



Few Weeks Ago

After WebEngage

# How American Swan Reduced Cart Abandonment Rate By 20%

Company Profile: American Swan is an International online Fashion & Lifestyle brand that combines Urban American Lifestyle with a quintessential Youth Oriented Fashion.

## The Objective

The Product team at American Swan wanted to understand user behavior while abandoning the cart. Users either abandoned purchase on cart page or payment page. Thus, the product team had two major objectives:

- Identify abandoning customers and seek feedback before they abandon the cart
- Understand the reason for abandonment and take remedial actions.

## The Solution

In e-commerce terms, 'Shopping Cart Abandonment' refers to online shoppers leaving your website after adding, at least, one product to their cart. Cart Abandonment is a major challenge for most online retailers. **Baymard Institute** pegs average Cart Abandonment Rate at 68.55%, meaning out of every 10 carts created only ~3 lead to sale.

**Statista** in its research on Cart Abandonment curated a list of 14 major reasons for customers abandoning checkout before completing the purchase. Essentially these reasons are generic; for a site, in particular, reasons for cart abandonment can be a combination of these or something new

## Key Result

American Swan used a Webengage survey to optimize its conversion funnel. The insights gleaned using the surveys and subsequent implementation led to:

**20%**

Reduction in Cart Abandonment Rate.

“ The insights given by WebEngage are no less than a gold mine! The more you utilize its features, the more you understand the consumer behaviour and thus increase your conversions. ”



**Vibhu Aggarwal,**  
Manager- Analytics & Product  
American Swan

altogether. The best way to unearth reasons for abandonment specific to your site is to ask your customers. Think of nudging users with an intercept to fill a simple survey just before they are about to abandon the cart.

Product team at American Swan did something similar when they devised a campaign on their checkout page, nudging customers to fill survey just before they abandoned the cart.

**Survey Stats**

- High Priced Item
- Coupon Code not applicable
- COD Not Availible
- Just Looking Around
- Having Second Thoughts
- Need Customer Care Assistance
- Any Other Reason

Any Other Reason	
john.deo@gmail.com	Excessive security checks
daniel.robert@gmail.com	Payment unsuccessful
eric.joseph@gmail.com	Unexpected cost
allen.brofoski@gmail.com	Better price elsewhere
tim.joseph@gmail.com	No discounts

They set up the campaign using two rules to trigger the survey into action- Page URL and Leave-Intent Targeting.

Setting up **Page URL** in targeting rule builder makes sure that the survey is active only on specific pages. In this case, all pages that are part of the checkout process for American Swan.

**Leave-intent tech** (also known as exit-intent) monitors cursor movement. A survey pops up on screen as soon as the cursor moves beyond browsing area (to close/switch the

tab/browser). We have seen some great results reining in **Cart Abandonment** using leave-intent tech.

The Survey ran for two weeks, capturing 31k unique views and 2.6k responses, on the whole, registering response rate of 8%. The survey results provided valuable insights, such as:

- People who stated the reason for abandoning as “just surfing around” had very high cart values.
- Required refinement in onsite messaging to reduce ambiguity.
- Incorporate necessary tweaks in UI/UX based on customer feedback.

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WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

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