

Altman Dedicated Direct

STRATEGY... TACTICS... RESULTS

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Title: ***Automated email Tactics: Abandoned Carts and Order Confirmations***

Abandoned Carts and Order Confirmations ... two special purpose “events” where triggered email can be a really valuable tool.

The point here is to capitalize on an event or activity that is unique to a given customer at a given moment. You can predict that these events will occur, but you can't know in advance whom they will occur to and when. So each of these events is unique to that customer at that moment. Triggered emails allow you to capitalize on the event at that moment in time and make the most of those for your brand.

Everyone experiences abandoned carts. Customers place items in their cart but never check out. The reasons why can be numerous – uncertain about whether they need the items at this time, unsure if you have the best deal, etc. However, you do know that the customer was close to making a purchase. And you know what items they were about to purchase.

Your choices are to hope for the best (that they return to make their original purchase at a later date) or take action to “seal the deal”. Triggered email allows you to take action every time a cart is abandoned. So set up a triggered email to move that prospect off the fence and “close the deal”. What kind of deal? Free shipping, a discount across the entire order, a bigger discount off any one item in their cart ... be creative and test different options to see what moves your abandon cart customers from fence-sitter to buyer.

Another highly predictable event that occurs every day are order confirmations. You are dealing with the hottest of hotline buyers immediately after their purchase. Why not capitalize on this and sell more to them even before their initial order is out the door?

This case calls for a more customized approach. You are most likely to make an add-on sale if there is some connection to what they just bought. For example, if you are confirming a purchase on swim wear, offering to add a swim cover up or flip-flops to the order before it is shipped is more likely to get a positive reaction than offering a new pair of slacks or laptop computer!

This requires a bit more offer development to make offers that are relevant to the order being confirmed. Programming may be needed to hold the original order for 24 hours to ensure the additional purchase is added to the original order. However, the payoff can be big with these super-hot hotline buyers. Offers that are particularly enticing – “add to your order with zero incremental shipping expense” or “add a membership club to your purchase and save on your order”.

Of course order confirmation offer can't be made with orders that have paid for expedited delivery – no one wants the order they paid overnight delivery for held up to add incremental items.



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Abandoned carts and order confirmations are “events” that occur with regularity. Instead of letting them pass without action, set up a triggered email program and use these events to enhance your brand and add to your bottom line.

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