LISTRAK.

Digital Marketing Trends and Tactics: Using Customer Browse Data to Inform Cross-Channel Messages

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About the Authors

Megan Ouellet is Listrak's Director of Content Marketing. With a decade in the email marketing industry and a background in retail and technical marketing, Megan works closely with Listrak's strategists and account managers to share the latest trends and best practices.

Executive Summary

2016 was the year of personalization as marketers moved towards true one to one messaging. Marketers have always had mountains of customer data at their fingertips. However, the ability to use that data remained just out of reach, especially as consumer behavior became more complex. That all changed as new technology was introduced to automate message personalization. Many retailers were quick to jump on board, serving up product recommendations on-site, in emails and in display ads.

We researched over 400 retailers to determine what cross-channel strategies and tactics are being used to engage customers.

Key Findings

- Leading marketers base the recommendations on each shopper's browse behavior across multiple devices and touchpoints. While there is a time and place to share new and popular items, marketers have moved beyond that to truly personalize every experience shoppers have with their brands.

- 30% of the shopping cart abandonment messages we received included product recommendations based on the items we browsed and carted. The recommendations included items in the same category or sub-category as the abandoned item.

- We received browse abandonment messages from nearly 15% of the retailers studied and nearly 80% of those messages included personalized product recommendations based on the category or sub-category browsed. We expect more organizations to add messages like this in 2017.

- Programmatic advertising is on the rise. We were served display ads featuring products we browsed from 70% of the retailers studied. Many of them also included product recommendations featuring items in the same category or sub-category of the merchandise we viewed on-site.

Methodology

This is our annual study of retailer's cart abandonment tactics. This year, however, we expanded the report to mimic cross-channel shopping experiences as we not only collected information from email messaging, but also display ads and the relationship between browse behavior and personalized product recommendations.

Listrak's research is based on 428 mid-size to enterprise-level retailers. We visited all the sites, noting the following for each retailer: responsive site, pop-up/incentive for email acquisition, and product recommendations on home pages, product pages and 404 pages. We signed up for email using the pop-up if applicable. One shopper browsed the site without adding products to her cart while another added products to the cart and then abandoned the sale. We then monitored the welcome emails we received, clicking through and browsing different products and/ or abandoning the site again. Our shoppers monitored both browse and cart abandonment emails received, noting the number of messages, personal product recommendations and cadence of the series.

During the shopping process, we also monitored display ads for a subset of the retailers and whether the ads featured products that we browsed.

In cart abandonment messages, organizations are recommending products based on *all* browse behavior

Customers abandon carts for many reasons. They do price comparisons before they're ready to buy; they're not satisfied with shipping rates or shipping dates; they get distracted mid-checkout; or, if websites aren't optimized for mobile shopping, customers add items while shopping on mobile devices intending to complete the purchase later on a PC.

Cart abandonment messages are commonplace and many customers use them as a way to remind themselves of a product they intend to purchase. The goal of these messages is to persuade the customer to buy the item they abandoned in the cart. There is a high level of intent, lending insight into what types of products the customer is most interested in at any given moment.

By basing recommendations on all browse behavior, retailers are able to target the customer's interests in a personalized way, reminding them of products they looked at but may not have added to the cart. These recovery campaigns capture lost sales and add revenue directly to an online retailer's bottom line.

30%

30% of cart abandonment messages received **included personalized recommendations** based on browse behavior

PREHEADER We've got your back

1 day after abandonment

No price shown: let customers shop on your site, not in their inbox

SUBJECT)

PREHEADER A little bird told us you stopped by

4 days after message 1

Recommendations from browsed sub-category

SUBJECT Is this yours?

PREHEADER We've kept an eye on your favorite items

5 days after message 2

Include ratings - consumers trust other consumers

Email 1:

The shopping is done, checking out is easy.

LANDS'END

WOMEN MEN KIDS OUTERWEAR SHOES HOME SCHOOL SALE GIFTS

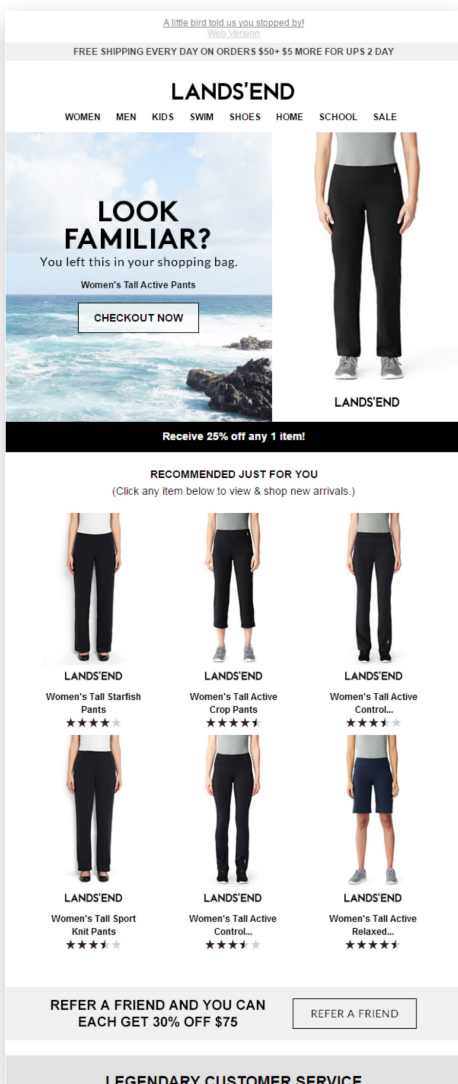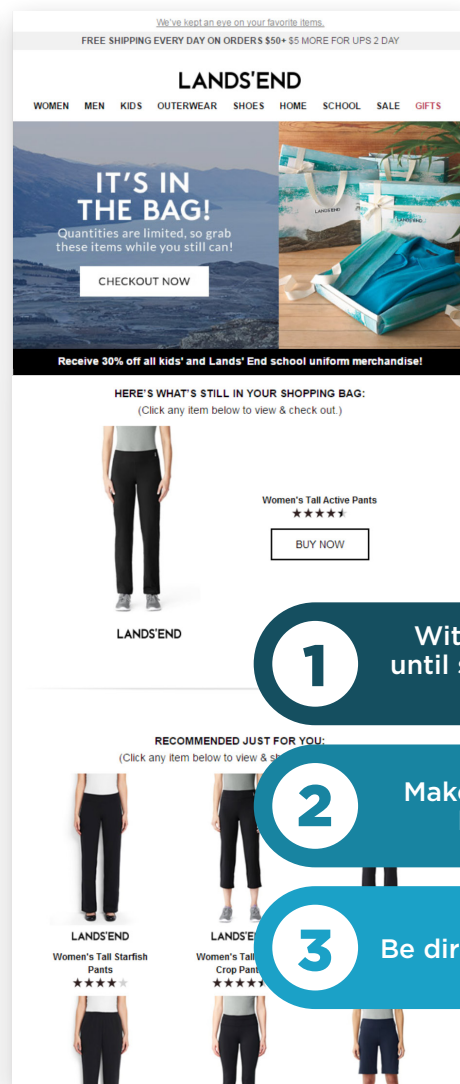YOU LEFT SOMETHING BEHIND...
If you have any questions, please let us know how we can help.

VIEW SHOPPING BAG

Receive 20% off regularly priced merchandise!

HERE'S WHAT YOU LEFT IN YOUR SHOPPING BAG:
(Click any item below to view & check out.)

LANDS'END
Women's Tall Active Pants
★★★★☆

REFER A FRIEND AND YOU CAN EACH GET 30% OFF $75

REFER A FRIEND

LEGENDARY CUSTOMER SERVICE

MAKE IT PERSONAL
Adding a monogram makes it special.

FREE RETURNS
At our stores, inlets & full-line U.S. Sears stores. Find a location near you.

GUARANTEED. PERIOD.®
A guarantee so simple, it's only two words long.

Email 2:

A little bird told us you stopped by!
Web Version

FREE SHIPPING EVERY DAY ON ORDERS $50+ $5 MORE FOR UPS 2 DAY

LANDS'END

WOMEN MEN KIDS SWIM SHOES HOME SCHOOL SALE

LOOK FAMILIAR?
You left this in your shopping bag.

Women's Tall Active Pants

CHECKOUT NOW

LANDS'END

Receive 25% off any 1 item!

RECOMMENDED JUST FOR YOU
(Click any item below to view & shop new arrivals.)

LANDS'END
Women's Tall Starfish Pants
★★★★☆

LANDS'END
Women's Tall Active Crop Pants
★★★★☆

LANDS'END
Women's Tall Active Control...
★★★★☆

LANDS'END
Women's Tall Sport Knit Pants
★★★★☆

LANDS'END
Women's Tall Active Control...
★★★★☆

LANDS'END
Women's Tall Active Relaxed...
★★★★☆

REFER A FRIEND AND YOU CAN EACH GET 30% OFF $75

REFER A FRIEND

LEGENDARY CUSTOMER SERVICE

Email 3:

We've kept an eye on your favorite items.

FREE SHIPPING EVERY DAY ON ORDERS $50+ $5 MORE FOR UPS 2 DAY

LANDS'END

WOMEN MEN KIDS OUTERWEAR SHOES HOME SCHOOL SALE GIFTS

IT'S IN THE BAG!
Quantities are limited, so grab these items while you still can!

CHECKOUT NOW

LANDS'END

Receive 30% off all kids' and Lands' End school uniform merchandise!

HERE'S WHAT'S STILL IN YOUR SHOPPING BAG:
(Click any item below to view & check out.)

Women's Tall Active Pants
★★★★☆

BUY NOW

LANDS'END

RECOMMENDED JUST FOR YOU:
(Click any item below to view & sh...)

LANDS'END
Women's Tall Starfish Pants
★★★★☆

LANDS'END
Women's Tall...
Crop Pants
★★★★☆

Additional Tips

1 — Withhold recommendations until second or third message to avoid distractions

2 — Make sure recommendations have sufficient inventory

3 — Be direct with your messaging

SUBJECT Your skin is longing for this

PREHEADER Take home the products you left behind. Shop now

🗓 3 hours after abandonment

💡 Recommended products are within same price range as abandoned product

SUBJECT Treat Yourself! A free trial size kit with $75 purchase.

PREHEADER A little bird told us you stopped by

🗓 2 days after message 1

💡 Product recommendations should include "Add to Bag" link for quick purchase decisions

SUBJECT Your order is incomplete

PREHEADER Discover what your skin has been missing. Shop now.

🗓 5 days after message 2

💡 Include product recommendations in same sub-category as abandoned item

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Email 1

Take home the products you left behind. Shop now. | View in browser

YON-KA PARIS

IT'S SKINCARE LOVE AT SECOND SIGHT!

Give your routine an upgrade
with the Yon-Ka products you left behind in your shopping cart.

ITEM		PRICE	QTY	COST
	LAIT APRES-SOLEIL	$46.00	1	$46.00

TREAT YOURSELF

TREAT YOUR SKIN

NETTOYANT CREME	SPF 25	EAU MICELLAIRE
$38.00	$49.00	$42.00
ADD TO BAG	ADD TO BAG	ADD TO BAG

CONNECT WITH YON-KA

You're receiving this email because you subscribed at shop.yonkausa.com.
We promise to use your information only according to our privacy policy.

©2016 Yon-Ka Paris USA
200 Commons Way

Email 2

Exclusive, limited-time offer. Shop now. | View in browser

YON-KA PARIS

TRY OUR MOST COVETED PRODUCTS

Take home a complimentary Yon-Ka trial size kit
with our most favorite products – free with your $75 purchase.

WHAT'S STILL IN YOUR CART

ITEM		PRICE	QTY	COST
	LAIT APRES-SOLEIL	$46.00	1	$46.00

CHECKOUT NOW

ADD EVEN MORE FOR YOUR SKIN

NETTOYANT CREME	SPF 25	EAU MICELLAIRE
$38.00	$49.00	$42.00
ADD TO BAG	ADD TO BAG	ADD TO BAG

CONNECT WITH YON-KA

You're receiving this email because you subscribed at shop.yonkausa.com.
We promise to use your information only according to our privacy policy.

Email 3

Discover what your skin has been missing. Shop now. | View in browser

YON-KA PARIS

YOUR NEW FAVORITE PRODUCTS ARE WAITING!

The Yon-Ka products you were shopping for are still in your cart.
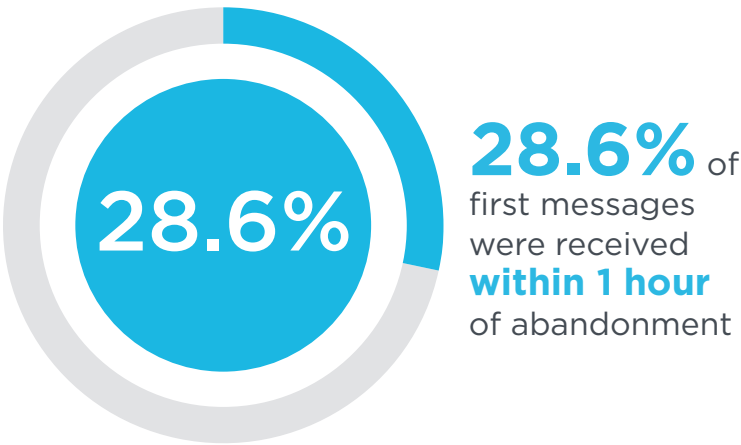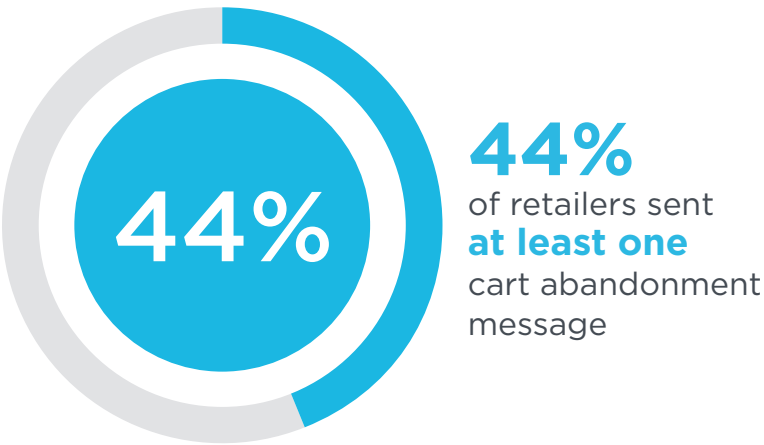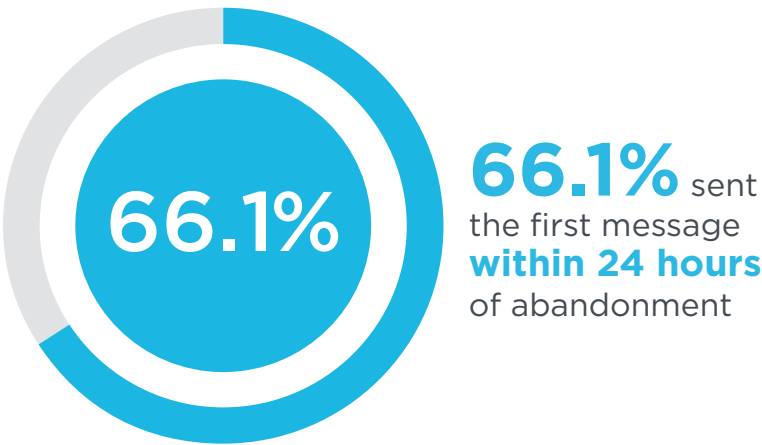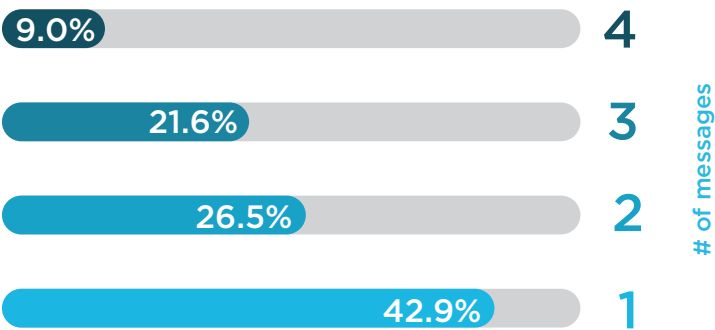We have them in stock, so take them home now!

ITEM		PRICE	QTY	COST
	LAIT APRES-SOLEIL	$46.00	1	$46.00

COMPLETE YOUR

YOUR SKIN WILL LOVE YOU

NETTOYANT CREME	SPF 25	EAU MICELLAIRE
$38.00	$49.00	
ADD TO BAG	ADD TO B	

CONNECT WITH YON-KA

You're receiving this email because you subscribed at shop.yonkausa.com.

Additional Tips

1 Recommend different products in each message to aid in product discovery

2 Base recommendations on recipes such as "Purchased This, Purchased That" "Viewed This, Purchased That"

3 Make sure recommended products are within same price point as abandoned items
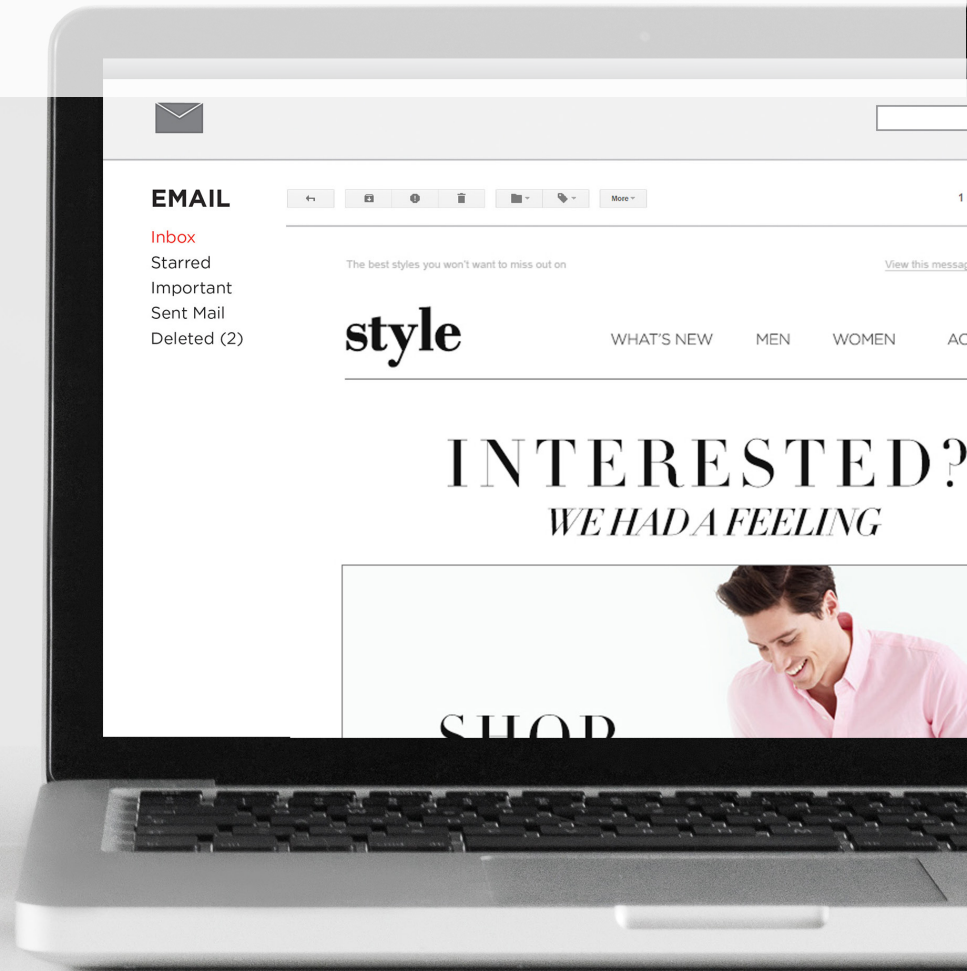
Other Shopping Cart Abandonment Findings

44%
of retailers sent
at least one
cart abandonment
message

28.6% of
first messages
were received
within 1 hour
of abandonment

Nearly **31%** of cart abandonment campaigns
consisted of **three or more messages**

9.0%	4
21.6%	3
26.5%	2
42.9%	1

# of messages

66.1% sent
the first message
within 24 hours
of abandonment

Retailers are starting to send browse abandonment messages

EMAIL

Inbox
Starred
Important
Sent Mail
Deleted (2)

The best styles you won't want to miss out on

View this message

style

WHAT'S NEW   MEN   WOMEN   AC

INTERESTED?

WE HAD A FEELING

SHOP

Browse abandonment messages are a great way to use the customer information you collect. Unlike cart abandonment messages, the goal of browse abandonment campaigns is to drive customers back to your site to shop again, not to ensure they purchase the browsed item upon receiving the email. That's what makes personal product recommendations so powerful in these messages. The product recommendations help shoppers discover items that match their exact requirements but they might have missed during the shopping session.

The concept behind browse abandonment messages isn't new; but with the addition of personal product recommendations, the messages are certainly improved. When done correctly, these messages are a digital version of a personal shopper as they help customers find the merchandise they are most interested in efficiently and effectively.

Historically, retailers have been slow to adopt these messages. But we saw a major shift in 2016 as more organizations implemented technology to automate these campaigns.

14.5%
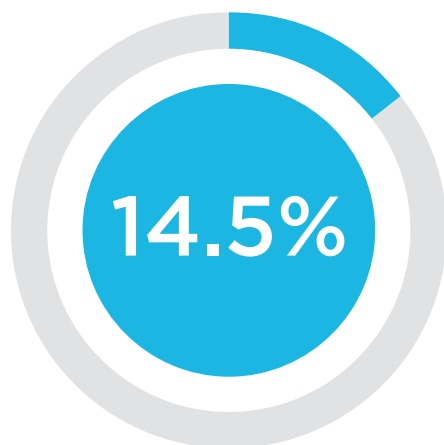
We received **browse abandonment messages** from **14.5%** of the retailers studied

JONATHAN ADLER

Search no more. Shop Now • Find a Store •

View in Browser

NEW   FURNITURE   POTTERY   DÉCOR   LIGHTING   GIFTS   SALE

FREE SHIPPING ON ORDERS OVER $150 details   UNLIMITED FURNITURE DELIVERY details

YOUR SEARCH IS OVER

So you're looking for Serving Trays?
We've rounded up a few just for you.

LACQUER TRAY 22 X 22   LACQUER HEXAGON TRAY   NAVY GREEK KEY MONOGRAMMED INITIALS TRAY

SHOP NOW ▸

CHECK OUT OUR BEST SELLERS

BLACK AND WHITE BARGELLO MONOGRAMMED INITIALS TRAY   JONATHAN ADLER FOR CHANDON AMERICAN SUMMER ACRYLIC TRAY   LACQUER TRAY 14 X 17

STORE LOCATOR   RETURN POLICY   CUSTOMER SERVICE   PRIVACY POLICY

This email was sent to lilfitzshopper@gmail.com by Jonathan Adler
333 Hudson Street, New York, NY 10013
Unsubscribe

Still thinking about the Keurig K400 2.0 Programmable Brewing System, Black? Take another look!   View with images

Office DEPOT   FREE 1HR STORE PICKUP ▸   FREE DELIVERY ON QUALIFYING $35 ORDERS ▸

Ink & Toner   Paper   Supplies   Technology   Furniture   Deals

still thinking about the

Keurig K400 2.0 Programmable Brewing System, Black?

FINISH SHOPPING ▸

REMEMBER, QUALIFYING ORDERS OVER $35 SHIP FOR FREE
or use our convenient store pickup option.

Customers who viewed this item also viewed

Keurig® K155 Small/Medium Office Brewer   Keurig K300 2.0 Coffee Brewer, Black   Starbucks® Pods Tazo Zen Green Tea K-Cup® Pods, 0.4 Oz, Box Of 16

Weekly Ad
Shop this week's featured specials ▸   Office Depot® Offi
Join & start earning re

Get text alerts ▸   Download on the App Store ▸   Download on Google Play ▸

Additional Tips

1 Base recommendations on recipes such as "Viewed This, Purchased That" or "Top Sellers in Browsed Category"

**2** Run a split test to see if including prices increases click-through rate

3 Include abandoned product name in subject line for increased visibility in the inbox

SUBJECT Forgetting Something…?

PRE HEA DER Nothing haunts us like the things we didn't buy…

1 day after abandonment

Use subtle messaging to speak to browsed merchandise

SUBJECT Temptation? There's only one thing for it

PRE HEA DER Just. Give. In.

2 days after message 1

Recommend products in same sub-category as item browsed

SUBJECT Look what's on SALE…

PRE HEA DER Oh, hello. It's that thing you were tempted by at Boden.

4 days after message 2

Be more direct with messaging regarding browsed items
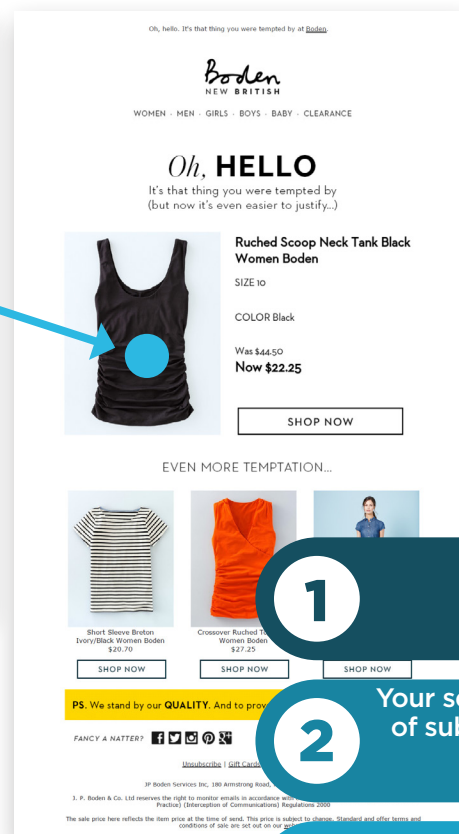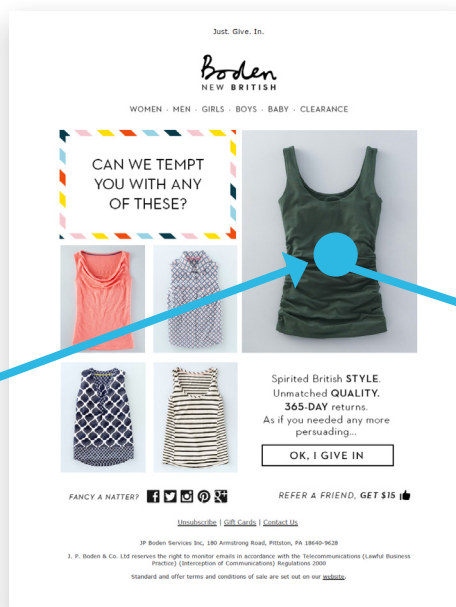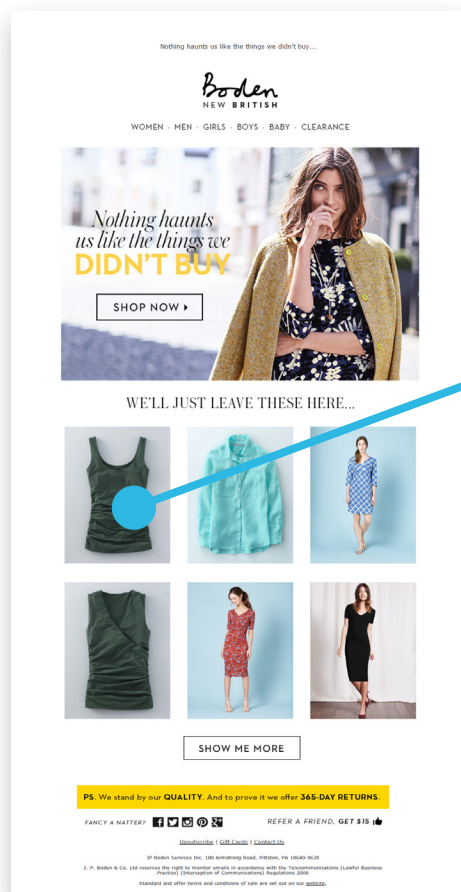
Additional Tips

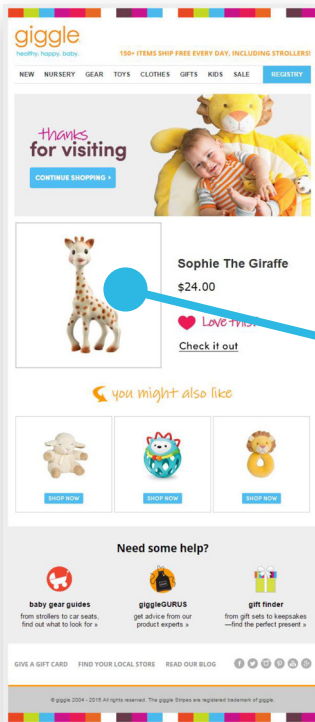**1** Send a series of three or more messages

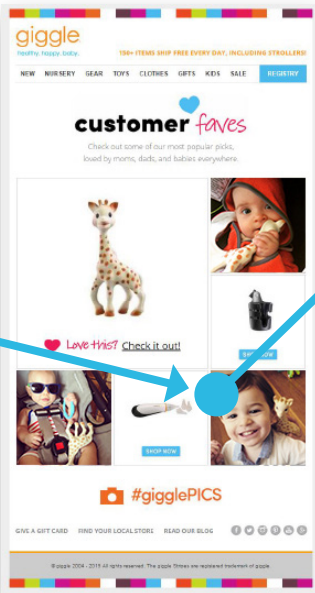**2** Your series should include a mix of subtle and direct messaging related to the customer's abandonment behavior

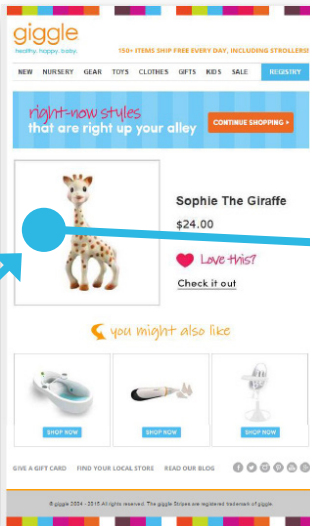**3** Mix up your recommendations to help aid in product discovery
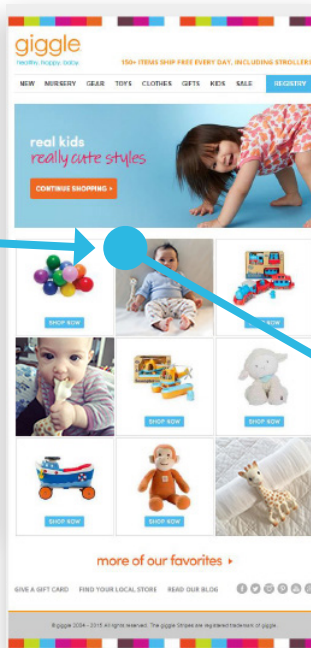
DAY 1 Triggered Email

DAY 2 Triggered Email
featuring user-generated content from Olapic

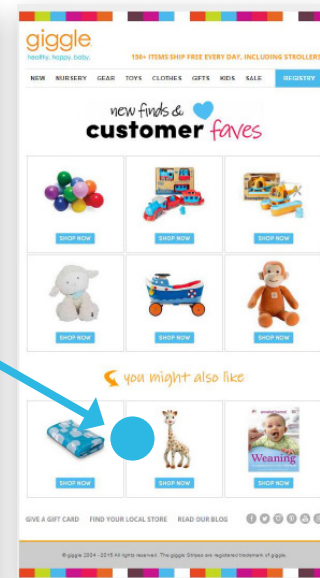**DAY 3** Triggered Email

DAY 4 Triggered Email
featuring user-generated content from Olapic
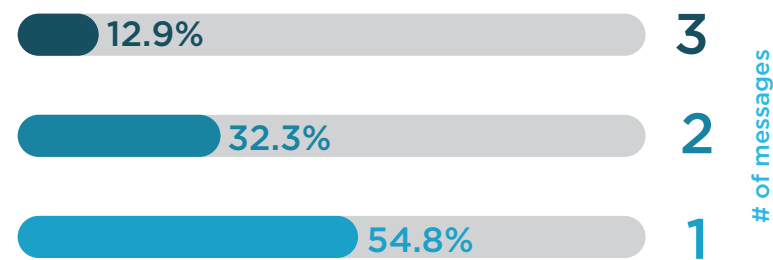
DAY 5 Triggered Email

Additional Tips

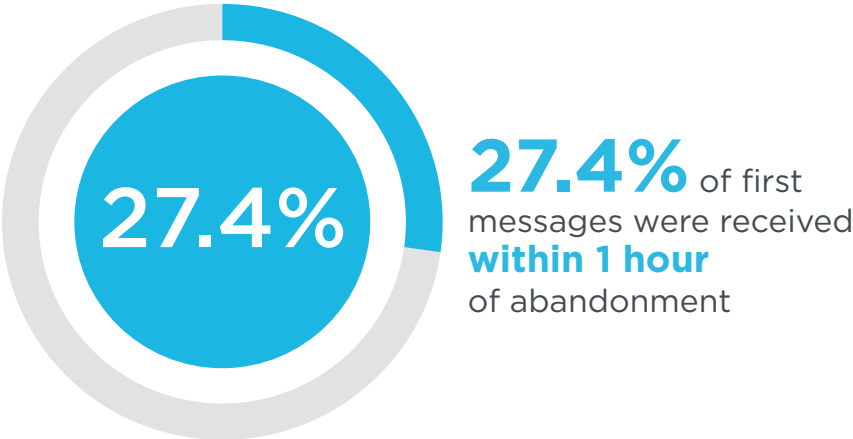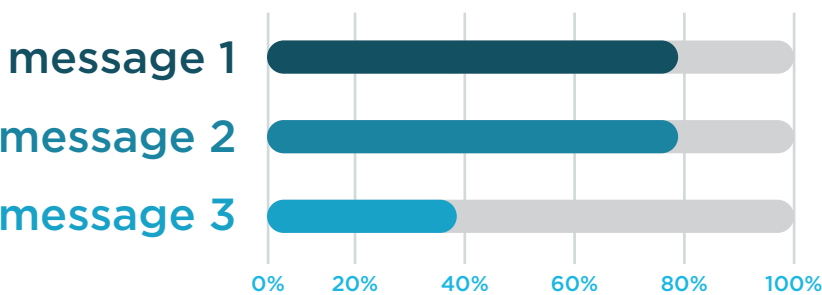**1** Supplement series with nurture messages

2 Include user-generated content to increase engagement

Other Browse Abandonment Findings

Over half of all browse abandonment campaigns only contained **one message**

12.9%	3
32.3%	2
54.8%	1

# of messages

Nearly **80%** of browse abandonment messages contained **personal product recommendations**

message 1
message 2
message 3

0% 20% 40% 60% 80% 100%

27.4%

**27.4%** of first messages were received **within 1 hour** of abandonment

1 Optimize revenue by sending a series of messages – don't rely on a single message to re-engage site visitors

2 Test your message cadence – send your first message within an hour of the abandonment and additional messages one day apart

TREND 3

Display ads showing browsed products are becoming commonplace

Programmatic advertising, the automated creation of display ads, accounts for 67% of total digital display ad spending in the US[1]. Because it does not require email addresses or mobile numbers, it allows retailers to retarget consumers in varying phases of the customer journey, including the non-subscriber and non-purchaser. Programmatic ads deliver efficient and relevant personal ads, reinforcing brand elements and aiding in purchase decisions to drive incremental revenue and ROAS. These display ads are designed to drive site visitors back to your site by reminding them of things they already looked at and showing them product recommendations based on their browse history.

70%
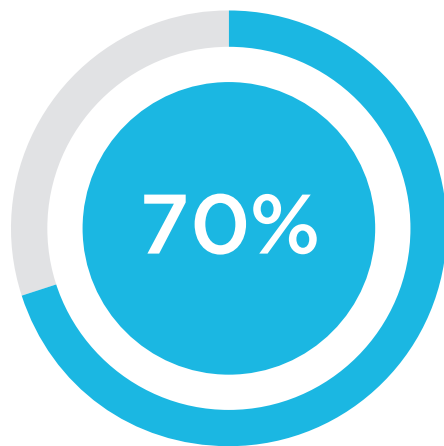
70% of the retailers studied served display ads **featuring products we browsed**

chico's
UP TO
50% OFF
SELECT STYLES

MAE BANGLE

$39.00

VIEW NOW

Other Display Ad Tips

AEROSOLES
$59.99
Buy Now

STUART WEITZMAN
40% OFF SELECT FALL STYLES
SHOP THE SALE

UP TO
50% OFF
SELECT STYLES

MAE BANGLE
$39.00

chico's
VIEW NOW

style

style
season must-have:
THE BLAZER
In solid or print, wear them all!
SHOP NOW

style
season must-have:
THE BLAZER
In solid or print, wear them all!
SHOP NOW

style
season must-have:
THE BLAZER
In solid or print, wear them all!
SHOP NOW

style
season must-have:
THE BLAZER
20% OFF
all women's blazers
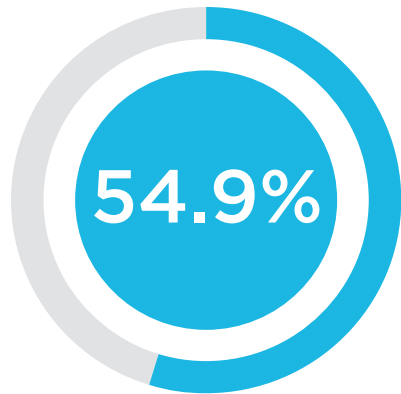SHOP NOW

Additional Tips

1 Include browsed item plus recommended merchandise in the same category

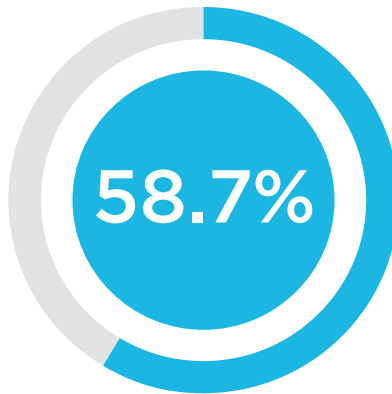**2** Use a four or five carousel layout to increase engagement

ADDITIONAL FINDINGS

On-Site Functionality

54.9%

54.9% had a pop-up for **email acquisition** on-site

58.7%

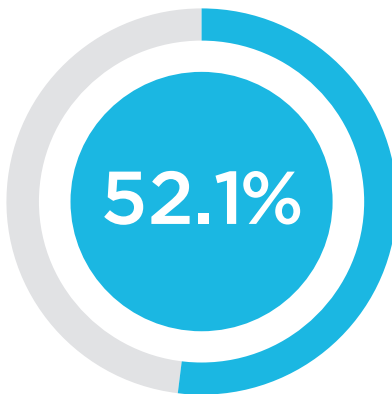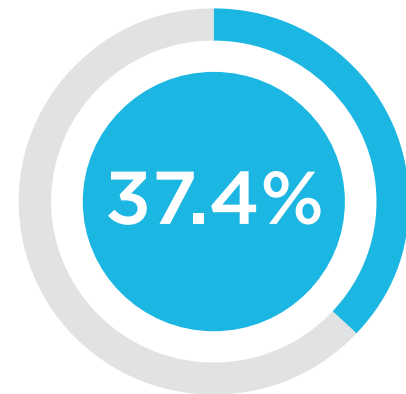**58.7%** of pop-ups **included an Incentive**

1.7%
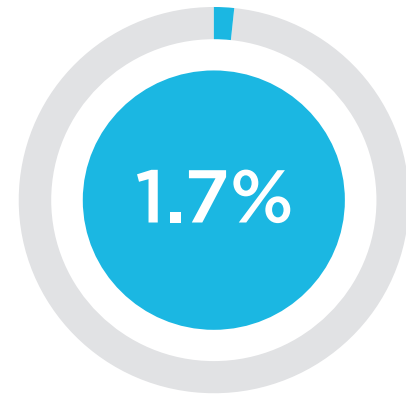
Only **1.7%** of pop-ups collected both **email addresses and mobile numbers**

75.4%
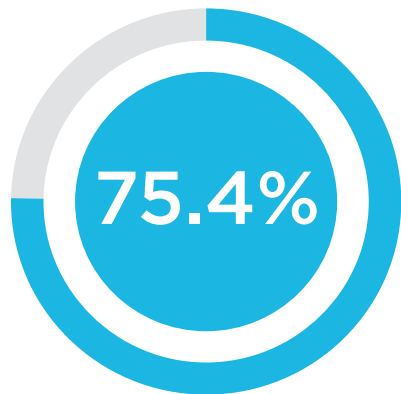
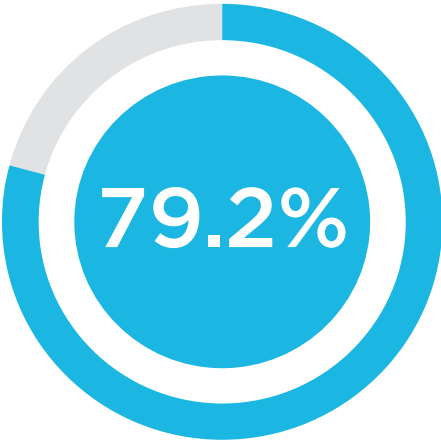**75.4%** of sites had **recommendations** on product pages

52.1%

52.1% had **product recommendations** on the cart page
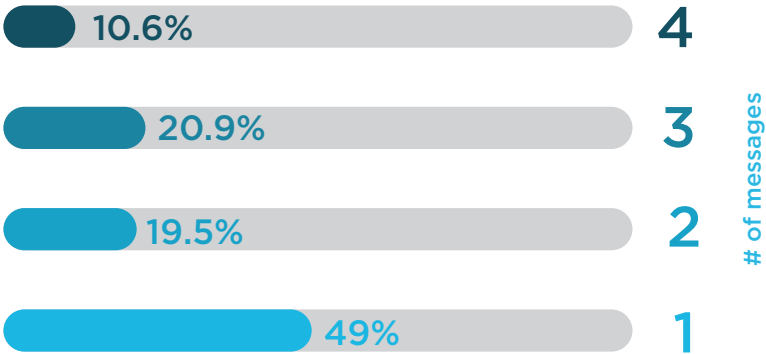
37.4%

37.4% had **product recommendations** on the 404 error pages

Welcome Series

79.2%

79.2%
of retailers sent
**at least one
welcome message**

# of messages	
10.6%	4
20.9%	3
19.5%	2
49%	1

3.8%

Only **3.8%**
of welcome
messages included
**personal product
recommendations**

Additional Tips

1 Use the browse activity you have on new subscribers to personalize welcome messages. Or, add top sellers, top trending products, or gateway products to your welcome messages.

RECAP

Digital marketing messages that are truly personalized to each site visitor's browse behavior has become mainstream as more and more retailers continue to adopt the technology to automate these strategies and tactics. Customers expect this level of personalization from every brand. If you are still only recommending top sellers or merchandise based on purchases but not browse behavior – now is the time to update your campaigns.

If you are already sending a cart abandonment series, adding a browse abandonment series will boost revenue greatly. A browse abandonment series opens up a lot of opportunities for you to reach shoppers with relevant messages in a way that you couldn't before – you know what products they viewed so use that to your advantage.

For site visitors who didn't subscribe, or if you are just looking to engage customers at another touchpoint, adding programmatic advertising to your campaign arsenal will add incremental revenue and enhance the shopping experience. To learn more, download our whitepaper "Programmatic Marketing: The Path to True Engagement and Incremental Revenue."

Listrak's solutions help you create personalized, seamless experiences across all customer touchpoints from a single, integrated digital marketing platform.

LISTRAK.