

Zo zijn verlaten winkelmandjes nog te redden

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Otto Group weet met negentig procent zekerheid te voorspellen welke klanten hun winkelmandjes gaan achterlaten. Althans dat beweert Talend, een dataoplossing waar het van oorsprong Duitse postorderbedrijf gebruik van maakt. Otto heeft ook enkele troeven in handen om deze klanten toch over te halen hun winkelmandje af te rekenen. Talend zet er een aantal op een rij.

CAN ABANDONED CARTS BE SAVED?

A RETAILER'S GUIDE

TO TURN PURCHASING INTENTIONS INTO SALES

HOW BIG OF A HEADACHE IS SHOPPING CART ABANDONMENT?



RETAILERS ARE MISSING OUT ON...

Extra revenues

£££

Long-term customer relationships



The opportunity to upsell



42% of consumers intend to purchase the goods in their shopping cart



BUILD CUSTOMER LOYALTY

Resolve Shoppers' Biggest Frustrations:

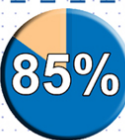


TIME TO ACT

Smart retailers are turning to **real-time analytics** to convert window shoppers into customers, providing:

GETTING SHOPPERS OVER THE FINISH LINE

Real-time discounts or bundled offers on their selected goods would make them act say



of consumers say they would either complete a purchase or return to an abandoned cart, if they were offered **free delivery**

GAME

CHANGER

- 50%** Real-time discounts
- Offers of free or reduced delivery fees
- Personalised offers
- Complimentary recommendations
- Reminders and prompts

POWER OF PREDICTION

Talend customer, the OTTO Group, is the world's second largest online retailer in the B2C market.

By applying solutions made possible by access to extensive customer data, OTTO can now predict with **90%** accuracy customers who are likely to abandon a cart.

Now, OTTO can provide incentives and promotions to these customers before they leave the site.

*Talend surveyed the views of 162 UK Consumers in September 2015.

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