CART ABANDON RECOVERY & TRACKING SUITE

CARTS

CARTS captures and tracks the cart abandon data from sites on Shopify platform. The application also gathers the Customer Information and provides the ability to create email campaigns. The application tracks the lost revenue and the revenue recovered through email campaigns over a selected time period.

The Abandoned and Recovered Cart data is represented in graphical and textual formats. The application keeps a track of the emails sent, opened, and the clicked through rate.

MANAGE WEBSITE CUSTOMERS

Sellers have the ability to view list of customers who have abandoned the cart, and the customers who have created an account on Website. Customer list can be further used for marketing purposes and to integrate it with any third party services.

TRACK CART ABANDON DATA

CARTS application provides an interface to view the abandoned cart data, the data is represented in graphical and textual formats. It also has the feature to compare abandon cart data between selected time periods.

EASY TO CUSTOMIZE EMAIL TEMPLATES

With an easy to use interface, the email templates can be quickly created or the user can select from pre-built list of templates which can be modified as per requirement. Our easy to use WYSIWYG editor makes it even simpler to create or modify templates.

SCHEDULE EMAIL CAMPAIGNS

Sellers can configure email campaigns with various scheduling options. The application can be scheduled to automatically send email campaigns to the predefined customers on a selected date.

MONITOR EMAIL CAMPAIGNS

In depth tracking of email campaigns helps sellers to modify campaigns to maximize benefits and eventually improve the revenue recovery rate.

Our easy to understand reporting includes details such as the number of emails sent, open rate, click-through rate and the recovered revenue for each campaign.

REVENUE RECOVERY TRACKING

Our recovery tracking tool helps sellers to track the lost and recovered revenue generated through CARTS application. Reports can be generated for the selected time period.

VISUAL REPORTING AND ANALYSIS TOOL

The reporting tool of CARTS application uses charts and graphs to represent information in pictorial and illustrative form, thereby allowing better comprehension of the data. Reports include Abandon Cart Reports, Campaign Reports and Revenue Recovery Reports.