



B2B SHOPPING CART RECOVERY

HOW TO RETARGET YOUR LOYAL CUSTOMERS
WITHOUT ANNOYING THEM

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Marketing Automation Manager

FERGUSON ENTERPRISES

- The largest U.S. distributor of plumbing supplies, PVF, waterworks and fire and fabrication products
- Major distributor of HVAC equipment and industrial products and services
- Servicing predominately trade and professional contractors



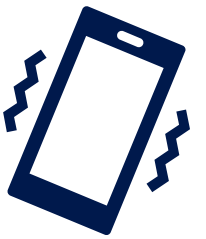
CART ABANDONMENT RETARGETING

The Norm



• Hurry! These Deals Won't Last!

Checkout Now



BUY NOW

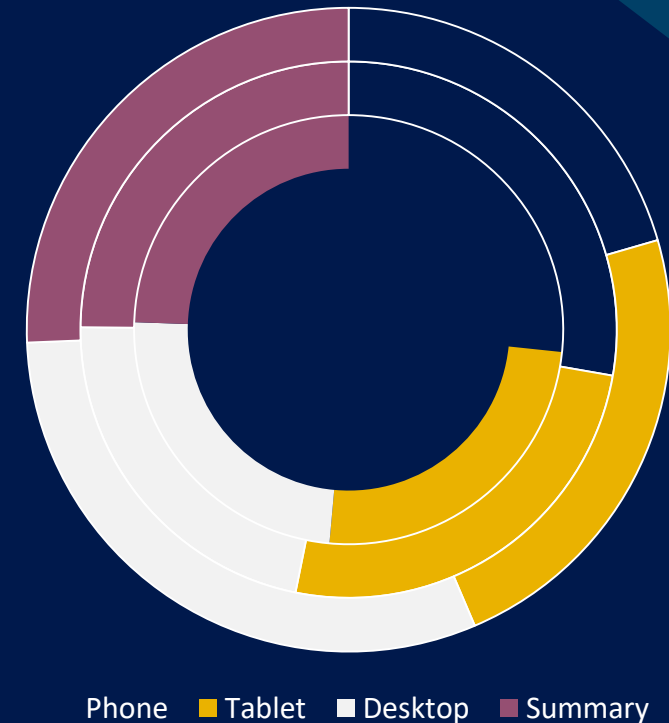
• Don't Forget: You've Got Products in Your Cart



Why Abandoned Cart?

- Average cart abandonment rate - 77%
- Average abandonment rate on mobile phones – 84%
- Average abandoned cart emails open rates – 43%
- Average cart abandoned emails click rate – 20%
- Average abandoned cart emails conversion – 10%

Online Cart Abandonment



A detailed photograph of industrial machinery, likely a steam engine or boiler system. The image is filled with various components, including pipes, valves, and a large metal grate. Several prominent yellow handwheels on valves are scattered throughout the scene, providing a strong color contrast against the metallic and blue tones of the machinery. The lighting is dramatic, with highlights and shadows that emphasize the textures and forms of the equipment.

How to Make Abandoned Cart Work for B2B

The Customer

The Channel

The Goal

The Anatomy of Abandoned Cart Retargeting

CONSUMERS

- **Timing:** Immediate
- **Message:** Products Left in Cart
- **CTA:** Buy Now
- **Measure:** \$\$Revenue\$\$

B2B TRANSLATION

- **Timing:** Sensitive
- **Message:** Products Left in Cart + Helpful Information
- **CTA:** “How Can We Help?”
- **Measure:** Revenue + Adoption

Ferguson's B2B Abandoned Cart Example

Tier 1 – No Registration

The Middle Child

Timing: Immediate

Number of alerts: 3

Message: Product left in cart

CTA: Checkout Now

Secondary Message: Register


Subject Line

FERGUSON

ABOUT US | LOCATIONS | SHOP

**We Saved Your Cart
FOR YOU!**

CHECKOUT NOW >

 SKU
Copper 90 Degree Elbow

CHECKOUT NOW >


FERGUSON Search for products LOGIN REGISTER CART (0)

ALL PRODUCTS SHOP BY INDUSTRY FERGUSON PRO SHOP BY ROOM

Save time and make your day easier.

Take advantage of our large inventory and dedicated customer support with a ferguson.com account.

REGISTER TODAY >

 Have questions or need further assistance?

1(888) 222-1785, Monday-Friday 8 A.M. - 8 P.M. EST
or email: customer.support@ferguson.com

Click [here](#) to stop receiving these reminders.

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Tier 2 – Lightly Registered

The Youngest Child

Timing: Immediate

Number of alerts: 3

Message: Product left in cart

CTA: Finish the Job

Secondary Message: Site features and adoption


Subject Line

FERGUSON

ABOUT US | LOCATIONS | SHOP

Your Cart Looks READY FOR A PROJECT!


FINISH THE JOB >



Check out what is currently in your cart:


SKU
Copper 90 Degree Elbow

FINISH THE JOB >

 **Products from Plumbing Supplies to Indoor Lighting**

Our extensive online catalog of plumbing supplies, HVAC parts, lighting fixtures, pipe, valves and fittings has what you need to get the job done.

SHOP NOW >

 **Have questions or need further assistance?**

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Tier 3 – Fully Registered

The Firstborn

Timing: 24-hour

Number of alerts: 2

Message: Products left in cart/Additional Actions

CTA: Checkout/Get a Quote/Add to My List

Secondary Message: N/A

Subject Line




FERGUSON

ABOUT US | LOCATIONS | SHOP

We Saved Your Cart FOR YOU!

CHECKOUT NOW >

Your cart is still here waiting for you to complete your order whenever you are ready.

	SKU	Copper 90 Degree Elbow	Quantity: 2
	SKU	Copper 90 Degree Elbow	Quantity: 2
	SKU	Copper 90 Degree Elbow	Quantity: 2

CHECKOUT NOW >

Not Ready to CHECKOUT?

Purchase these products in the future with our *Save for Later* feature. Select the products you wish to keep and mark them to save for later.


SAVE FOR LATER >

Add products, share, print, and even add lists back to your cart with My Lists. Select the product and click on the "Copy to My Lists" option to add it to an existing list or to create a new one.

ADD TO MY LISTS >

To receive a quote on the products above, add them to a list and then access your list and submit it for a quote, using the *Get a Quote* tool.

GET A QUOTE >

 Have questions or need further assistance?
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or email: customer.support@ferguson.com

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Consumer Equivalent

[View this email in your browser](#)



MAKE IT YOURS

It's still available. Buy your item today!



ROHL RLS64LPN2 "MODERN ARCHITECTURAL" PULL-OUT SPRAY KITCHEN FAUCET

[COMPLETE YOUR PURCHASE >](#)

[Click here to stop receiving these reminders.](#)



MANAGE INBOX



LOCATIONS



SHOP



GET SOCIAL

[PRIVACY POLICY](#) [SUBSCRIBE](#) [UNSUBSCRIBE](#)

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Campaign Results

Over \$520 million annual attribution*

COLUMN HEADING	Tier 1	Tier 2	Tier 3	Consumer
Open Rate	43%	40%	42%	38%
Clickthrough Rate	26%	25%	26%	16%
Conversion Rate	6%	5%	13%	4%

FINAL THOUGHTS

- Yes on Abandoned Cart!
- Make it valuable to your customer
- Design it as a continuation of the transactional process
- Set your goal and establish measurement



THANK YOU!