



Cart Closer™
Precisely targeted offers

The most effective
cart abandonment
solution is getting
a major upgrade

Grow your sales with precise data-driven offer targeting

Get a demo of Cart Closer 3.0 today!

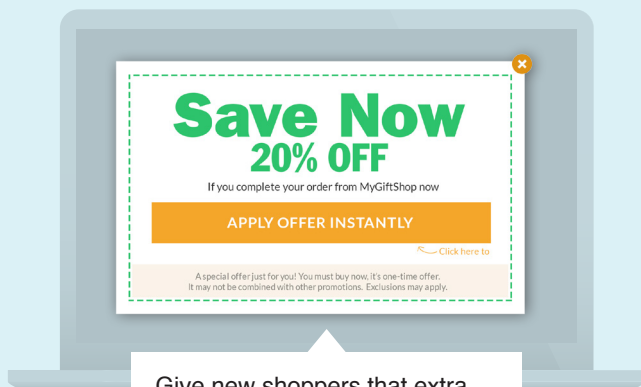
Three strategies to maximize your profit using Cart Closer 3.0

STRATEGY 1: Target offers based on customer past behavior

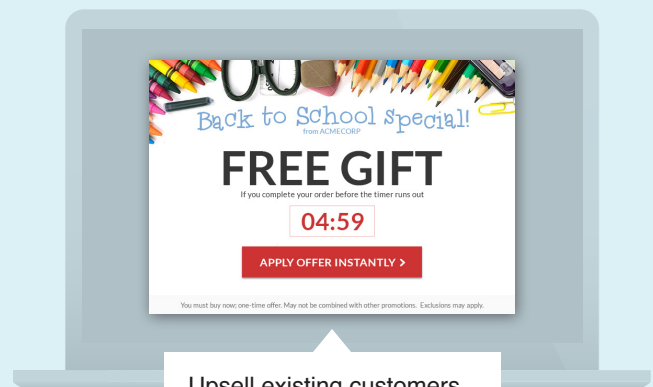
"I want to seal the deal with new shoppers."

"I'd like to upsell loyal customers with a special offer."

"I don't want to give discounts to people already going to buy."



Give new shoppers that extra push to buy. Ex: 20% off offered only to first-time shoppers.



Upsell existing customers. Ex: Free gift offered only to repeat customers.

Outcome: new customer acquisition and increased profit.

GET A DEMO OF CART
CLOSER 3.0 TODAY!

Info@ConversionsOnDemand.com 1.888.540.7698 www.conversionsondemand.com

 **Conversions™**
On Demand

STRATEGY 2: Target offers based on type of product

"I want to promote the sales of specific brands and/or categories."

"I want to exclude MAP and low-margin products."



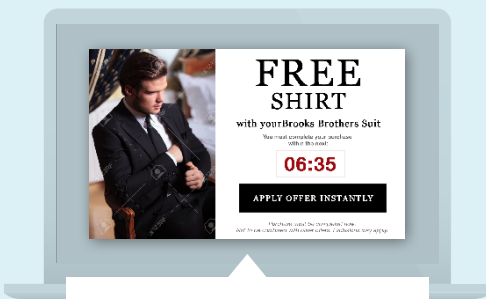
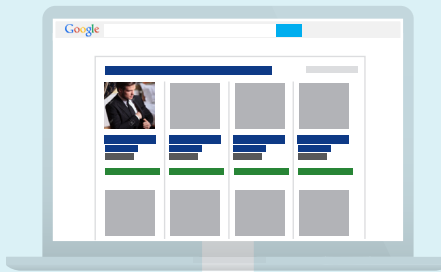
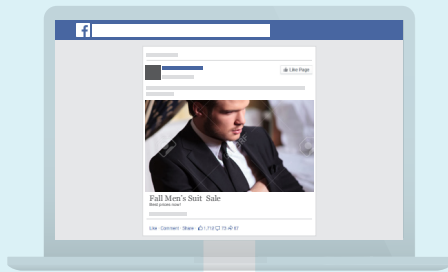
Increase sales by including/excluding any type of product. Ex: Offer connected to specific item.

Outcome: more sales, better margins, and good vendor relations.

STRATEGY 3: Create offers specific to your marketing channels

"I want to make sure my PPC translates into sales."

"I want to create a promotion in line with my marketing campaign."



Align an offer with a specific campaign. Ex: Offer presented only to shoppers who arrived via a designated facebook ad and added a promoted product.



Get searchers who go for the cheapest price. Ex: Create instant price differentiation on a specific product from your competitors via a hyper-targeted PPC/PLA offer.

Outcome: hyper-targeted offers help marketing campaigns translate into higher sales.

Controlling who sees an offer

Cart Closer 3.0's filters in combination

FILTER COMBO TARGET EX. 1: New customer searching for specific brand

CHOOSE TRAFFIC SOURCE	Paid Search Organic Search Email Social Media
CHOOSE CUSTOMER TYPE	New Repeat/loyal Cart abandoner
CHOOSE PRODUCT TYPE	Brand Category Price No MAP
CHOOSE \$ IN CART	\$0-99.99 \$100-299.99 \$300+

OFFER DISPLAYED:



FILTER COMBO TARGET EX. 2: Loyal customer coming from a holiday email promotion

CHOOSE TRAFFIC SOURCE	Paid Search Organic Search Email Social Media
CHOOSE CUSTOMER TYPE	New Repeat/loyal Cart abandoner
CHOOSE PRODUCT TYPE	Brand Category Price No MAP
CHOOSE \$ IN CART	\$0-99.99 \$100-299.99 \$300+

OFFER DISPLAYED:

