Recovering Abandoned Carts
A Pressing Problem for E-commerce Entrepreneurs

Is Your Business Leaving Money on The Table Cart?

Cart abandonment is a common challenge amongst all e-tailers. Customers who abandoned their carts are low-hanging fruits — Cart recovery solutions help brands turn those abandoned carts into sales by automating engagement with high-intent customers on WhatsApp. Offer an end-to-end shopping experience to Customers & curb cart abandonment.

Resource of the Month

Reduce Cart Abandonment Boost Conversions

Cart abandonment has emerged as an important metric for e-commerce sites. If the number of users abandoning their shopping baskets is high, it should act as a wake-up call for retailers. It signals poor user experiences and gaps in the sales funnel. Conversely, low cart abandonment results in high sales and revenue.

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Product of the Month
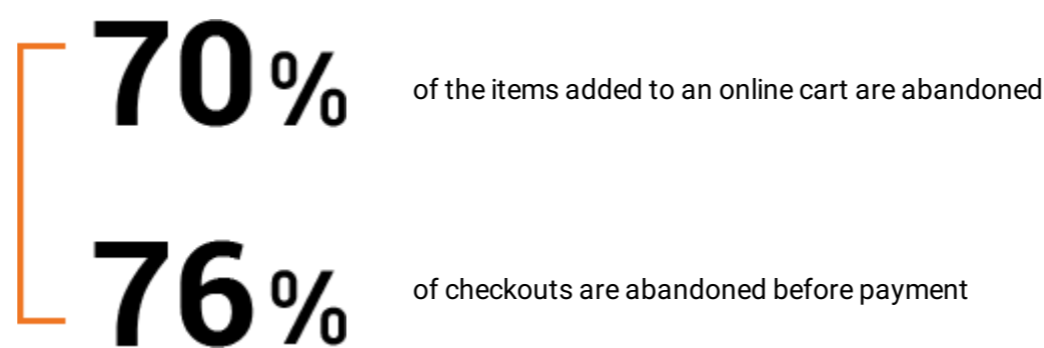
zence | COMMERCE

Abandoned Cart Recovery

Turn Browsers to Buyers

1. Notify staff with details of abandoned purchase
2. Send periodic WhatsApp notifications to prompt customer to buy before deals/stock lasts out
3. Encourage customers to buy from the nearest store & get instant delivery
4. Connect, engage & support customers in real – time

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Industry Insights

70% of the items added to an online cart are abandoned

76% of checkouts are abandoned before payment

In Conversation With

Tejas Kadakia
Co-founder & Director
Easyrewardz

> There's nothing more disheartening than a shopper abandoning his fully loaded cart. This is why Cart Abandonment strategies should be at the top of D2C Marketing. Our state-of-the-art product, Zence Commerce helps brands globally curb cart abandonment via WhatsApp & other channels. The solution uses critical data to send timely and relevant communication to shoppers and help recover carts from high intent buyers.

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