



The Art of the Lost Cart



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Headquarters in Plano, TX
57 Brand Name Clients
2010 Revenue: \$275M



2 million sq. ft. of global fulfillment capacity



930 global call center seats



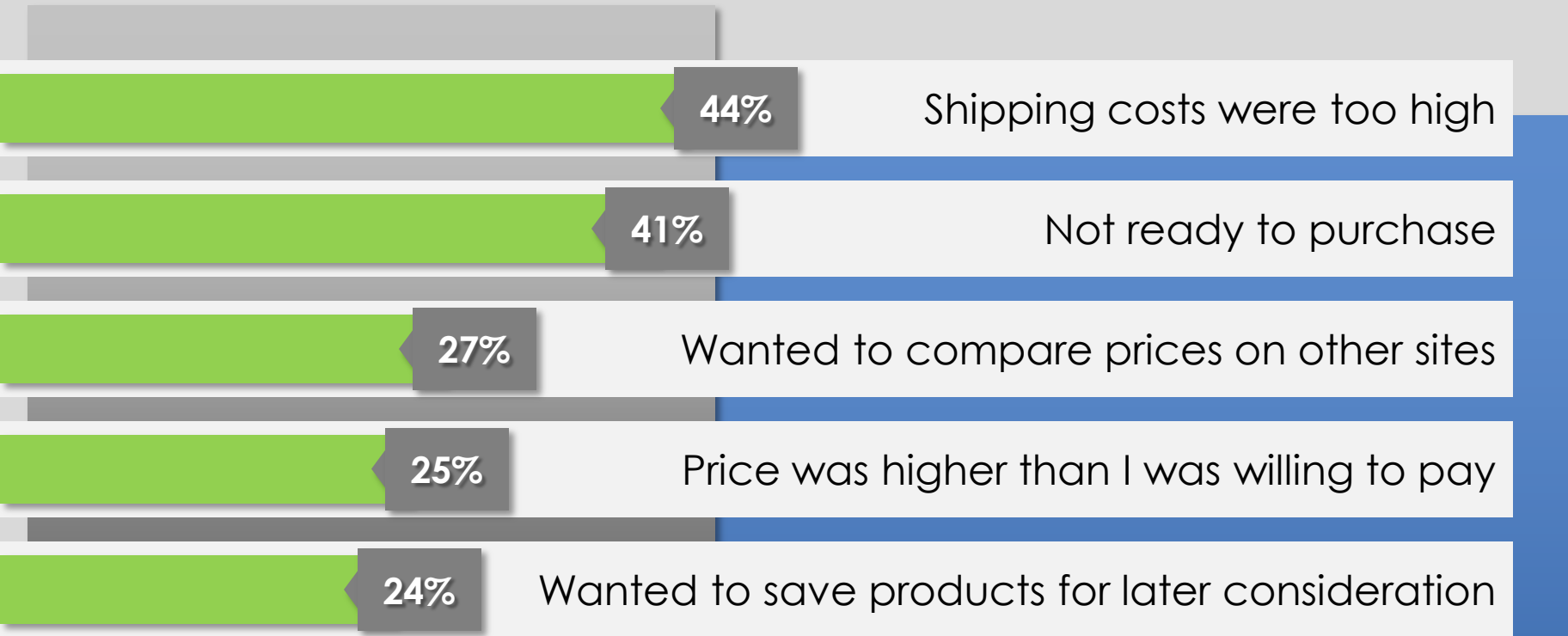
Global eCommerce technology expertise

PFSweb develops and deploys comprehensive end-to-end **eCommerce solutions** for Fortune 1000 and Global 2000 companies and other **iconic brands**. With a presence on three continents and **solution flexibility**, PFSweb's **End2End** eCommerce solution is the only **truly global** end-to-end solution on the market.

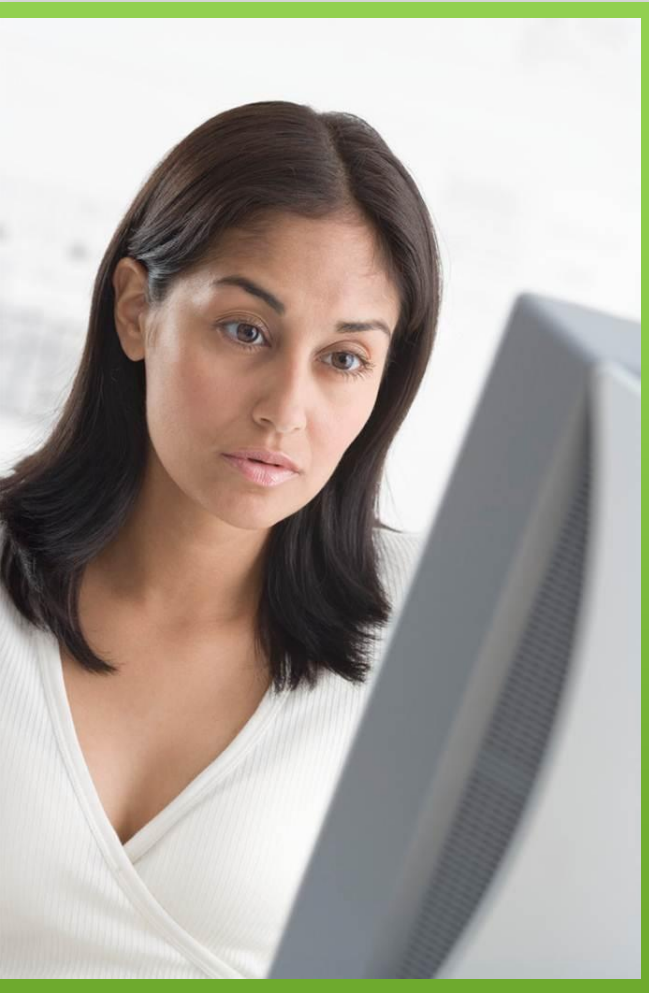


Shopping Cart
Abandonment
rates are on the
rise – up from
71% to **75%**
during the first six
months of 2011

What Drives Abandonment?



Studies have shown that **47%** of online customers will not buy, or only in exceptional circumstances, unless a product is on promotion and that **36%** of consumers will not buy unless free shipping is offered.



Less than **20%** of the Internet Retailer Top 500 use abandoned cart e-mails.

80% of abandoned cart campaigns use a single email.

Only **51%** of abandoned cart emails are sent within 24 hours

Only **27%** of abandoned cart emails are personalized with the customer's name.

Only **39%** of abandoned cart emails include images of the merchandise left in the cart.

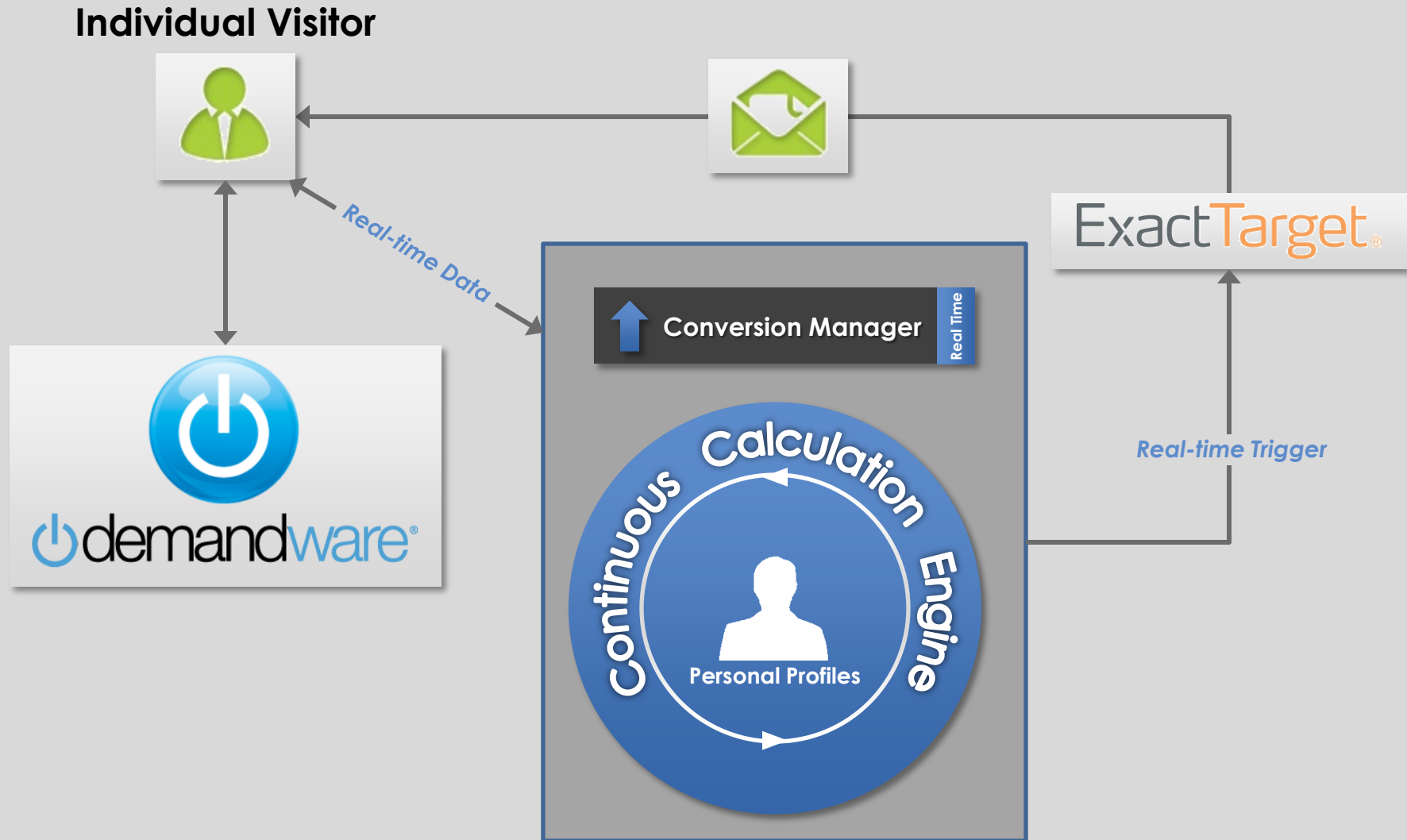


20% of abandoners comeback and buy after being retargeted - and they spend on average **55%** more than customers who didn't abandon a cart.

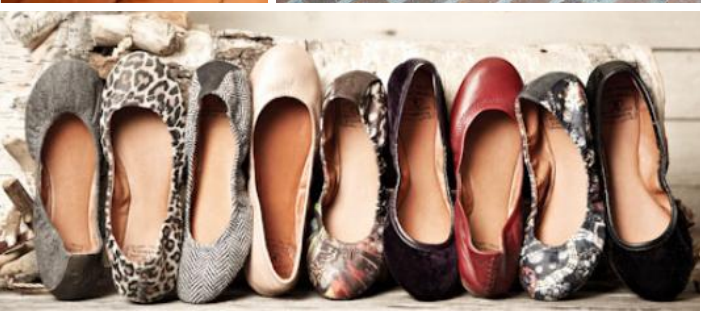
The average open rate for retargeting emails is **46%** - more than double the 22% open rate for all email campaigns.

The average click-through rate is **15%** - approximately three times higher than that for all email campaigns.

How it Works



Lucky Brand, a division of Fifth & Pacific Cos., is known for its vintage, Southern California inspired jeans and fashion collections of jackets, sweaters, dresses, pants, and accessories.



Founded in 1990, the company grew to almost 200 stores nationwide and \$400 million dollars in revenue through wholesale, online and retail sales. LuckyBrand.com is number 340 in Internet Retailer's Top 500 Guide.

Problem

Opportunity

Solution

Results



Lucky Brand used a single batch-based email message to any consumer who left without buying.

Regardless of when a customer had abandoned a cart, the email was sent at the same time late in the day, and to all consumers who abandoned their carts within a 24-hour period.



Opportunity

Lucky Brand wanted to understand if the immediate retargeting capability SeeWhy offers with abandoned cart emails would produce a higher ROI than batch retargeting.

Goal

Determine if real time retargeting results in a higher ROI and test generic vs. optimized email creative.

Case Study: The Solution

Problem Opportunity **Solution** Results




LUCKY YOU!

We're holding on to those Lucky items you recently selected in your shopping bag. Many of our styles sell out quickly, so we wanted to be sure you got first dibs (finder's keepers and all that).

It's easy to get back, just click the link below.

[GO TO MY SHOPPING BAG](#)

Vs.




WOMEN MEN DENIM FIT FINDER SHOES & ACCESSORIES NEW ARRIVALS SALE


LUCKY YOU, JOAN SMITH!

We're still holding on to those Lucky items you recently selected in your shopping cart. If you experienced any issues while shopping Lucky Brand online, we want to say we're sorry and help fix whatever bumps there were along the way.

Let us know how we can help...
- Call us at 1-866-975-5825
- Email us at customerservice@luckybrand.net
Or, visit us at a store near you



This Lucky item is currently in your cart:
Zoes Skinny Jeans
[CLICK HERE FOR MORE DETAILS](#)

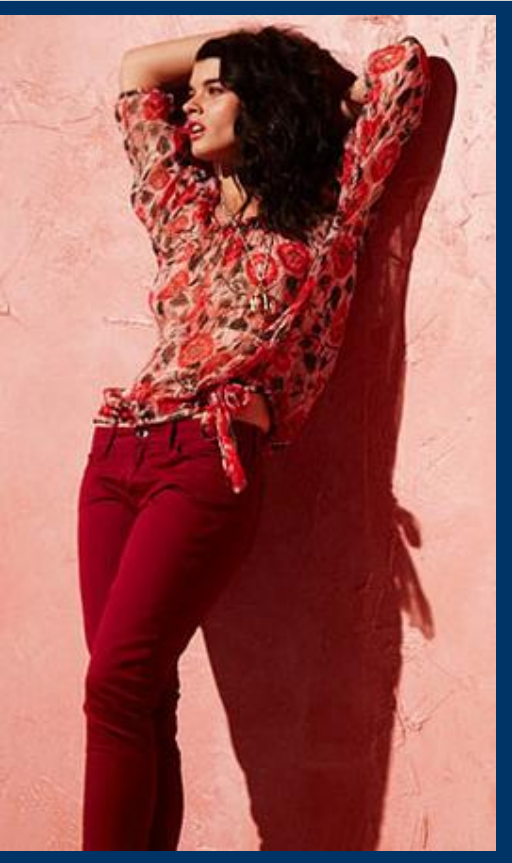


Many of our styles sell out quickly, so we want to be sure you get first dibs on the looks you love (finder's keepers and all that). Your Lucky items will be held in your cart for a few more days until you're ready.

It's easy to get back and shop or view your items again, simply click the button below.

[GO TO MY CART](#)

Thanks for shopping at LuckyBrand.com



Tested the performance of its existing batch-based retargeting program against a series of three timed emails.

The first message was sent seven minutes after abandonment.

Subsequent messages were sent after 24 hours and after seven days.

The message included the customer's name and a photo of the products left in the cart.



2X Conversions

Generic

Optimized Email Series

3X Remarketing Generated Sales

Generic

Optimized Email Series

20% More Revenue

Generic Message

Optimized First Message

The open rate for the first email in the series is **45-50%**

40% for the second

30% for the third



WOMEN MEN DENIM FIT FINDER SHOES & ACCESSORIES SALE

LUCKY YOU LIZ!

We're still holding on to those Lucky items you recently selected in your shopping cart. Many of our styles sell out quickly, so we wanted to be sure you got first dibs (finder's keepers and all that).

Want to try before you buy? Check out our [Lucky return policy](#) - we offer full refunds and exchanges within 30 days for all our Lucky items. So go ahead, try on all best fitting, best looking, best-made clothes in town.



This Lucky item is currently in your cart:

[CLICK HERE FOR MORE DETAILS](#)

Your Lucky items will be held in your cart for a few more days until you're ready.

It's easy to get back and shop or view your items again, simply click the button above, or visit [LuckyBrand.com](#).



Scoring the abandoners based on behavior metrics such as frequency of abandonment and new abandoners

Personalization utilizing Intelligent Offer

Retargeting store email recipients that do not convert at retail

carter's
babies and kids

baby
nb - 24m

toddler
2t - 5t

kid
4 - 6x/7

find
a store

thanks for visiting

come back and shop
the newest and cutest from carter's

shop now



yay!
you'll love these:



Mommy's New Man
Bodysuit
MSRP: \$12.00
Price: \$6.00



Mommy is the Boss
Bodysuit
MSRP: \$12.00
Price: \$6.00



Property of Mom
Multi-Pack Sports
Bodysuits
MSRP: \$24.00
Price: \$15.00

follow us: 


Abandoned Browse vs. Marketing Email

Open Rate: **150%+** increase

Click Through Rate: **250%+** increase

Conversion: **15%+** increase





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Thank you for your time!