



**Background:**

According to a 2010 Forrester Research report, 88% of consumers have abandoned a shopping cart for the following reasons:

- Cost of shipping
- Unprepared to purchase
- Comparison shopping
- Price too high

**Problem:**

1-800-Bakery.com is an e-commerce site with an abandonment rate 10% higher than that seen in the Forrester report, and no confirmed knowledge of reasons driving the high abandonment.

**Solution:**

CRM Metrix implemented Re-Commerce™ to provide a one-to-one feedback connection strategy to understand and address the abandonment drivers, including:

1. Profile of abandoners and **reasons they abandoned**, accomplished with a post-abandonment survey.
2. Build a **CRM database** of abandoners. 1-800-Bakery.com had no information on abandoners prior to the Re-Commerce™ solution.
3. Target abandoners with a relevant promotional offer, **using logic-based response re-marketing**.



**Results:**

- 1 1943 abandoners participated in the survey or were presented a promotional offer on exit.
- 2 38.5% of those who completed the survey or received a promotional offer converted into a sale.
- 3 1-800-Bakery.com saw an incremental increase in sales of \$43,000 from the Re-Commerce™ solution.
- 4 Re-Commerce™ increased 1-800-Bakery.com's overall conversion rate by 11%.

