

Email Remarketing

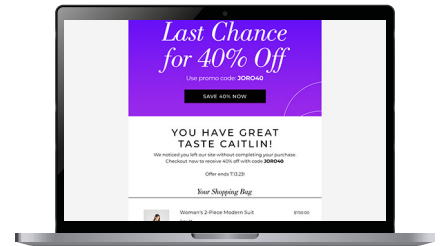
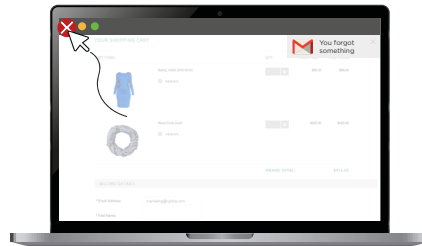
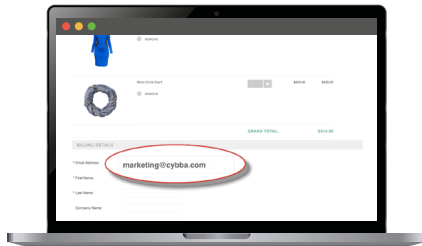
Cybba crafts unique, individual emails with all the elements you need to recover lost sales from cart abandonment. The result is a revenue **increase of up to 5%**.



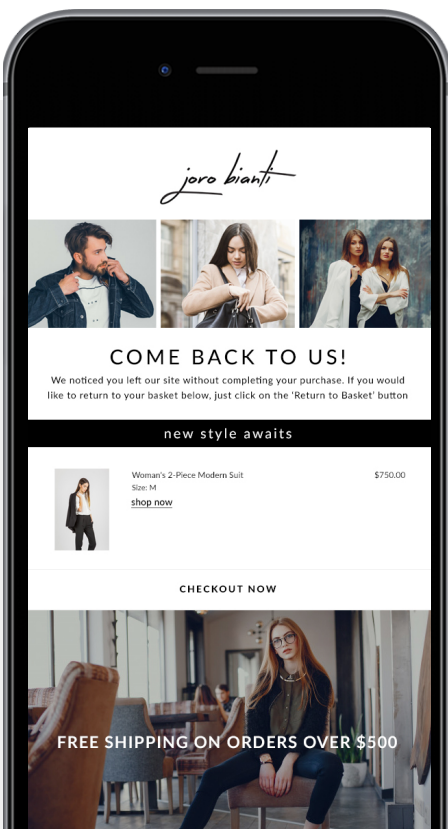
Recover abandoned carts with our intelligent email solution

On average, **70% or more** of your customers with an item in their cart will abandon before completing their transaction.

With our Email Remarketing solution, improve your customer experience and ensure that your brand and products stay top of mind. Convert your abandoning customers when they are ready to complete their purchases.



- 1** Our solution captures email addresses in real time as customers enter them on your website.
- 2** When customers abandon without completing their transaction, we send them a Remarketing email within 1 hour after they leave the site.
- 3** These emails include a personalized message or promotion and the products the customer had in his cart on abandonment. They offer an easy option to return to your site and finish purchasing.



How it Works

Increase conversions from abandoned traffic with intelligent, personalized, and branded emails. Click to conversion rates of up to 15% lead to an increase in revenue of up to 5%.

Abandonment Emails: Send email reminders to abandoning customers with their cart reconstructed, based on customer values and profiles.

Cart Reminders: Let your customers request a “cart reminder” upon abandonment by providing their email address through our onsite engagement solution.

In-Depth Reporting Insights: Receive detailed performance reports on your Email Remarketing campaigns with analytics on sends, opens, clicks, conversions, recovered revenue, and more.

Email Lead Generation: Using our onsite engagement solution, we can help you capture more email addresses and customer information for your newsletters, email lists and other lead generation campaigns.

A/B Testing: Test alternative discounts, subject lines, CTAs, visuals, send times, etc. to optimize campaign performance.

Cross-Platform Campaigns: Our solution is designed to deliver best in-class emails across desktop and mobile devices through our responsive templates.

Cascaded Emails: For maximum performance, deliver a series of email reminders with increasing urgency and better incentives within one hour, 24 hours and 48 hours upon abandonment.

Benefits

Increase Your Revenue: Email Remarketing drives a revenue increase of up to 5% with click to conversion rates of up to 15%.

Stay Top of Mind: Ensure your brand and products stay top of mind, so you can convert customers when they are ready to complete their purchases.

Improve Your User Experience: Make it convenient for your customers to easily re-engage with your offering at a time that's convenient for them.

Data-Driven Decisions: Intelligently profile your customers' behavior to deliver the right message at the right time.

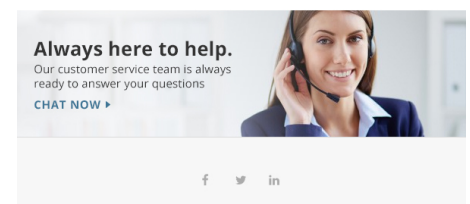
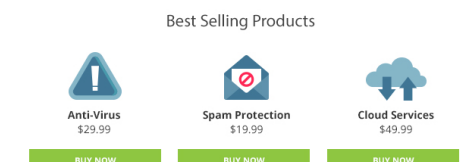
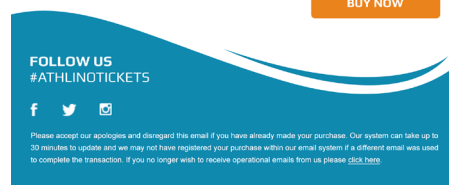
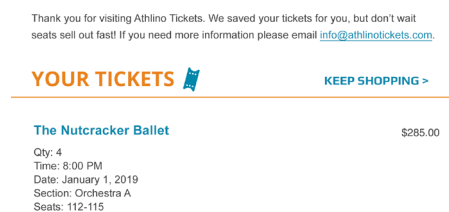
Expert Managed Services: Your dedicated Account Manager will make sure that your campaigns are optimized to deliver the highest possible deliverability rate, open rate, click-through rate and overall conversion rate.

Customer Success

"With an average of 60% open rate and 20% click-through rate, we know our remarketing emails have a high impact on our abandoning customers and are a strong part of the success of our multi-touch reengagement strategy!"

- Terry Angstadt, Managing Director, Autogeek

Examples of Email Templates



Take the Next Step in Email Remarketing

To find out more, please contact us at marketing@cybba.com