



**CASE STUDY**

# Abandoned Cart Recovery Solution

Abandoned carts deliver sales through successful email campaigns.

The average online retailer experiences 60-70% shopping cart abandonment with only a 2% recovery rate of those abandoned carts.

**OSG clients experience average recovery rates of 15%+.**

This case study takes a look at 3 OSG clients, Buffalo Jackson, LatestinBeauty.com, and Naturally Sweet, who are successfully recovering abandoned shopping carts at scale. **These 3 clients have seen average open rates of 45%, click rates of 11%, and average over \$20k per year from their Cart Recovery programs.**



48%

Open Rate

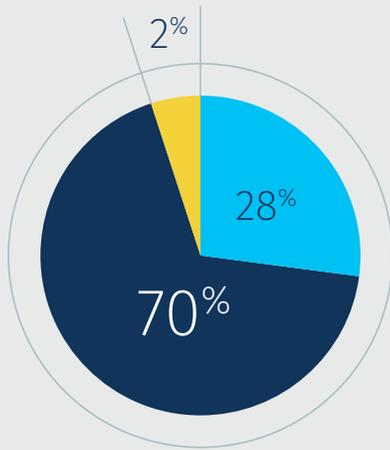
11%

Click Rates

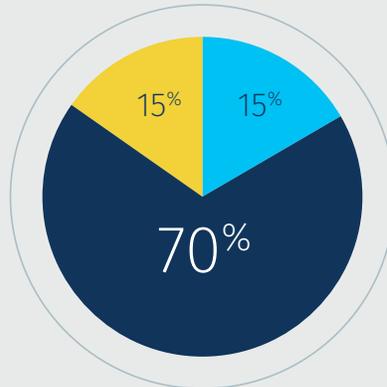
20k

A Year from  
Cart Recovery

## Abandoned Cart Recovery Solution



Average Retailer



OSG Clients



## Anti-Gaming Technology

All 3 retailers' cart recovery emails employ **OSG's anti-gaming technology to ensure they don't train their customers to abandon their carts.** They use variations of their normal 3-part Cart Recovery email templates to create a 3-part anti-gaming version which does not include discount codes.

Let's take a look at Peter, a customer of Naturally Sweet Products. His customer journey is mapped out to the right.

Peter	
MAY	JUNE
01. Peter Puts Item in Cart	01. Peter Puts Item in Cart
02. Abandons Cart	05. Abandons Cart <i>Expecting Discount</i>
03. Send Cart Recovery Email 1 <i>No Discount</i>	03. Send Cart Recovery Email 1 with Anti-Gaming <i>(No Discount)</i>
04. Send Cart Recovery Email 2 <i>No Discount</i>	04. Send Cart Recovery Email 2 with Anti-Gaming <i>(No Discount)</i>
05. Send Cart Recovery Email 3 <i>5% Discount</i>	05. Send Cart Recovery Email 3 with Anti-Gaming <i>(No Discount)</i>
06. Peter Makes Purchase	06. Peter Makes His Purchase at Full Price

## Buffalo Jackson

Buffalo Jackson, a men's leather goods and apparel company based in North Carolina, has employed our Cart Recovery solution to see astounding results. **In a 10-month period, Buffalo Jackson has seen an average 63% open rate, 14% click rate, and made over \$25k from cart recovery emails.**



Buffalo Jackson deploys 3 automated emails over a 2-day period after a cart is abandoned. They also deploy an email to customers who add items to their cart and then delete them. See the example text below.

*"Hello Peter,*

*Unsure about your last shopping experience with Buffalo Jackson? If you have a question about one of our products before you make it yours, reach out to our customer service representative by calling 1-800-644-0340 or emailing us*

*at orders@buffalojackson.com. And when you're ready to buy, just enter this coupon code at checkout for \$5 off your next order: codeword*

### Email 1

Oops...was there a problem checking out?  
*Sent a few hours after cart abandonment—no discount*

### Email 2

We've saved the items in your shopping cart  
*Sent 24 hours after cart abandonment—\$5 off*

### Email 3

\$5 off your next order  
*Sent 2 days after cart abandonment—\$5 off*

### Empty Cart Email

\$5 off your next order  
*Sent to customers who add products to a cart and then empty the cart*

## Naturally Sweet Products

Naturally Sweet Products is a solely-owned Australian company and online source for 100% natural, healthy sugars. **Over a 9-month period, Naturally Sweet Products saw average open rates of 62% and average click rates of 24% from their cart recovery emails.**

Naturally Sweet Products employs the following standard strategy: sending 3 Cart Recovery emails, 3 Anti-Gaming Cart Recovery emails, and 1 email to customers with an empty cart. Below is a run down of the 3 main emails they send to customers who abandon their carts.



### Email 1

Oops...was there a problem checking out?

*Sent a few hours after cart abandonment—no discount*

### Email 2

We've saved the items in your shopping cart

*Sent 24 hours after cart abandonment—\$5 off*

### Email 3

\$5 off your next order

*Sent 2 days after cart abandonment—\$5 off*

ADD FLAVOUR,  
NOT CALORIES  
NATURALLY

www.naturallysweet.com.au

**YOU LEFT SOMETHING BEHIND...**

Hi [Name],

You've left something interesting in your shopping basket. If you have a question, contact our customer service representatives using the Contact Us form on our website or our online chat system. You better hurry, though, offers like these don't last forever. Plus, if you act now, you'll save **5% off your purchase**. Just enter the code **5%OFF** at checkout.

Also, don't forget if you login to an account with us you will get an automatic loyalty discount applied with this purchase, as well as any future purchases.

Items in your basket...

 1 Cal Bubbegum Carton

[View Item](#)

[Go To Your Cart](#)

## Latest In Beauty

LatestinBeauty.com, an online cosmetics retailer based in the UK, allows their customers to try before they buy. Cosmetics are a high abandonment product, as customers often place multiple desired products into their cart before making a decision about what they will actually buy.

When LatestinBeauty.com signed up with OSG, they already had access to cart abandonment data; however, it wasn't actionable. **With the help of our client success team, LatestinBeauty.com enabled Cart Recovery to see open rates of 42%, conversion rates of 27%, and nearly \$50k per year.** See the example text below.



*"Hi There, Order today and enjoy 10% off! Don't let someone snap up your shopping bag. Seal the deal today with the discount code: **codeword**. Simply click below to continue shopping. Order sold out? Don't worry, you can still use the discount code on your next order!"*

### Email 1

Oops...was there a problem checking out?

*Sent a few hours after cart abandonment—no discount*

### Email 2

We've saved the items in your shopping cart

*Sent 24 hours after cart abandonment—\$5 off*

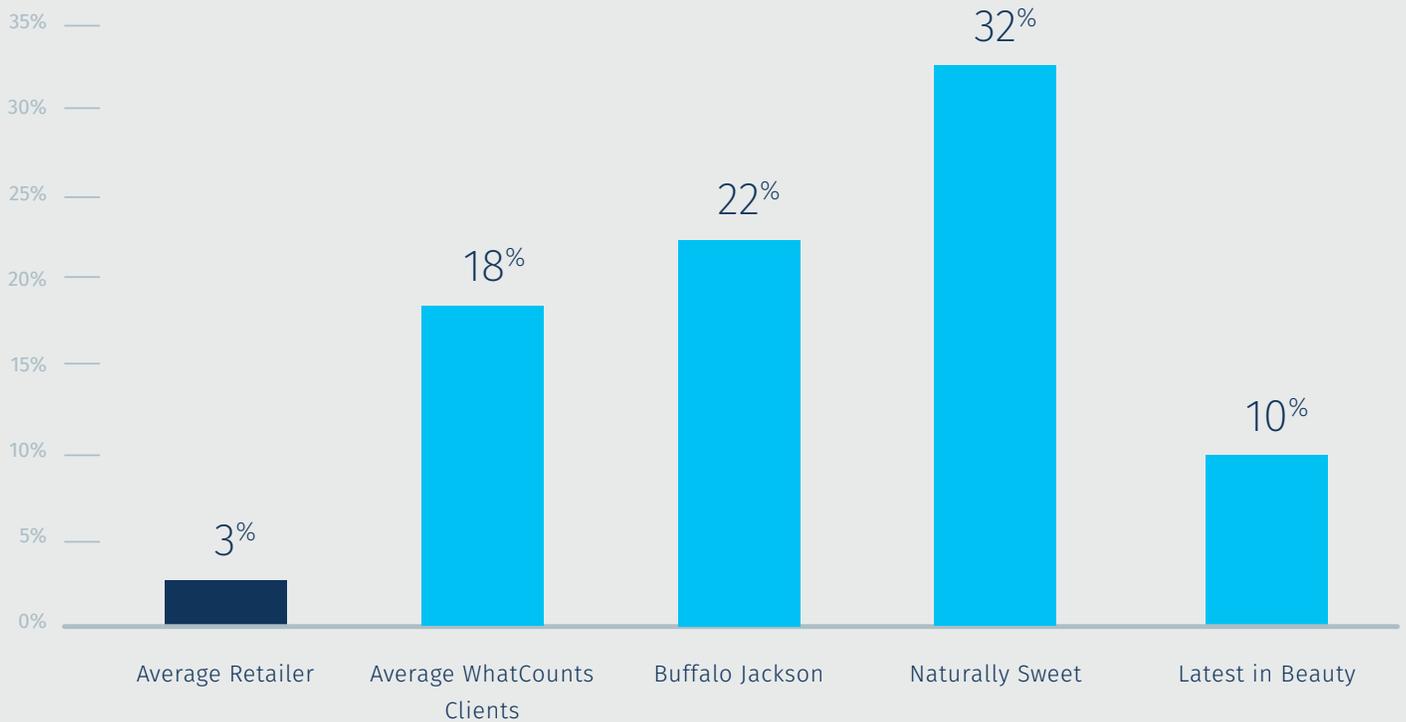
### Email 3

\$5 off your next order

*Sent 2 days after cart abandonment—\$5 off*

## Data that Drives Results

Buffalo Jackson, Naturally Sweet, and Latest in Beauty have seen **combined recovery rates over 7x the norm using OSG's Cart Recovery solution.**



## How Cart Recovery Works

- 1. API or Data Feed** - Depending on which eCommerce platform you currently use, Cart Recovery can be configured using our API plug-in or enterprise-grade data feed. Cart recovery data is pulled from your site every 30 minutes to power timely Cart Recovery emails.
- 2. Email Platform** - Emails are fully customizable. Abandoned cart recovery revenue and engagement are shown in the OSG Predictive Marketing App. Retailers can look at how their recovery series is performing as a whole or at each recovery email in the series.
- 3. Set-Up and Reporting** - Emails are fully customizable, and engagement in abandoned cart recovery revenue reports are provided through the OSG Predictive Marketing App. The tracking center shows the different Cart Recovery emails being sent, with the number of transactions and revenue.