



## RE-ENGAGE HIGH-INTENT SHOPPERS & RECOVER LOST REVENUE

# Abandoned Cart Recovery

Abandoned Cart Recovery enables brands to re-engage high-intent shoppers who added products to their cart but left without completing checkout. Using real-time behavioral signals, dynamic product content, and

personalized messaging, brands can recover lost revenue by reminding customers of what they left behind and motivating them to return and convert.

### Brands lose significant revenue and conversion opportunities when:

- Shoppers abandon carts due to distractions, price sensitivity, or decision friction
- Follow-up messages are generic, poorly timed, or lack relevance to what the customer expressed interest in
- Cart reminders fail to reflect current inventory status, pricing changes, or demand signals
- Recovery programs rely on single-channel email instead of coordinated, cross-channel experiences

### Abandoned Cart Recovery helps you turn incomplete checkouts into completed purchases

- **Increase checkout completion** through timely, relevant reminders that return shoppers to your site while purchase intent is still high
- **Reduce friction** by personalizing follow-ups with the exact items left behind, current pricing, and real-time availability
- **Encourage upsell** through relevant product recommendations and editorial content featuring similar products or categories
- **Drive urgency** with inventory, price, or demand signals that give customers a reason to act now
- **Recover measurable revenue** by connecting every cart reminder to downstream conversion and attributed sales

#### How to measure success:

##### REVENUE:

Attributed revenue recovered, revenue per send, cart recovery rate, conversion rate, time to conversion

##### LOYALTY

Repeat purchase rate, CLV

##### ENGAGEMENT

Open rates, CTR, CTOR

### Why Zeta for Abandoned Cart Recovery

Most platforms can send a cart reminder email. Zeta connects real-time behavioral signals, identity resolution, and cross-channel activation in one system, so your recovery messages reach the right person, on the right device, with the right content, before purchase intent fades.

- **Zeta Identity Graph:** Reconnect anonymous and known shoppers across devices and sessions. Tie behaviors to existing signals in that shopper's profile, enabling a holistic view of their shopping interests.
- **Real-Time Behavioral Triggers:** Send cart reminders within minutes of abandonment, powered by live cart and browse events. Trigger follow-ups based on subsequent browse behaviors or competitive shopping signals available in Data Cloud.
- **Dynamic Product Modules:** Reflect the exact items left behind with current pricing, availability, and low-stock notifications.
- **AI-Driven Personalization Orchestration:** Determine the right timing, messaging, and channel for each customer based on their behavior patterns and purchase history.
- **Cross-Channel Automation:** Coordinate email, SMS, push, and on-site touchpoints in a single recovery journey, with automated suppression the moment a purchase is completed.
- **Closed-Loop Attribution:** Measure recovered revenue, cart recovery rate, and time to conversion with built-in incrementality measurement.

## SUCCESS STORY

A leading hotel chain turned booking abandonment into a revenue recovery engine with Zeta's AI-powered re-engagement strategy, **increasing site traffic by 22%, bookings by 11%, and email revenue by 15%.**

### Getting started with Abandoned Cart Recovery

1

Confirm cart and catalog data is available

- [Building your First Audience Segment](#)

2

Build a high-intent cart abandoners segment

- [Segments & Lists](#)
- [Data Cloud Attributes](#)

3

Create the cart reminder campaign

- [Building your First Email Campaign](#)
- [Broadcast Campaign](#)

4

Create the experience and set triggers

- [Creating Experiences](#)
- [Experience Builder Overview](#)

5

Measure and optimize in Insights Studio

### Key Considerations

- **Timing and frequency:** Send the first reminder within minutes to hours. Test delays and cadence to balance urgency with fatigue.
- **Inventory-aware messaging:** Reflect real-time pricing and availability to drive urgency and prevent broken experiences.
- **Escalation logic:** Start with a simple reminder, then layer urgency, social proof, or incentives. Leading with a discount trains customers to abandon on purpose.
- **Channel prioritization:** Not every abandoner needs the same channel mix. Coordinate touchpoints based on customer behavior.
- **Suppression on conversion:** Stop all recovery messaging the moment a purchase is completed.

### Data Requirements

- Cart and browse event data
- Product catalog with pricing and availability
- Customer identity and consent data
- Optional: incentive rules, inventory thresholds, urgency flags

### Required ZMP Tools

- Audience Explorer
- Experience Builder
- Campaign Builder
- Insights Studio

## QUESTIONS?

Reach out to your Zeta Client Success Team to get started.