

Abandoned Basket Series

Planning Checklist

Every year, ecommerce business lose out on trillions of £/\$ when customer abandon their online shopping carts – with billions available to be recovered.

While most brands nowadays have an abandoned basket email implemented, this is often only one email and will simply repeat a reminder of the products left in the subscribers cart.

Follow our Abandoned Baskets Planning Checklist and ensure our campaign goes above and beyond to support and convert your customers and maximise this recovery opportunity...

Your Content – Help | Inspire | Reassure

- What support do your customers need at this moment? Why do they abandon their basket with you? Help solve these challenges and encourage the sale with your email content.
- Design your emails to ensure they can be easily engaged with and acted upon; with distinct module, clear messaging and actionable CTA's.
- Use your data to personalise your series content; with product recommendations, for example.

Plan Your Series Flow & Timings

- How many emails will you have in your flow? (we suggest starting with 3)
- What order will you deliver your content in to support the buyer thought process and behaviour timeline?
- Will you incorporate another marketing channel in the series to provide a multi/omni-channel experience and reinforce your messaging? (e.g. SMS / Facebook retargeting ads)
- What is the timing between each (email) sent in the series? (for example, 4 hours after abandon, 24 hours after and 48 hours after)

Other Planning Considerations

- Messaging Hierarchy - Where does this series fit in your overall automated campaign plan? Which campaigns should it overall? (Note: for abandoned basket this is usually all marketing campaigns as it's the closest to the point of conversion in the journey)
- Inclusion/Exclusion Rules (for example, exclude regular purchasers or those who have purchased recently)
- [Create a testing plan](#) to optimise your content, timing and series flow to further increase your abandoned basket results