

RECOVER LOST REVENUE



Cart Up

With approximately three in four customers dropping out during the checkout process, cart abandonment is one of the biggest challenges in online retail. Connecting with those abandoners can enable you to transform lost sales into new opportunities.

CartUP bridges the gap between lost revenue and finalized purchases. It collects customer add-to-cart data from your Salesforce Commerce Cloud, triggers cart recovery emails containing the exact items that were left in the cart and sends them to your lost customers. You can choose to include promotions and discounts in the same emails for better results.

CartUP is integrated with **Salesforce Marketing Cloud**, allowing you to automate email alerts directly from the SFMC platform. Send abandoned browse emails to registered users who browse your website but do not add anything to their shopping carts.

PLATFORM: Salesforce Commerce Cloud

CONTACT: contact@osf.digital



SFRA
Compatible



CUSTOMIZATION
Services Available

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FEATURES & BENEFITS

“68.63% is the average documented online shopping cart abandonment rate.”

It’s time to get them back!

SFRA COMPATIBILITY

CartUP can now be integrated with Salesforce Commerce Cloud’s Storefront Reference Architecture (SFRA), the blueprint for site design.

INTEGRATED WITH MARKETING CLOUD

CartUp integrates seamlessly with Salesforce Marketing Cloud. Automated email alerts can be sent directly from the SFMC platform with this integration.

GUEST USER OUTREACH

Send cart recovery emails even to users who don’t have a registered account but have agreed to enter their email address on the checkout page.

CUSTOMIZABLE EMAIL SENDING

Send customized emails hours or days after customers have left your website. A merchant can also set the number of emails a cart abandoner should receive.

PERSONALIZED EMAILS

Motivate your customers to complete their purchase with personalized emails recovering their abandoned carts. A link inside the email will send them directly to the cart page where the abandoned items are displayed.

REPORTING DASHBOARD

Keep track of all items that have been purchased, abandoned carts vs. recovered carts, and if the user was a guest or a registered customer. View real-time statistics on the Total Revenue Recovered from abandoned carts and Average Recovered Cart Value as well as other useful statistics about your website’s users activity.

ABANDONED BROWSE EMAILS

Effortlessly re-engage registered users who browse items on your site but leave without making a purchase by sending targeted abandoned browse emails, encouraging them to return and complete their shopping experience.

OMIT CATEGORY OR PRODUCT

Utilize a custom preference to selectively exclude specific products or product categories from reminder emails, ensuring that excluded category IDs or product IDs are not included in abandoned cart emails.

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Let’s keep in touch!