UpSellit®

Abandonment Survey

GATHER NON-CUSTOMER INSIGHT. BUILD BRAND LOYALTY.

UpSellit's Abandonment Survey increases site conversions by engaging abandoning site visitors in a dynamic experience that not only gathers actionable business intelligence but also addresses customer concerns, promotes social media, and collects remarketing information. Without any set-up or optimization fees, UpSellit's **100% pay-for-performance pricing** model provides you with a fully custom solution that provides both short and long-term value.

USI technologies

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Abandonment Surveys teach you how to increase your website conversions while promoting brand loyalty.

NOT YOUR TYPICAL FEEDBACK SURVEY

Traditional consumer surveys are typically segmented into four categories: mail, phone, intercept, and focus groups. Each type of survey has its own advantages and disadvantages. For instance, mail or email surveys allow for segmentation and simple analyzation, however they also suffer from low response rates, participant self-selection and often provide unclear responses. UpSellit's Abandonment Survey solution is best compared to an intercept survey. Intercept surveys are traditionally performed on the street or at the point of purchase. This technique is popular for its ability to precisely target participants and because the survey is performed while the experience is still fresh in the consumer's mind. However, traditional intercept surveys are not cost-effective because they require extensive staffing and providing a large sample is extremely time consuming.

UpSellit's Abandonment Survey offers all of the benefits of traditional intercept surveys without any of the disadvantages. Implementing an Abandonment Survey enables businesses to capture complex yet easily analyzed data, identify and target very specific traffic segments, and they offer the ability to present survey experiences that are custom tailored to each type of traffic segment. With UpSellit's 100% pay-for-performance business model, ebusinesses can now capture large amounts of valuable feedback at the moment a site visitor abandons for a very minimal cost.

STRATEGIC SURVEY EXPERIENCES

UpSellit's Abandonment Survey provides the insight needed for ebusinesses to effectively optimize everything from marketing to website architecture. UpSellit's Abandonment Survey aims to provide insight into why the consumer did not complete the purchase. This non-customer feedback is easily segmented and analyzed for opportunities with UpSellit's robust reporting engine. In addition to learning why visitors are abandoning, Abandonment Surveys also use sophisticated question logic to address customer concerns, suggest products or links to relevant information, promote social media engagement and build a remarking database.

The question logic used in Abandonment Surveys is not your traditional linear questionnaire, but rather an intelligent survey experience that reacts to a consumer's responses. Abandonment Surveys have elaborate decision trees that segment consumers and lead them down a multi-threaded path that is optimized to achieve the desired campaign goals. UpSellit's question logic not only provides businesses with outstanding results, it also enhances user experience by delivering highly relevant survey experiences. Whatever a business' primary objective may be, UpSellit's Abandonment Survey uses proprietary abandonment detection technology combined with a custom question logic to deliver rewarding user experiences and outstanding business results.

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