Wigzo

4 Ways to Battle
CART ABANDONMENT

Did you know that 7 Out of 10 site visitors will leave an e-store without purchasing anything?

Cart abandonment is a common and serious challenge for growing e-commerce brands.

E-commerce brands lose $18 billion every year owing to cart abandonment.

But, there are ways to fix cart abandonmentfor
Digital Retail Brands.

The most effective ones to encourage **Cart Recovery Conversions** are;

- WhatsApp
- SMS
- Email
- Optimized Checkout Experience

4 proven ways will yield more sales and revenue for your **digital retail brand**

WhatsApp for Abandoned Cart Recovery

67% With simplified cart recovery, e-commerce brands can recover up to 67% of their lost sales. WhatsApp is the fastest one-on-one channel to engage your customers with cart recovery messages.

Why does WhatsApp work to recover lost sales?

Global active users	Presence in	Highest	Personalized
1.5 Billion	**180+ Countries**	**Open Rate**	**Communication**

How to enable WhatsApp Cart recovery for your business?

You can deploy Wigzo's WhatsApp Cart Recovery feature on your e-commerce website. It will enable;

- Automated WhatsApp messages when customers leave without purchasing
- One-click product recovery that takes the customer straight to the checkout page
- Custom messages that scale with your subscribers base

SMS Cart Recovery

SMS Successful e-commerce brands already know about the power of SMS marketing. However, it can be effectively used to recover the abandoned digital carts.

Why SMS works for digital cart recovery?

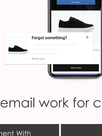
More Than 98%	35%	60% Reduction
open-rate	click through rate	in cart abandonment

How to enable SMS cart recovery for your e-commerce brand?

Digital retailers can automate SMS engagement with an AI-based automation tool like Wigzo.

Email Cart Recovery

28.3% of e-commerce revenue comes from cart recovery emails! Timely emails prompt customers to complete their purchase with recovered products.



Why does email work for cart recovery?

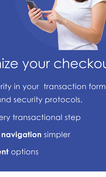
Personalized Engagement With	High-Intent Leads
17-19% Open-Rate	**More Than 2%**

How to enable Email cart recovery for your e-commerce business?

Wigzo's custom automation workflows allow you to send trigger/event-based emails to the customers who left without purchasing anything. This is effectively used by brands to push quick cart recoveries.

Optimize Your Checkout Experience

$260 Poor checkout experience can cause a majority of your customers to drop their products. However, an optimized checkout experience can boost your sales conversion rate by 35.26%! That is $260 billion in global e-commerce sales recovery.



How to optimize your checkout experience?

- Establish trust of security in your transaction forms. Include **logos** of **trusted payment gateways** and security protocols.
- Ensure **visibility** of every transactional step
- Make cart to **e-store navigation** simpler
- Offer multiple **payment** options

Recovering lost sales and uplifting your revenue is an achievable feat. You can optimize your sales revenue by recovering most of the abandoned carts with smart marketing automation.

Happy selling!

Wigzo

For more information get in touch with us at:

+91 97 1199 8407 | info@wigzo.com | www.wigzo.com

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Our offices:

India | 1-G, 3rd Floor, Lane 3, New Friends Colony, Delhi-110025 | **USA** | 1530 , e-Williamsfield Rd, 201 Gilbert, AZ-85295