

Newsletter #18

April 2016

E-retailer continues to deliver an integrated solution for omni-channel retailing and Kudos is proud to be associated with so many leading websites throughout New Zealand and Australia.

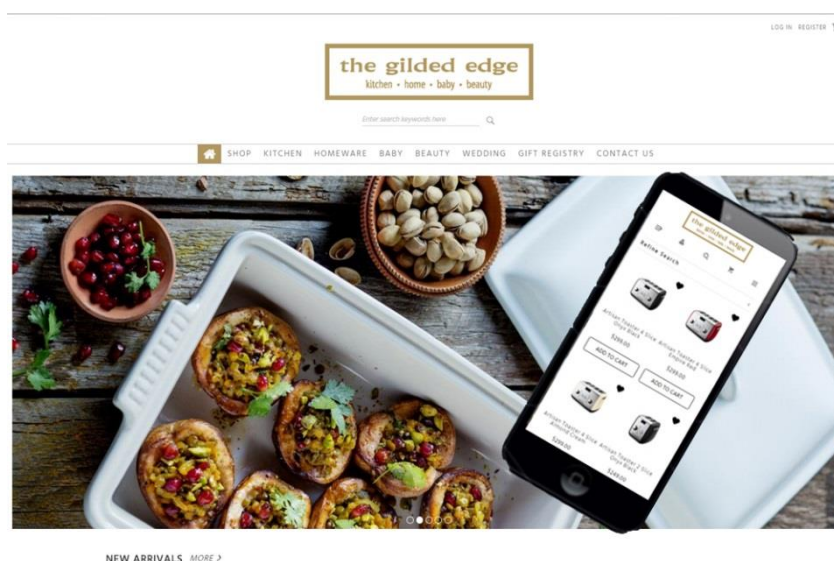
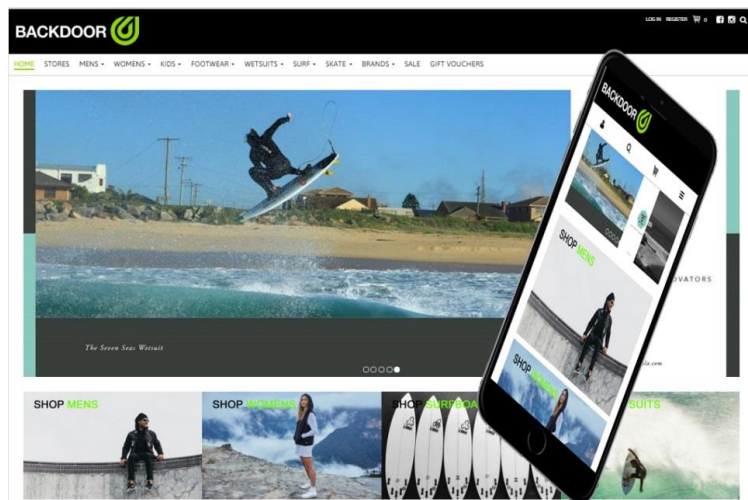
Read in this newsletter about:

- **Cart abandonment**
- **Multiple selection – shop by**
- **Coming soon – gift vouchers**

New e-retailer sites launched:

We welcome the following new e-retailer sites which launched recently:

www.backdoor.co.nz



www.thegildededge.co.nz

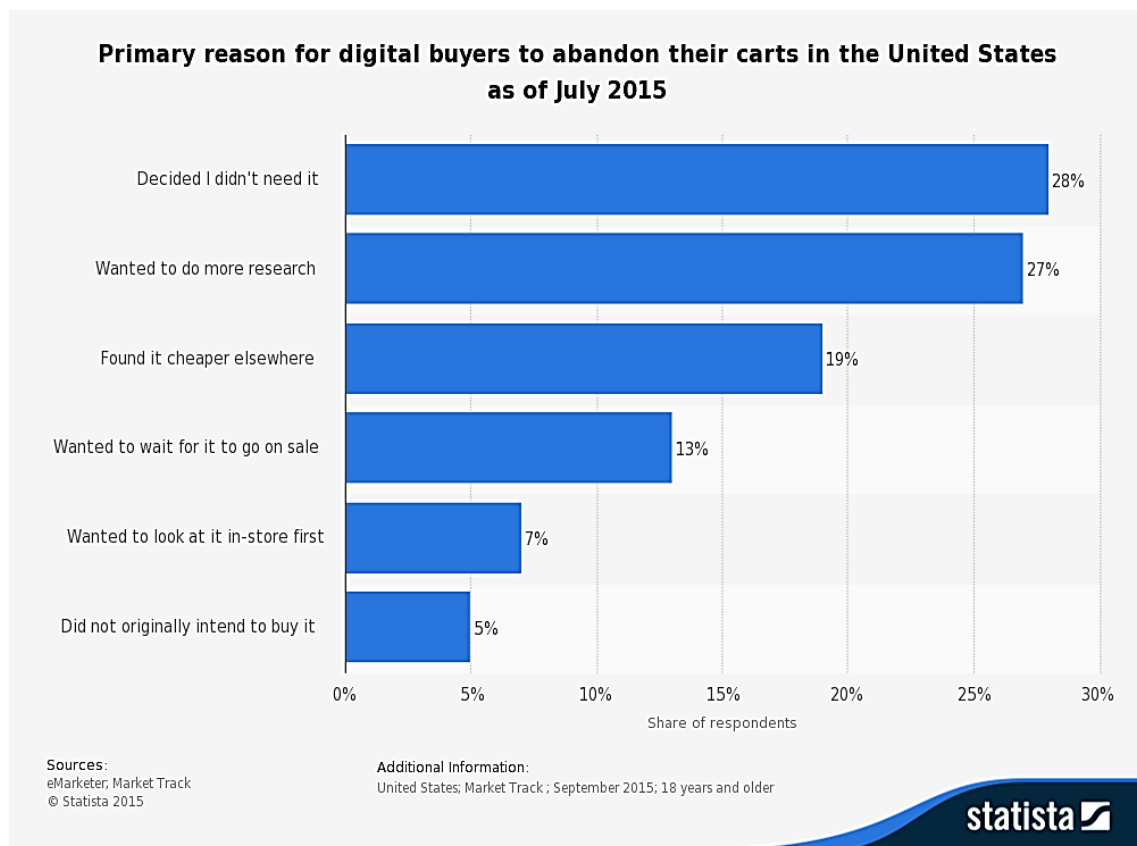
Abandoned Cart Recovery V2 212

In earlier versions of e-retailer we introduced the ability to view abandoned carts – but now we have automated the email communication with the customer plus provided a smart dashboard so you can monitor the recovery rate.



Statistically half of all cart recovery emails are opened and 15% of these are clicked through. Of this over one third of the clicked through emails convert to a sale.

The graph below from Statista shows reasons for abandonment in the USA in 2015.



Settings in e-retailer

Set the frequency of the emails that you wish to send for the reminders and the days and hours that you wish these to be sent.

Abandoned Carts

Email Reminders

Email Templates

Unsubscribed Pages

Reports

Reminders Frequency

If the customer abandons their cart, send them an email reminder to complete their order:

	Active	Days	Hours
First reminder	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	<input type="text" value="0"/> days	<input type="text" value="4"/> hours later
Second reminder	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	<input type="text" value="1"/> days	<input type="text" value="2"/> hours later
Third reminder	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	<input type="text" value="0"/> days	<input type="text" value="0"/> hours later

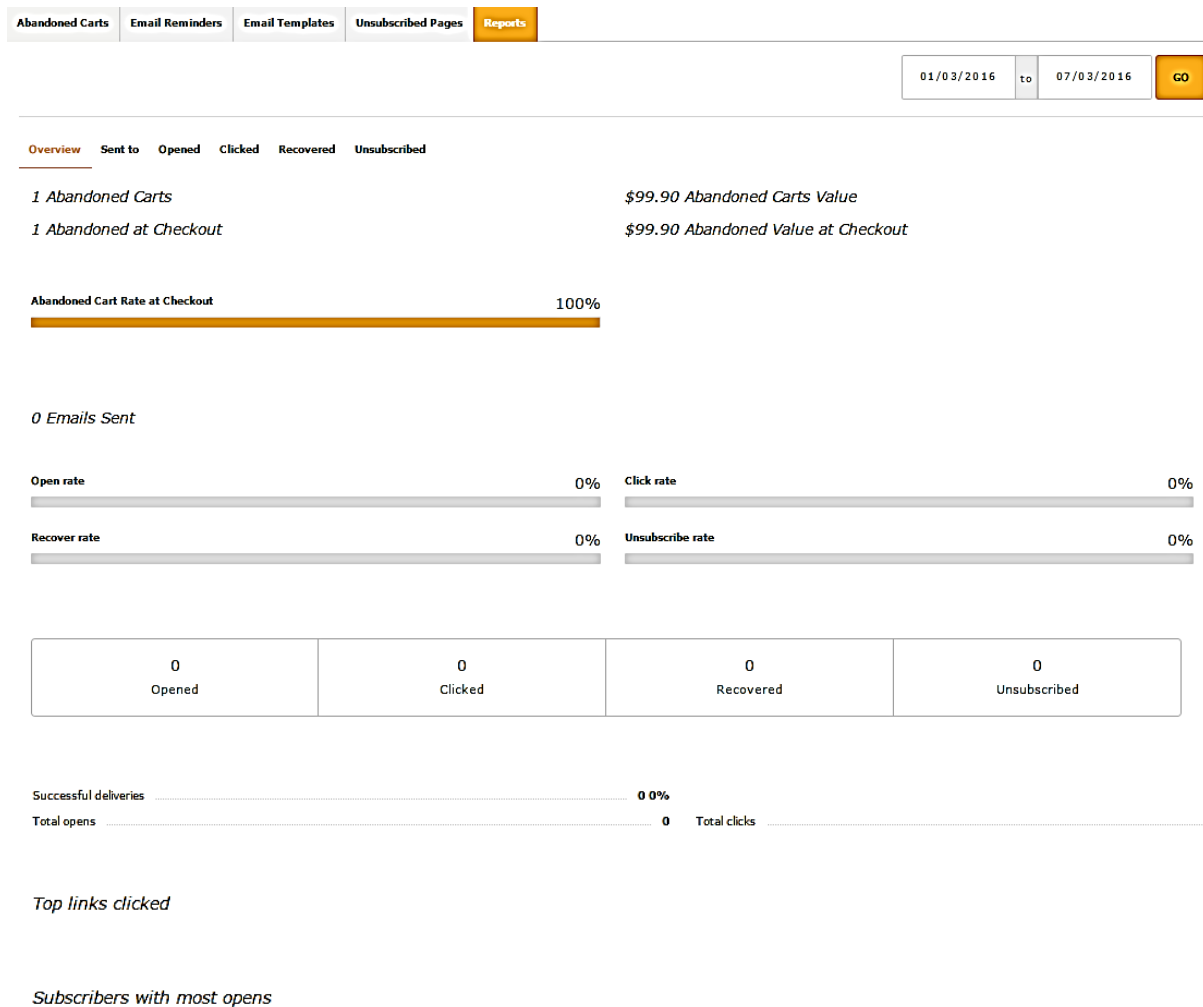
Save

Next edit the email templates for each of the reminders that you have chosen to send:

Stylesheet Template	Email Template	Message Template	Error Page Template
<p>Template Name:</p> <ul style="list-style-type: none"> Account Registration Request Password Order Confirmation Guest Order Confirmati Click and Collect Order Pending Notification Guest Pending Notificat Shipping Notification Guest Shipping Notifica Wish List Email a Frien Gift Registry Registrati Post Order Confirmation Cart Abandonment1 Cart Abandonment2 Cart Abandonment3 			
<p>Email Subject:</p> <p>Cart Abandonment1</p>			
<p>HTML Content:</p> <div> </div> <div> <p>%%ResponsiveLogo%%</p> <p>We notice that you have opened a shopping cart with Site and the order has not been completed.</p> <p>Just checking in to see if you want to complete this order?</p> <p>%%ShoppingCartItems%%</p> <p>Have a wonderful day The team at %%StoreName%%</p> <p>Please select one of the following options</p> <p> Retreive your shopping cart Shop for new products View your previous orders Go to our home page </p> <p>%%StoreContact%% %%StoreName%%</p> </div>			

Reporting

The reporting Dashboard provides stats On Abandoned carts and at what step the abandonment occurred together with open rate %, clickrate %, recover rate% and unsubscribe %



Multiple Selection of Shop By Filters

Often a customer may like to make multiple selections for colours or sizes and this is now possible in e-retailer:



Shop By

► Brand

▼ Colour [clear](#)

☐ Black

☒ Blue

☐ Green

☐ Red

▼ Size [clear](#)

☐ 8

☒ 10

☒ 12

☐ 14



For the past 8 weeks we have been working on a new gift voucher module which will allow e-vouchers to be purchased on-line – including selecting different background images and personalised messages. These may then be delivered to an email recipient at a selected date and time. Traditional physical cards are also able to be purchased on-line and these will be sent out from the head office.

Any voucher, no matter where it was purchased can be redeemed instore or on-line. This is where the tight integration of e-retailer and Counter Intelligence really delivers.

Expect to see the release of this module within 4 weeks.