

## ABANDONED SHOPPING CART CAMPAIGN DRIVES REVENUE



Costco used Abandoned Shopping Cart campaign to drive an **additional 2.5% in revenue**



### CAMPAIGN OBJECTIVE/CHALLENGE

- Re-marketing campaign to convert abandoned shopping carts into purchases
- Created a "reminder" email to drive conversion

### RESULTS

The campaign had tremendous response and performed above expectations:

- Drove additional 2.5% revenue
- Click through rate over 20%
- Conversion over 20%

*"In late 2008, Costco introduced an abandoned shopping cart "reminder" email into the overall email marketing mix. The program has been very successful, recapturing an additional 2.5% in revenue."*

- Amy Norton, Director of Online Marketing, Costco