



| an OSF Product
CartUP
 Recover Lost Revenue

Comparison of Cart Recovery Cartridges

Category	Feature	CartUP an OSF Commerce Cartridge	Salesforce Commerce Cloud	✔ Yes ✘ No ⚠ Partially
 Platform compatibility	SiteGenesis	⚠	✘	The cart recovery cartridge can be customized to be compatible with SiteGenesis.
	SFRA	✔	✘	The cart recovery cartridge is compatible with Salesforce Commerce Cloud Storefront Reference Architecture (SFRA).
 Functionalities	Abandoned Carts Report	✔	✘	Using the reporting dashboard, merchants can see the number of abandoned carts.
	Recovered Carts Report	✔	✘	Using the reporting dashboard, merchants can see the number of recovered carts.
	Dynamic Reports	✘	✘	Using the reporting dashboard, merchants can see real-time statistics on their customers' cart activity.
	Filter Options	✔	✘	Using the reporting dashboard, merchants can apply filters to pinpoint the information they need.
	CSV Export Option	✔	✘	Merchants can export reports from the dashboard as .csv files.
	Multi-Currency Report	✔	✘	Reports are presented in different currencies, depending on where the purchase was made.
	Recovery Source Indicator Filter	✔	✘	A column in the report indicates whether the abandoned cart was recovered by the email or not.
	Clean-Up Job	✔	✘	Merchants can delete all or a part of a customer's cart abandonment history.
	Automatic Email Sending	✔	✘	Merchants can schedule emails to be sent automatically to customers upon cart abandonment.
	Manually Email Sending	✔	✘	Merchants can manually send emails to cart abandoners when they abandon a cart.
	Option to Export Information	✔	✘	Merchant can export all cart abandonment data (custom reports, statistics), or a portion of it, to view and process offline.
	Real-Time Sync Data	✔	✘	Cartridge data is synced with Salesforce Commerce Cloud data.
	Product Recommendations Inside the Email Notifications	✘	✘	Customer emails contain product recommendations based on similar purchases and customer history.
	Personalized HTML Blocks Inside the Email Notifications	✔	✘	Merchants can add their own personalized HTML in the email notification templates.
	Data Sync with Third-Party Systems	✘	✘	Automatically send statistics and key indicators to third systems for enhanced analysis of customer data.
	Recovery Programs Based on Types of Shoppers	✘	✘	Recovery programs can be specifically configured by grouping customers in clusters based on ROI, frequency, level of loyalty, or any other classification of customer behavior.
	Email with Link to Abandoned Cart Items	✔	✘	Merchants can send the cart abandoner an email with a link to the webpage of their abandoned cart.
	Coupon Management	✘	✘	This functionality allows merchants to create campaigns and manage them specifically for cart abandonment.
	Special Coupons Included in the Email Notification	✘	✘	Merchants can set pre-configured conditions to add a coupon to a customer's email depending on the customer, product, season, or marketing campaign.
	Widgets and Notifications	✘	✘	Merchants can insert widgets (interactive features like quizzes, polls, ads, or games) to encourage the customer to buy items and even add items to the cart before completing a purchase.
Pop-Ups to Prevent Abandonment	✘	✘	Notifications appear as pop-ups when a cart has been left with unpurchased items for a set time. The notification reminds the customer that the cart has items waiting to be purchased.	
 Dashboard and Indicators	Merchant Dashboard	✔	✘	A reporting dashboard with four key indicators (revenue recovered, abandoned carts, recovered carts, and average worth of carts that remain abandoned) is enabled in Business Manager (BM). The dashboard also shows the progress of the completed and potential sales from abandoned carts.
	Filter Indicators	⚠	✘	The indicators of the dashboard can be filter by date, product, customer or any other criteria
 Flexibility	Flexible Email Timing	✔	✘	Merchants can set and control the conditions for when notifications are sent and how many are sent per cart abandoner.
	Turn On from BM/Settings	✔	✘	Enable the cart recovery cartridge directly from Business Manager.
	Turn Off from BM/Settings	✔	✘	Disable the cart recover cartridge directly from Business Manager.
	Configurable Cart Lifetime	✔	✘	Merchants can set the time that must pass before customers receive an email about their abandoned cart.
	History Data	✔	✘	The information about the abandoned carts is recorded and saved as long the merchant wants to have it.
	Limited 30-Day History of Data	✘	✘	Merchants can save information about abandoned carts for no longer than 30 days.
	More than 1 Email Template for Notification	✔	✘	Merchants can use different templates for their email notifications.
	Only 1 Email Template for Notification	✘	✘	Merchants have only one template available for email notifications.
	Social Media Notifications	✘	✘	Merchants can set the cartridge to notify customers about their abandoned carts through social media.
Text Notifications	✘	✘	Merchants can set the cartridge to notify customers about their abandoned carts through text messages.	
 Accessibility	Business Manager Access	✔	✘	
	Independent Platform	✘	✘	The cart recovery cartridge can function as an independent platform or can be integrated with Salesforce Commerce Cloud Business Manager.
	Integration with Third-Party Systems	✘	✘	
 Availability	North America	✔	✘	
	Europe	✔	✘	
	Asia Pacific	✔	✘	
	Global	✔	✘	The cart recovery cartridge works with all currencies and is available in all regions.

Cartridges compared

CartUP - an OSF Commerce cart recovery cartridge for Salesforce Commerce Cloud.

Salesforce Commerce Cloud - the out-of-the-box functionality for both SiteGenesis and SFRA versions.



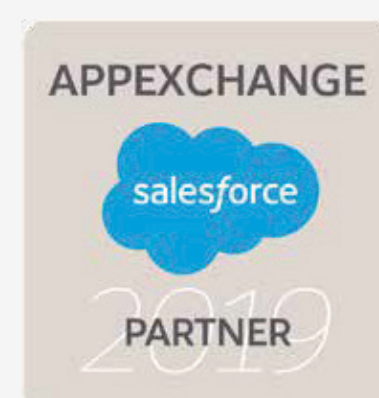
20 Partner Innovation Award for Customer 360



20 Best Bolt for Retail



20 Partner Innovation in Retail



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