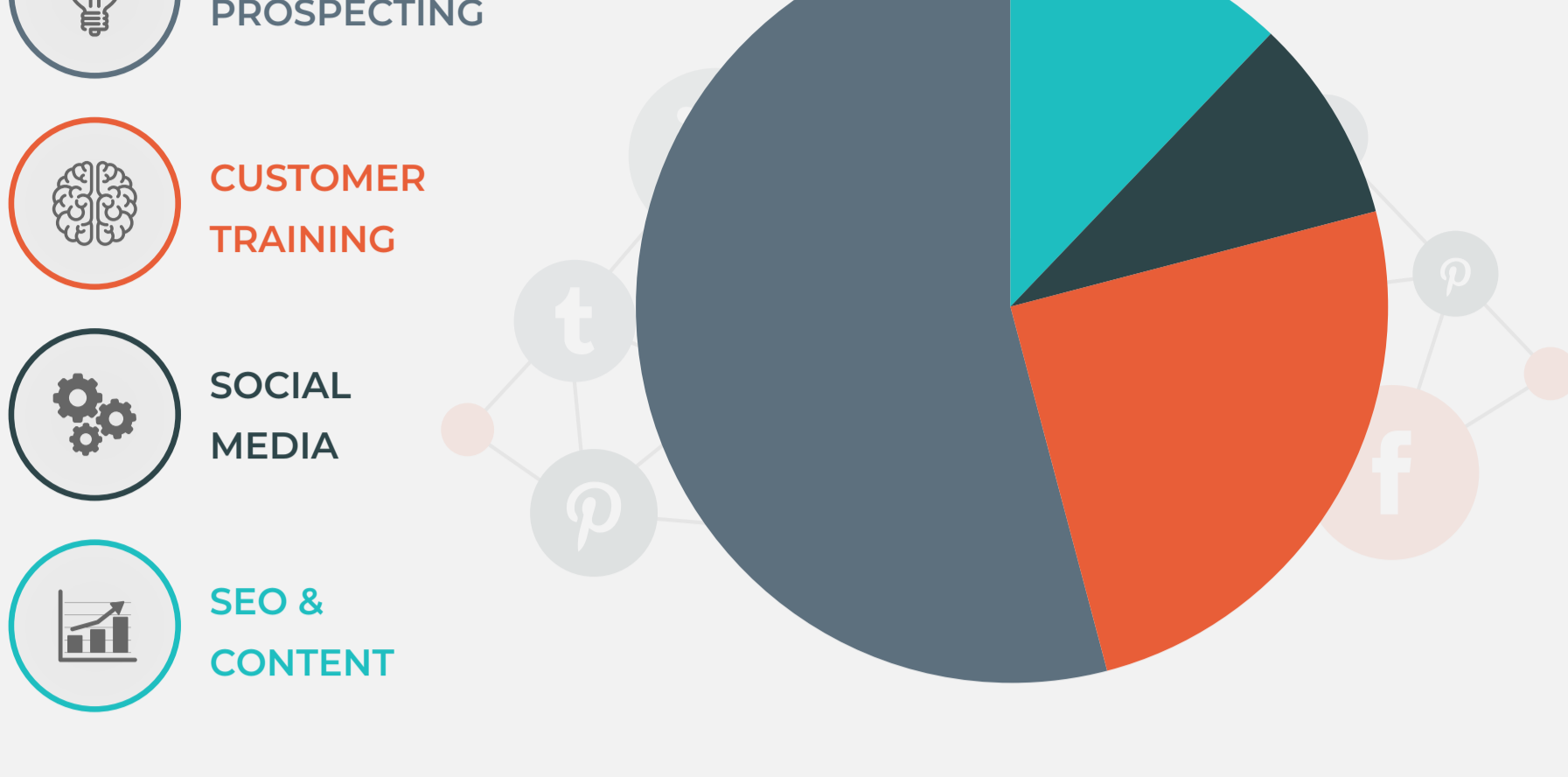


ABANDONED CART RECOVERY FOR B2B BUSINESSES

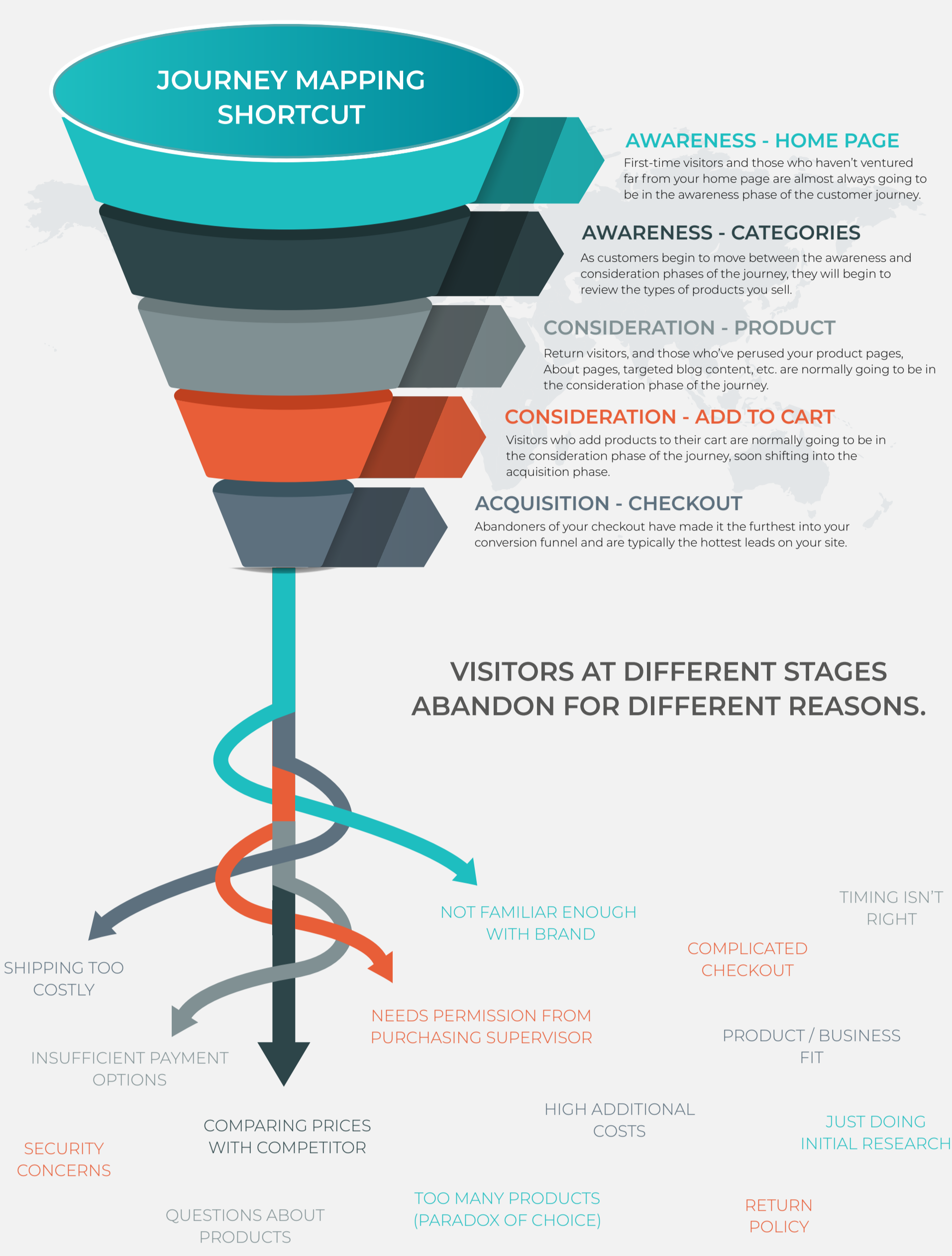
In the fast-paced world of B2B ecommerce, cart abandonment isn't a setback; it's an opportunity. Discover why cart abandonment campaigns are the secret weapon for savvy businesses. Learn how they recover lost opportunities, build customer relationships, and drive B2B success. Ready to turn missed transactions into triumphs?

YOU SPEND PRECIOUS TIME & RESOURCES DRIVING NEW TRAFFIC TO YOUR WEBSITE FROM VARIOUS SOURCES & CHANNELS...



... JUST FOR 97% OF YOUR TRAFFIC TO BOUNCE AND 60% OF YOUR "ADD TO CARTS" TO BE ABANDONED. BUT WHY?

Understanding why your customers aren't purchasing first requires an understanding of where they are in the customer journey when they abandon. This journey mapping shortcut is an easy way to connect the actions a shopper is taking on your site, or the pages they are viewing, to where they are at in the buyer journey.

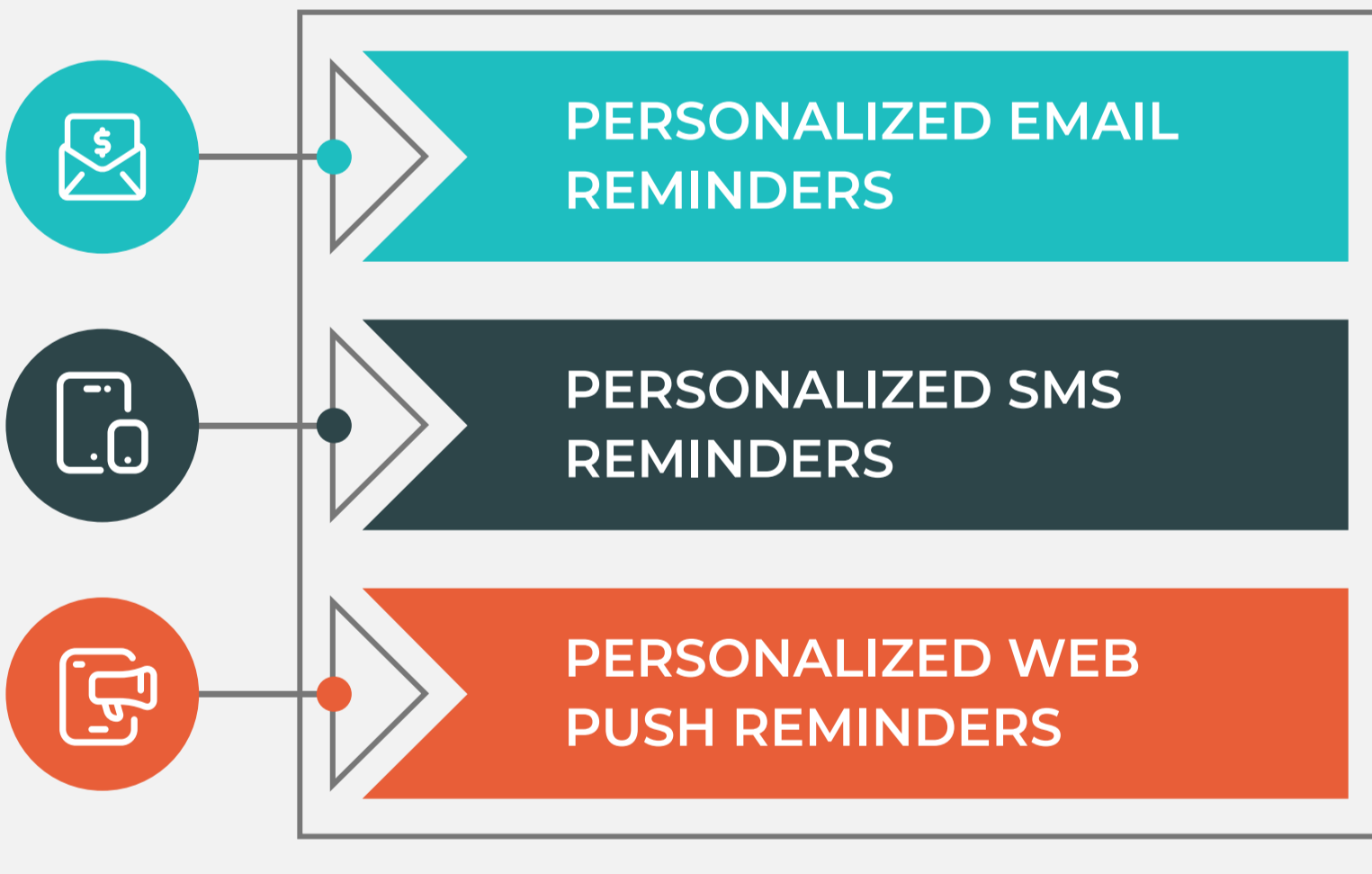


EVEN THOUGH YOU SHOULD TRY TO REENGAGE & RECOVER CUSTOMERS AT ALL STAGES OF THE JOURNEY, CART ABANDONERS ARE GOING TO YIELD THE HIGHEST RETURN SIMPLY DUE TO HOW FAR ALONG THEY ARE IN YOUR FUNNEL!

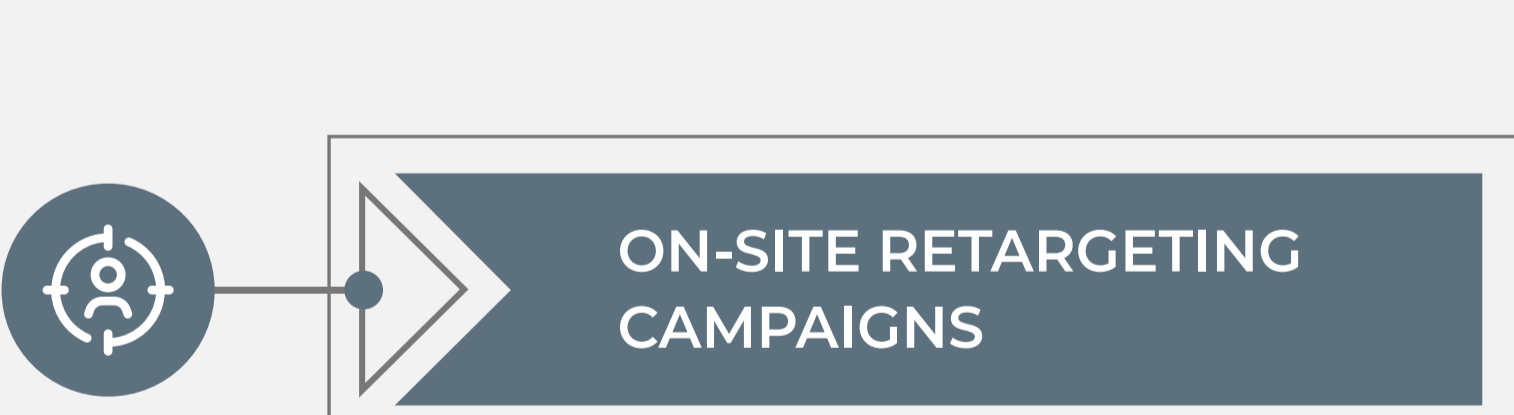
AND GET THIS... CART ABANDONMENT IS ACTUALLY GOOD FOR BUSINESS!

- Shopping Cart Icon:** An abandoned cart is the strongest signal of intent to purchase that a customer could give you. An "Add to Cart" tells you that this customer wants what you're selling, to at least some extent.
- Shield with Checkmark Icon:** A high cart abandonment rate can actually be a sign of quality traffic. If people are abandoning carts, they're telling you they want what you've got, but something is stopping them.
- Thumbs Up Icon:** For most Unilog sites, visitors must log in & identify themselves before reviewing their cart items, which means you're able to easily identify your highest-intent customers.
- Dollar Sign Icon:** The visit resulting in an abandoned cart is just one of several very necessary touchpoints along the buyer journey. In other words, it's just a part of the process!

SO NOW THAT YOU'VE IDENTIFIED HIGH-INTENT VISITORS, HOW DO YOU GET THEM BACK?!



AND ONCE THEY'RE BACK, HOW DO YOU KEEP THEM FROM ABANDONING AGAIN?



WHAT KIND OF RESULTS SHOULD YOU EXPECT WITH CARTSTACK?

- 60%+ OPEN RATE**
STRIKE WHILE IT'S HOT
Emails coming from CartStack achieve a 60%+ open rate, on average, due to the timeliness of the reminders.
- 20%+ CLICK THROUGH**
AUTO-PERSONALIZED
The abandoned cart items are dynamically injected into the reminders to maximize personalization and engagement.
- 15%+ RECOVERED**
AUTO-RECOVERED
B2B businesses utilizing CartStack recover 15% of lost sales, on average.
- 33% AOV INCREASE**
INCREASED AOV
Recovered orders are typically 33% higher than average order values.

ABOUT CARTSTACK + UNILOG

CartStack makes it easy for B2B eCommerce retailers to recapture lost customers and drive more revenue! The turnkey technology layers seamlessly alongside Unilog's CX1 platform, inspiring more online sales by triggering automated, personalized, and high-converting messages based on real-time user behavior (like abandoning a cart). Integration is simple, the results are dramatic, and support is unmatched.

Recapture lost sales, boost the ROI of your marketing engine, and make your customers feel like you truly value their business.

To learn more about CartStack + Unilog, contact your Unilog account manager.