

# Abandon basket, abandon browse

Optimise and increase your open rates, clicks and ROI

---

Data  
influenced  
journeys





## Abandon basket, abandon browse

---

### Challenge

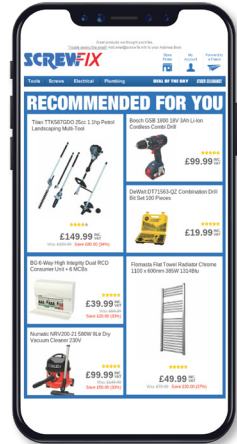
Abandon basket and abandon browse emails were set up and left to run for several years.

Emails were static, with the same message for all and totally lacking in any personalisation. Data files were passed to us daily and blast abandon emails were sent at the same time, every day.

While these emails generated some revenue, we immediately identified these initiatives as potential to optimise in order to increase open rate, click and ROI.

## Solution

- Created a highly personalised campaign with contextual content to only reach consumers when they were considering a purchase
- Used our in-house data science techniques including machine learning to provide predictions of likely next purchase
- Data used included; product combinations, demographics, date, time and location
- Contact was automated to just one hour following the customers activity



## Impact



**Abandoned basket campaign has increased online sales** by 20% accounting for £93K annual sales so far



**The abandon browse campaign has a 57% open rate** with 5% conversion and £116k YTD sales – with a 25% uplift



**What was an initial one-month trial has become a key part of the digital marketing strategy**

# Wired to solve problems

**We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.**

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

**Stay connected to discover more inspiring guides and stories within our 'knowledge think tank'.**



**Data  
influenced  
journeys**

# profusion

## Winning together

### Our client partners



**first direct**



**M&S BANK**

**C O T Y**



**Data  
influenced  
journeys**

**Profusion (UK office)**, 69-77, Telephone House, Paul St, London, EC2A 4NW

**Profusion (Dubai Office)**, CNN Building No 2, Al Sufuoh Rd, Dubai Media City, PO BOX 72280