ClearTrigger

A ClearSight Interactive Solution

Shopping Cart Abandons Trigger Emails...Save Sales

You spent millions getting people to your website to *almost* buy. They visit and look at your product or service, but don't take that final step. We can help you close the sale.

Website order conversion rates vary widely, typically ranging from 1% to 8%. More people abandon than actually buy. It's a real challenge for online marketers to increase sales conversions and reduce their shopping cart abandonment. Just one percentage point increase in conversions could deliver a significant increase in revenue and profits.

If only you could have just one more opportunity to talk to them...convince them to make that purchase, but you don't know who they are. Now there is a way to remarket to customers who viewed your product, got the price and exited your website or abandoned their shopping carts. It's ClearTrigger, a focused email marketing campaign that goes beyond targeted...it's triggered by visitors' behavioral activity on your website.

How ClearTrigger Email Campaigns Recaptures Lost Customers

Through online data collection we are able to determine when people in our opt-in file, over 130 million active permission-based email addresses, visit your website. We hope they do business with you. But when they don't, we can send them an email on your behalf with a really special offer. Upon making the identification match-back connection, we can trigger an email marketing message to that customer on a time-delayed basis. And we can even follow up with multi-touch emails to make sure that you remain top-of-mind when the time is right to finalize the purchase.

Which Visitors Should I Be Targeting?

Rules for determining your most engaged shopper are the starting point of a successful campaign. ClearTrigger applies rules that identify shopping cart and registration form abandons. Then we can expand to target other fully-engaged visitors interacting with your website on single or multiple visits based on pre-identified behavioral touch-points. You should ultimately be able to qualify the top 20% of your website abandoners and get them to come back or go to a store and buy.

Shopping behaviors that can be targeted with ClearTrigger:
- Shopping cart abandonment
- Lead form abandonment
- Engaged website visits based on number or specific page views
- Engaged website visits based information query
- Engaged website visits based on time spent on website

ClearTrigger offers marketers the power to reconnect with your customers and prospects with advanced CRM marketing communication technology. In addition to identifying and re-targeting web shoppers, we also provide a range of suppression and segmentation capabilities to ensure that you are talking to prospects with high purchase intent and delivering the most relevant messages to them.

Need More Information?

Are you interested in hearing more about how ClearTrigger can specifically help save customers, save sales and create new ones? Email us sales@clearsightinteractive.com or by contacting Tim Daly at (215) 543-3492 x201 to learn more about the power of ClearTrigger.

ClearSight Interactive