

Abandoned Cart Report: How Should I Use The Abandoned Cart Report?

WATCH ABANDONED CART VIDEO, [HERE](#)

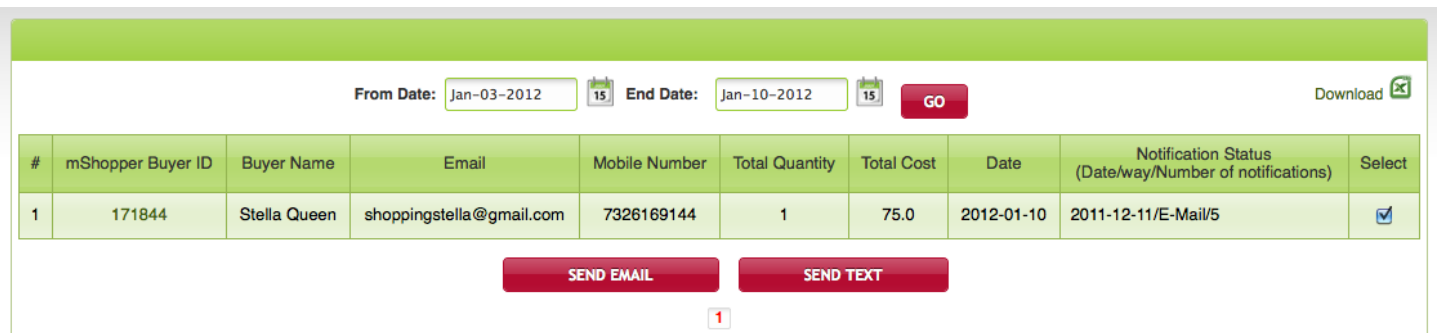
You've probably seen at your supermarket; a shopping cart full of products that's been abandoned by its owner. It's not all that common an occurrence in the real world, but in e-commerce it's an all too familiar sight.

Studies show roughly 57-75% of all shopping carts are being abandoned. Fortunately, mShopper's Abandoned Cart Report generates the data of the shoppers who have added products to their shopping cart, but bounced before converting. This customer service tool is extremely powerful and we recommend using it to convert shoppers 1-2x/month with a promo code to incentivize them to convert.

What Shopper Detail Is Captured In The Abandoned Cart (AC) Feature?

From your Abandoned Cart Report you review the shopper ID, Name, Email Address, Mobile phone #, Total QTY, Total Cost, and a tool to send notifications to the buyer (text or email).

Go to: Dashboard > Analytics > Abandoned Cart Report



#	mShopper Buyer ID	Buyer Name	Email	Mobile Number	Total Quantity	Total Cost	Date	Notification Status (Date/way/Number of notifications)	Select
1	171844	Stella Queen	shoppingstella@gmail.com	7326169144	1	75.0	2012-01-10	2011-12-11/E-Mail/5	<input checked="" type="checkbox"/>

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How To Send Out Abandoned Cart Alerts? (SMS or Email)

You have the opportunity to send email, texts or both to the abandoner. When you click these options we provide default copy. However, we advise you to edit the copy to include a promo code savings. Also notice that each default copy includes the phrase (Tiny Url) and that's the actual shopping cart link and you don't want to edit that area. The (Tiny Url) is there to directly associate the message with the shopper to convert. If you provide a dedicated promo code ie: 15-25% off the total cart with a time bomb to express urgency then this code could be tracked later in your analytics for analysis!

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Abandoned Cart Text Notification:

Abandon Cart Notification Text

Comments:

Your CEF CAMERA mobile shopping cart was not completed. Click [TINY URL] to come back & complete your order.

Characters remaining [115]

SEND

- ▶ **Note: Sending out SMS will cost 1.5 cents per message and be deducted from your overall balance. To buy SMS credits go to (Dashboard > SMS Marketing > Buy Messaging Credits) and then return back to send your messages**
- ▶ **Note: Please do not change the [TINY URL] text as we will automatically include a short link in the message called a TINY URL that will redirect the customer to their cart URL and convert**
- ▶ **Note: Recommend using a coupon code to help conversion. Example: Use mobile10 for 10% off product**

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Note: SMS charges will incur at a price of 1.5 cent per message (1 cent if you buy in bulk over 200k)

Abandoned Cart Email Notification:

Abandon Cart Notification Email

Comments:

Dear Customer,
Your CEF CAMERA mobile shopping cart was not completed. Click [URL TO CART HERE] to come back and complete your order.

[MERCHANT INPUT COPY HERE]

Thank you for shopping on our mobile store. We appreciate your business!

SEND

- ▶ **Note:** Please do not change the [URL TO CART HERE] text as we will automatically include a short link in the message called a TINY URL that will redirect the customer to their cart URL and convert
- ▶ **Note:** Recommend using a coupon code to help conversion. Example: Use mobile10 for 10% off product
- ▶ **Note:** There is no character limit, but we recommend you keep the message short

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Notes: Emails incur no cost to distribute, but are not recommended since they take customer away

from true mobile experience where the SMS is directly related to mobile commerce. Regardless, we

provide you with the option.

More Important Notes:

a) An unique Tiny Url (an abbreviated URL that includes customer's unique shopping cart) is shown

in SMS & Email to link the shopper directly for conversion!

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b) Consider offering a special discount on a product, or total order to help conversion (Price or % off)

c) SMS & Email feature have many useful tips shown on the bottom of each section highlighted in red

d) You can check off multiple shoppers to send a generic mass message.

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