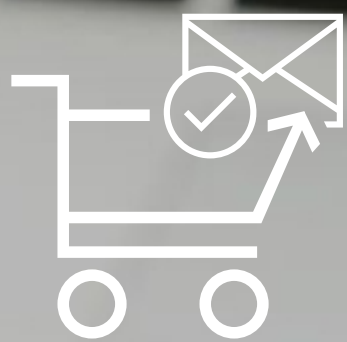# OSF|DIGITAL

RECOVER LOST REVENUE

osf.digital

| an OSF Product

CartUP
Recover Lost Revenue

With approximately **three in four customers dropping out during the checkout process,** cart abandonment is one of the biggest challenges in online retail. Connecting with those abandoners can enable you to **transform lost sales into new opportunities.**

CartUP bridges the gap between **lost revenue** and **finalized purchases.** It collects customer add-to-cart data from your Salesforce Commerce Cloud, triggers cart recovery emails containing the exact items that were left in the cart and sends them to your lost customers. You can choose to include **promotions** and **discounts** in the same emails for **better results.**

PLATFORM: Salesforce Commerce Cloud
CONTACT: contact@osf.digital

✓ **LIVE** Demo

✓ **CUSTOMIZATION** Services Available

SCHEDULE A LIVE DEMO

A Connected Commerce and Digital Transformation Company

FEATURES & BENEFITS

"68.63% *is the average documented online shopping cart abandonment rate."*
(Baymard Institute)

It's time to get them back!

INCREASE OPPORTUNITIES

The average open rate for cart abandonment emails reminders **averages around 40%**. Improve your chances of reclaiming lost sales with clear incentives for these potential customers.

CONNECT WITH ABANDONERS

Open a channel with customers who have not finalized their orders, and prove you know about them and their interests. Personalized triggered emails have proven to **increase revenue per email by 63%**.

WIN THEM BACK

75% of abandoners are likely to return to your website to abandon again or to purchase. Increase the likelihood of those sales—enable them to buy the exact products they've left in their cart, with just one click.

IMPROVE CONVERSIONS

On average, **cart recovery email triggers have proven to achieve a 29% success rate** in terms of turning abandoned carts into sales. Incentivize your customers by offering promotions and discounts for better results.

SCHEDULE A LIVE DEMO

Let's keep in touch!