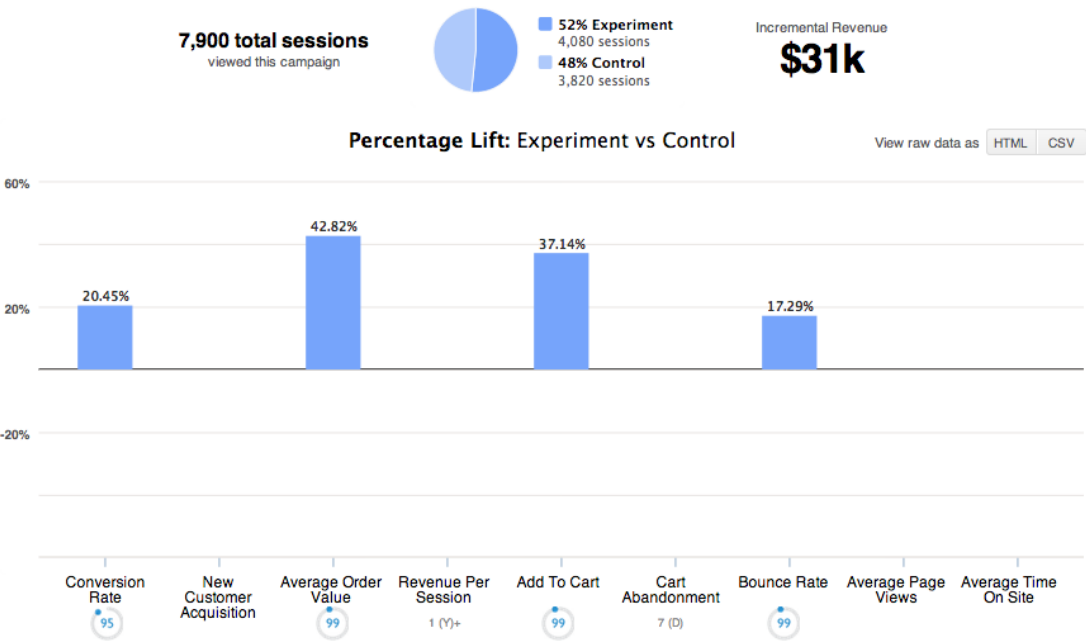# Abandoned Cart Test:

Experiment designed to engage visitors that left items in
shopping cart and then returned to website at a future date.
Shopping cart platform did not have this capability. Experiment
was run to determine lift in conversion and average order value.
Statistical results indicated this experiment to be a success.
Future versions were designed to improve this experience.
Further testing concluded moderate increases over this baseline.

Experiment

Test Results

Abandonded Cart Lightbox

Incremental Revenue	Projected Annual Revenue
$31k	**$84k**

Over the period of [Earliest to date ▾]

7,900 total sessions
viewed this campaign

- 52% Experiment
  4,080 sessions
- 48% Control
  3,820 sessions

Incremental Revenue
$31k

Percentage Lift: Experiment vs Control

View raw data as [HTML] [CSV]

Conversion Rate	New Customer Acquisition	Average Order Value	Revenue Per Session	Add To Cart	Cart Abandonment	Bounce Rate	Average Page Views	Average Time On Site
20.45%		42.82%		37.14%		17.29%		
95		99	1 (Y)+	99	7 (D)	99		