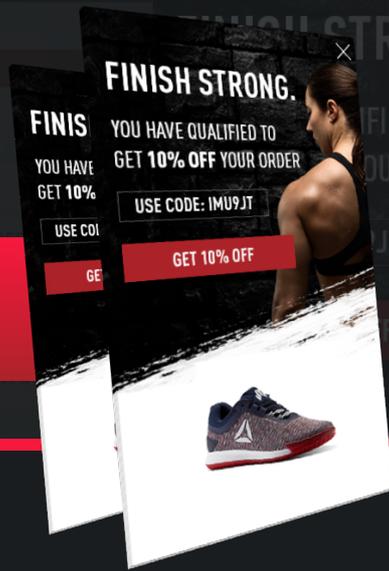




How Reebok Used On-Site Messages to Curb Mobile Abandonment



The Problem

The fashion industry sees over \$1 Trillion of online sales abandoned a year. Our research shows that in this industry 70% of visitors that add items to their cart will abandon. With this in mind one of the world's biggest sports brands, Reebok, were quick to identify how curbing cart abandonment could boost their sales.

The Objective

To encourage shoppers to complete their purchase without leaving Reebok's website and increase online sales.

The Solution

Reebok had worked with SaleCycle previously for other abandonment solutions. After seeing impressive results and unrivalled professionalism on short-term campaigns, it meant it was an easy decision for Reebok to return to work with SaleCycle on a long-term basis.

By displaying a mobile & desktop optimized on-site message that triggers on exit intent or 90 seconds of inactivity, the message uses real-time cart data to present a discount code which varies based on the value of the cart.

Depending on whether the cart is above or below a certain value, shoppers will receive a temporary code for a discount on their purchase. As a result, this has encouraged higher average order values. The on-site message also displays the exact item being abandoned to keep shoppers engaged with their purchase.



We love how SaleCycle has supported us from implementation to go live and beyond. We're converting shoppers who would have otherwise left their basket behind, which wouldn't have been possible without our On-Site Messages.

- Chelsea McLeod, Digital Brand Commerce at Reebok



Mobile Vs Desktop Results



Close Rate -46%



Conversion Rate +7%



Conversion from Click +13%



Higher AOV

Overall results



35% Conversion from Click



8% Click Rate

Why SaleCycle?

- We know why people buy
- Its easy to get started
- We manage everything
- Our reporting is real time



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Find out why 98% of SaleCycle clients would recommend us.



FINISH STRONG.
YOU HAVE QUALIFIED TO
GET 10% OFF YOUR ORDER

USE CODE: IMU9JT

GET 10% OFF

FINISH STRONG.
YOU HAVE QUALIFIED TO
GET 10% OFF YOUR ORDER

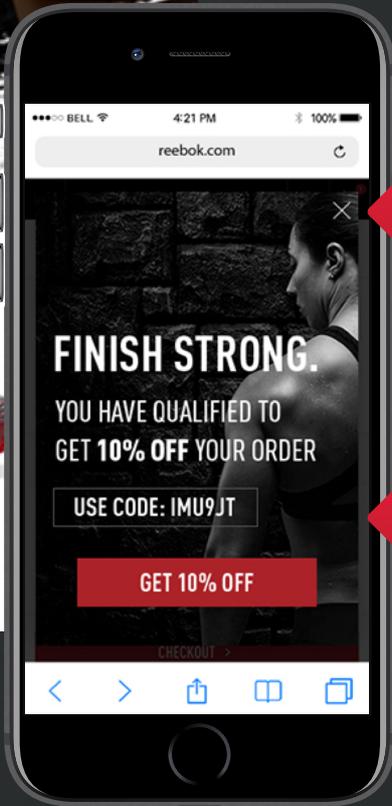
USE CODE: IMU9JT

GET 10% OFF

CHECKOUT >

Reactive to
Cart Value

Includes
Personalized
Product Images



Display on Exit
Intent or Idle
Time

Optimized for
Desktop &
Mobile