# How AllModern Uses AI WhatsApp Journeys To Recover Carts With

# 22% Conversion

**Industry:** Home Decor

**Solution:** AI Whatsapp Marketing

## 80%
open rate on cart abandonment

## $28K
generated from recovery & revenue flows

# About ALLMODERN

All Modern is an Australian brand offering premium, contemporary rugs through its online store. With free shipping and easy returns across Australia, the brand has built a strong digital presence while also maintaining a physical showroom in Melbourne for in-person experiences.
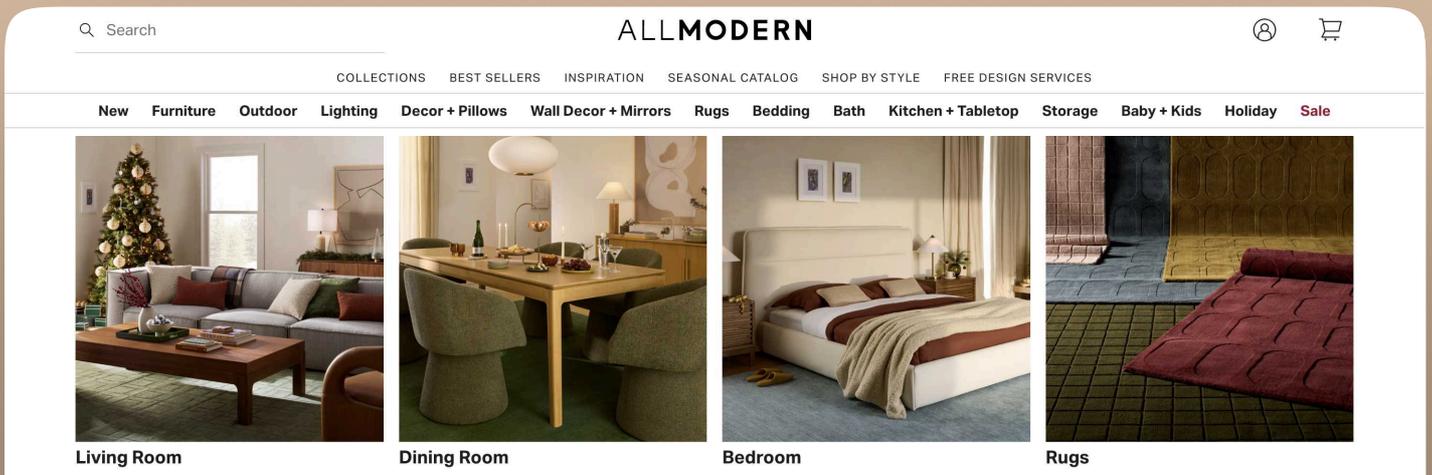


# The Challenge

All Modern's online store was attracting steady traffic, but a large share of potential sales was slipping away when shoppers abandoned their carts.

The team realised they were facing these key challenges.

### #1
**High cart abandonment rates** despite strong website traffic.

### #2
**Low engagement from email campaigns** with most messages unopened or ignored on mobile.

### #3
**No automated system** to recover carts quickly or engage customers in real time.

They needed a **quick solution** that could be **set up effortlessly** and **didn't require additional team bandwidth.**

# The BiteSpeed Solution

All Modern adopted BiteSpeed's AI WhatsApp marketing flows to recover lost sales without adding to their workload. We handled the setup end-to-end, allowing the brand to launch these flows within 48 hours.

We used our AI Journey Builder to create a series of WhatsApp flows that reached shoppers within minutes of cart abandonment and delivered personalised messages based on real-time behaviour.

**Key flows launched:**

## #1

## AI Checkout Abandonment

Sent personalised WhatsApp reminders with product details and limited-time offers.
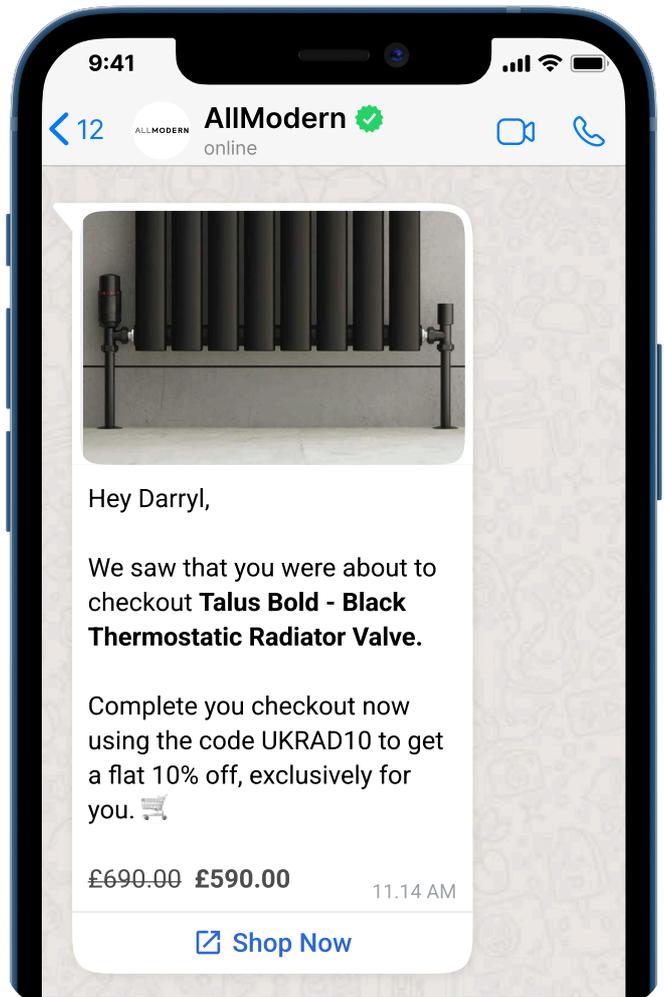
**80%** open rate

**22%** order rate

**$16k+** in additional revenue



AllModern ✅
online

Hey Darryl,

We saw that you were about to checkout **Talus Bold - Black Thermostatic Radiator Valve.**

Complete you checkout now using the code UKRAD10 to get a flat 10% off, exclusively for you. 🛒

~£690.00~ **£590.00**          11.14 AM

🔗 Shop Now

## #2  Welcome Journey

Greeted new visitors with personalised product suggestions and introductory offers.
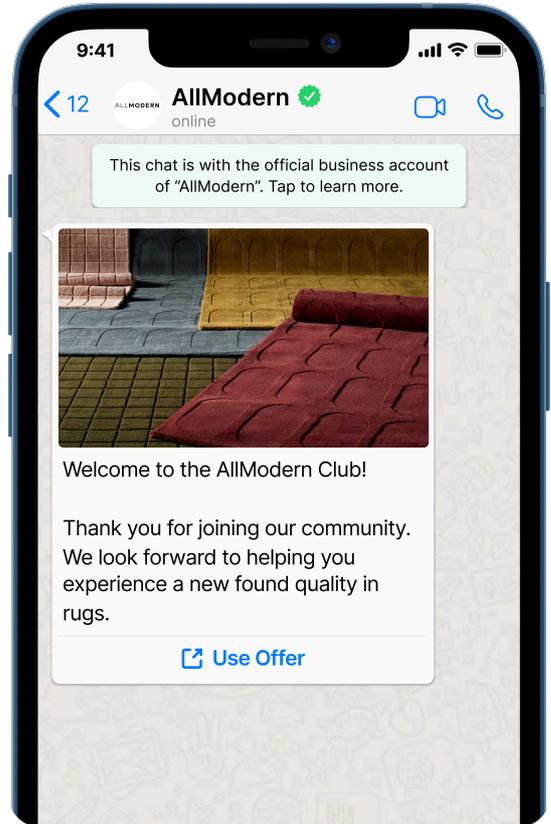
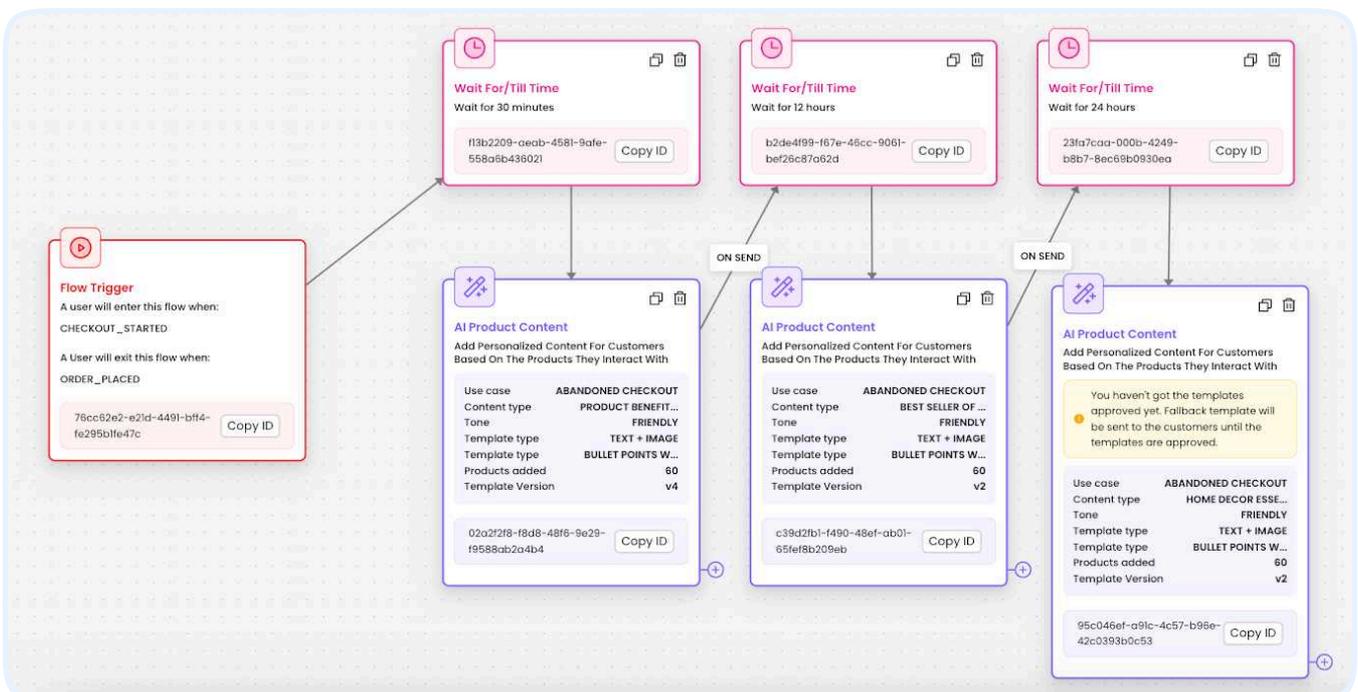**83.33%**
open rate

**11.11%**
click rate

**$9.4k+**
in additional revenue



## #3  Intent-Based Follow-Ups

We built these into each flow to automatically re-engage shoppers who opened a message but didn't purchase, helping recover more carts.

# The Result

WhatsApp is now All Modern's most successful cart recovery channel, running on autopilot without requiring any team bandwidth.
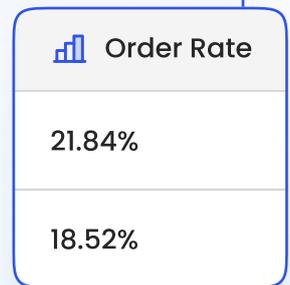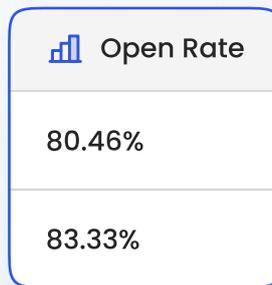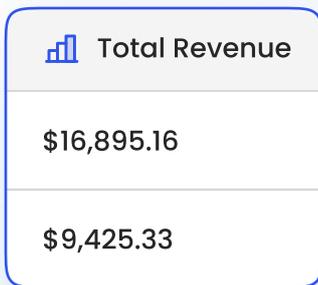
So far, All Modern has -

| Journeys | | | | | | | |
|---|---|---|---|---|---|---|---|
| Revenue through Journeys A$ 28,326.49 | | | | | | | |
| Live journeys | | | | | | | |
| Journey Name | Made Live at | Channels in Journey | Total Revenue ⌄ | No. of Unique Recipients | Open Rate | Click Rate | Order |
| AI Checkout Abandonment ··· | Aug 07, 2025 · 05:38 PM | | A$ 16,895.16 | 104 | 80.46% | 19.54% | 21.84% |
| Welcome – WA ··· | Aug 04, 2025 · 01:10 PM | | A$ 9,425.33 | 99 | 83.33% | 11.11% | 18.52% |

| Total Revenue |
|---|
| $16,895.16 |
| $9,425.33 |

| Open Rate |
|---|
| 80.46% |
| 83.33% |

| Order Rate |
|---|
| 21.84% |
| 18.52% |

## $28k+

recovered in additional revenue through BiteSpeed's AI WhatsApp flows.

## 80%

open rate

## 22%

order rate

# About **bitespeed**

BiteSpeed is an AI-native CRM for e-commerce that unifies WhatsApp, email, SMS, Instagram, and voice calls on a single platform. It helps e-commerce brands recover abandoned carts and run multi-channel campaigns easily. Its AI Voice Agents boost cart recovery by automatically calling shoppers, offering personalised discounts, and converting abandoned carts more efficiently than human teams.

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230+ Five-Star Reviews
on Shopify

Overall Rating
4.9 ★★★★★

TRUSTED BY 5000+ BRANDS

XPLOSIVE APE

STOCKED

GREAT BALLS of FLOUR

SOLENCO

Goodwin Smith
SINCE 1928

LINJER