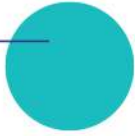yor **CMO**
FRACTIONAL MARKETING SYSTEM

CLIENT WINS

How One Company Optimized Its Digital Sales Funnel to Minimize Cart and Browse Abandonment

Many companies in the retail sector have faced problems with cart and browse abandonment.

Our client was facing this exact challenge and this is how we helped them.

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Overview

Our client, a company providing marketing materials to realtors and other participants in the real estate industry, was experiencing two distinct but related issues.

First, customers were browsing products but did not add products to their cart. Second, if customers did add products to their cart, they did not finalize their purchase.

When the company engaged the services of yorCMO, **Jay Gordman**, yorCMO co-founder, stepped in as their Fractional CMO.

During the audit process, which included buyer interviews and an extensive survey, Jay discovered a high level of cart abandonment and a high level of people who browsed products but left before making a purchase.

These issues indicated a need to make changes in the checkout process, as well as the overall user experience when purchasing through the site.

With this concerning trend of customers leaving their carts behind and not adding products to their cart, Jay switched gears to focus on creating a strategic initiative to retain lost sales opportunities.

Let's dive into the findings and the game plan that was set in motion.

The Two-Parter Problem

To figure out why customers where browsing but not adding products to their carts and also why, when they did, they abandoned it, Jay meticulously analyzed data to identify the root cause of the issues.

The digital sales funnel, which should guide customers seamlessly from product selection to checkout, was doing the exact opposite.

There was a major bottleneck at the critical juncture of completing the purchase, causing customers to drop off entirely. By getting into the perspective of a customer, Jay was able to experience their frustrations head-on and devise a strategy from there.

Let's analyze the approaches Jay used to fix both browse abandonment and cart abandonment.

Solving the Browse Abandonment Issue

To fix the browser abandonment problem, Jay implemented an exit-intent pop-up tool that offered a small discount on the first order to re-engage hesitant visitors and/or possible buyers. Additionally, they followed through with a structured welcome email series to support customer engagement and enhance the buyer process.

In addition, Jay learned that on mobile devices, customers had a difficult time customizing products. Most of the company's traffic came from mobile devices, so it was crucial to fix this issue. The solution was implementing usability testing to make adjustments to the customization tool on mobile.

The Cart Abandonment Solution

Jay used similar strategies to address the cart abandonment issue—an exit intent pop-up and follow-up emails—but applied these strategies differently. **How and when strategies are used often makes all the difference.**

In this case, Jay added an exit intent pop-up in both the shopping cart and checkout.

Then, he developed and sent three follow-up emails to encourage users to come back and complete their purchase.

So, how did these strategies work out?

It's in the Bag...Literally!

Let's look at the browse abandonment results first. When Jay's strategies were implemented,

For the browse abandonment issue, **488** people returned and made a purchase, creating over **$40,000** in sales.

For cart abandonment, Jay's approach brought 157 customers back to their carts to finalize the purchase, resulting in **$15,000** in sales.

The process revealed just how similar tactics can be adapted appropriately to solve different issues.

Things like strategic timing within the checkout process, incentivizing purchases with a limited offer, adapting to clients' needs and their buyer behavior, and improving the existing user experience are all powerful—but even more so when they're tailored to address distinct issues.

Moving forward, they are working to resolve an issue of people on mobile devices leaving the site on the product page.

They have begun implementing a testing tool to understand the issues mobile users have with configuring products, and they will update the results as they come in.

Is it Your Turn?

If you can relate to their struggle, or if you have your own marketing challenge to overcome, a Fractional CMO might be exactly the solution you need as we head into 2024.

Reach out today!

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