Cart Recovery

Common industry statistics indicate that over 70% of online shopping carts are abandoned. Since many of these are not truly abandoned (many shoppers use carts to transition between devices or to build lists to research later) this represents a huge opportunity to convert sales that may have otherwise been lost. With the new Cart Recovery app, Bronto aims to make it vastly easier to convert more shoppers to buyers by targeting cart abandoners with customised messages.

> "Turning this on basically prints money - there's no reason you shouldn't be using it."
>
> Roy Steves,
> Chief Marketing Officer,
> PoolSupplyWorld

SIMPLE, FAST INSTALLATION
Insert a few lines of JavaScript to enable the Bronto Listener to track cart activity on your website and Bronto will handle the rest.

FAST & ACCURATE DATA CAPTURE
Identify abandoned carts in near real-time with Bronto CartBeat and respond with a cart recovery message as soon as appropriate.

AUTOMATED CART RECOVERY MESSAGES
Use a drag-and-drop automation canvas to trigger a personalised message or message series.

PERSONALISATION & DYNAMIC CONTENT
Dynamically insert detailed order and cart information into email and SMS messages.

CART RECOVERY ANALYTICS
Track detailed cart activity, including abandonment rates, recovery percentages, recoverable revenue and more.

COMMERCE CONFIGURATION
Let Bronto configure your cart and order tracking within the Bronto Marketing Platform.

For more info about Bronto Apps, visit **appcentre.bronto.com**. Need help with your cart recovery program? Bronto Professional Services offers the Cart Recovery Sprint. To learn more, contact your Bronto Account Manager, or call +44 203 640 2040.

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