

How to combat the rise of abandoned carts by adopting this simple and cost effective email strategy!

But before we dive into how to create this simple and effective three step email flow, we always have to make sure that the proper research has been done, and to understand why the purchase wasn't made.

Why start with 'why'? It's simple. By delving into the reasons behind incomplete purchases, we gain invaluable insights into our customers' hesitations and concerns. Questions we seek to answer include:

- Does this product appeal to them?
- Do they believe it's worth the investment?
- How do they think their peers will view this product?
- Does it align with their self-identity?

Armed with answers to important questions like this, we can craft messages that resonate deeply and effectively with our audience, paving the way for a successful email strategy

So let's take a look at how we craft our email flow to optimize our clients conversion rate.

Email 1: The reminder

To initiate our three-step email strategy, we begin with a high intent email. This initial email should be well-branded, maintain a light-hearted tone, and focus intensively on the product, coupled with a compelling call to action.

The timing of this email is critical; it should reach the customer while they're still inclined to make a purchase.

You'll find this stage presents a valuable chance to experiment with various sending times to discover the most effective moment for delivering the reminder email. At Starth, our experience suggests that sending the first email 1-2 hours after the customer has exited our website yields the best results. However, it's important to conduct your own tests to identify the timing that achieves the best outcome for your specific context.

In addition to exploring different timing for messages, consider conducting A/B tests (split tests) on various methods of conveying the sense of Fear Of Missing Out (FOMO), tailored to the specific motivations ('the WHY') of your target audience.

Examples of emails:

- One with FOMO copy sold out aura
- One with social inclusivity, left out aura

With the reminder email, the main focus is to push on a quicker decision since they already are in the purchase state of mind.

If the customer still isn't sure and hasn't made a purchase yet we move them down the funnel to email 2.

Email 2: The push (What I like to call the push)

This email comes between 2-3 days after THE REMINDER was opened.

In this email, we follow up with a little "gift", since we know that the customer is still interested in our product. This "gift" comes as a personalized promo code, which provides a discount of 5-15% (depending on your business) and only lasts between 5-7 days. We do this to create a sense of appreciation and urgency.

In addition to this, we also try to A/B test two types of emails, if possible. In email 1, as you can see, we've included some social proof, whether it be Trustpilot reviews or feedback directly from our customers. We use whatever resources we have to communicate our message effectively.

The second type of email may not be suitable for everyone, but, when possible, we aim to sell the dream state to the customer. For example, in email 2, as you can observe, we've added an image depicting what life could look like after they've made the purchase.

Email 3: Sad to see you leave or did we get something wrong

At this final stage, if there hasn't been a purchase, the customer might not be the right fit for us.

But this does not mean that we are not able to make the best use of this email. What we usually do at Starth is to A/B test different types of emails.

Email 1: Sad to see you leave

In this email, our goal is to enhance the brand's image and show the customer that they are valued. We keep the email straightforward and personalize it whenever possible. This is to make sure that we keep the right boundaries with the customer and not ruin our email deliverability by spamming our customers with emails.

Email 2: Did we get something wrong

With this email, our main goal is to collect more data from the customers by directly asking them why they did not buy any products. We try to keep the questions and answers as simple as possible to make sure that the response rate is high enough. With this data we are then able to better understand the audience and also create better email segments.