B2B SHOPPING CART RECOVERY
HOW TO RETARGET YOUR LOYAL CUSTOMERS WITHOUT ANNOYING THEM
Villy Lammie
Marketing Automation Manager
FERGUSON ENTERPRISES
• The largest U.S. distributor of plumbing supplies, PVF, waterworks and fire and fabrication products
• Major distributor of HVAC equipment and industrial products and services
• Servicing predominately trade and professional contractors
CART ABANDONMENT RETARGETING
The Norm

- Hurry! These Deals Won’t Last!
- Checkout Now
- Don’t Forget: You’ve Got Products in Your Cart
- Buy Now
Why Abandoned Cart?

• Average cart abandonment rate - 77%
• Average abandonment rate on mobile phones – 84%
• Average abandoned cart emails open rates – 43%
• Average cart abandoned emails click rate – 20%
• Average abandoned cart emails conversion – 10%
How to Make Abandoned Cart Work for B2B

The Customer

The Channel

The Goal
The Anatomy of Abandoned Cart Retargeting

**CONSUMERS**
- **Timing**: Immediate
- **Message**: Products Left in Cart
- **CTA**: Buy Now
- **Measure**: $$Revenue$$

**B2B TRANSLATION**
- **Timing**: Sensitive
- **Message**: Products Left in Cart + Helpful Information
- **CTA**: “How Can We Help?”
- **Measure**: Revenue + Adoption
Ferguson’s B2B Abandoned Cart Example
Tier 1 – No Registration

The Middle Child

Timing: Immediate
Number of alerts: 3
Message: Product left in cart
CTA: Checkout Now
Secondary Message: Register
Tier 2 – Lightly Registered

The Youngest Child

**Timing:** Immediate

**Number of alerts:** 3

**Message:** Product left in cart

**CTA:** Finish the Job

**Secondary Message:** Site features and adoption
Tier 3 – Fully Registered

The Firstborn

Timing: 24-hour
Number of alerts: 2
Message: Products left in cart/Additional Actions
CTA: Checkout/Get a Quote/Add to My List
Secondary Message: N/A
Consumer Equivalent
## Campaign Results

*Over $520 million annual attribution*

<table>
<thead>
<tr>
<th>COLUMN HEADING</th>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
<th>Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>43%</td>
<td>40%</td>
<td>42%</td>
<td>38%</td>
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<tr>
<td>Clickthrough Rate</td>
<td>26%</td>
<td>25%</td>
<td>26%</td>
<td>16%</td>
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<tr>
<td>Conversion Rate</td>
<td>6%</td>
<td>5%</td>
<td>13%</td>
<td>4%</td>
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</tbody>
</table>
FINAL THOUGHTS

- Yes on Abandoned Cart!
- Make it valuable to your customer
- Design it as a continuation of the transactional process
- Set your goal and establish measurement
THANK YOU!