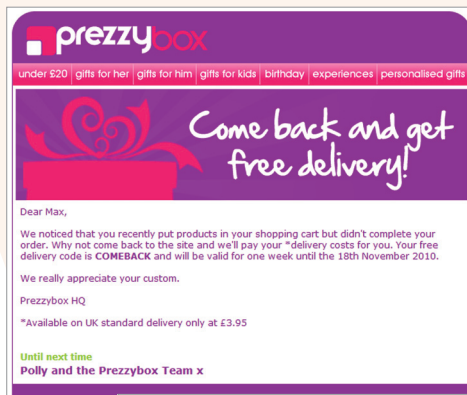
Customer Profile

Prezzybox.com is a leading online retailer of unique gifts and gadgets. “From Electronic Cigarette to the Chocolate Pizza, Retro Slush Maker to our funky Silly Bandz. Prezzybox has a veritable cornucopia of weird and wonderful goodies waiting for your perusal.”

Challenges

Prezzybox used emarsys ecommerce tracking to follow their customers’ purchasing journey. Close monitoring revealed a percentage of customers abandoning their shopping carts before completing checkout. Keeping in mind the average Shopping Cart Abandonment rate – between 20 and 60 % according to a survey by Marketing Sherpa – Prezzybox recognised the need to reengage with customers who haven’t completed the purchase.

Abandoned Shopping Cart email




Prezzybox customer survey

Solution

Following a strategy briefing with emarsys, Prezzybox decided to implement a Shopping Cart Abandonment email campaign. For that, they first wanted to find out the reasons for not completing the purchase and use the findings to bring the customers back into the purchasing cycle.

Using the emarsys Web Form generator, Prezzybox designed a survey aimed to establish the reasons why customers had abandoned their shopping carts. With the help of the emarsys ecommerce tracking interface they easily associated their email campaigns with placed orders and identified recipients who did not complete the checkout.

The highly targeted email campaign received a unique open rate of 41 % and unique click rate of 19 %. Most importantly, in line with the campaign’s main objective, it returned 12 % of customer feedback providing Prezzybox with the intelligence they needed.

“We received invaluable insight into why our customers had abandoned their shopping carts. We are now using it to further improve our strategy” shared Julianne Reynolds, Marketing Director with Prezzybox.

Results

Based off the survey results, Prezzybox introduced an ongoing Shopping Cart Abandonment campaign sending triggered emails to customers who have abandoned shopping carts with an invitation to complete their purchase and a discount code. They expanded their delivery policy to include weekend and selected time options. In addition, they have made changes in their discount code structure to help customers easily find them on the web.

“We are very pleased with the results” said Reynolds. “emarsys technology enabled us to monitor our customers’ buying lifecycle, find ways to reengage with our customers and recapture our lost revenue opportunities.”