

LEADMatch CASE STUDIES

Online Specialty Food Retailer

DIRECT MAIL TARGETING — SHOPPING CART ABANDONMENT

CLIENT OBJECTIVE

Utilize direct mail to re-engage and encourage new consumers to complete their purchase

SUCCESS METRIC

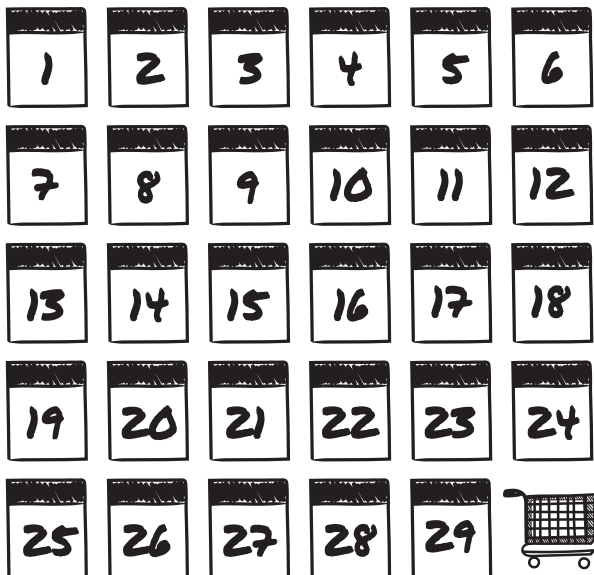
Purchases

INSIGHTS OVERVIEW

- 2,857 abandoned shopping carts identified over a 30-day period
- Over 58% of converting consumers that were retargeted completed their purchase within 3 weeks of receiving the mailer
- Over 25,000 shopping carts were tracked during the campaign

RESULT

2,857 abandoned carts
99% addresses matched
58% re-engaged and completed purchases



(the other guys)



(LEADMatch results)