

Email ReMarketing with Datahound® Lead Recovery

Instantly Recover Pre-Submit Leads

With Datahound lead recovery technology, marketers will capture 25-45% more leads from abandoned site visitors. Datahound actively scans designated form fields to collect customer contact information the instant it's typed. UpSellit's Email ReMarketing solution leverages pre-submit, post-submit and returning customer leads for highly efficient customer recovery campaigns that increase overall site conversions by as much as 15%.

Targeted ReMarketing Messages

UpSellit delivers highly successful email remarketing campaigns with perfectly timed, targeted, branded and optimized messages. Leveraging session data and visitor details, UpSellit segments campaigns to target specific interests and concerns. Every component of the remarketing campaign is custom-designed to align with the client's branding, messaging and objectives. UpSellit's remarketing emails are CAN-SPAM compliant, follow the W3C HTML guidelines, and are optimized for mobile devices.

Designed, Hosted & Optimized

Every Datahound Email ReMarketing campaign is custom-developed by UpSellit to align with the client's branding, messaging, marketing strategy and campaign goals. UpSellit manages the email lists, automates the engagements and performs extensive optimization for every campaign. Client-side integration is made very simple with a single tag inclusion on shopping cart pages and an available API for third party integrations.

UpSellit: Strategic Site Abandonment Solutions

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Client Results:

Email ReMarketing Increases Conversions 5.6% for eRetailer.

Campaign Overview:

- 2-Page Checkout Process (Pre-Submit Leads Only)
- 3-Part Email Series Initiated After Abandonment
- Branded Emails with Dynamic Product Images
- Split Test on Timing for Each of the Three Emails
- '5% OFF' Incentive Offered in 2nd & 3rd Email

Campaign Performance:

- Overall Site Conversions Increased 5.6%
- 38.96% Average Campaign Click-Through Rate
- 21.4% Average Campaign Conversion Rate
- Average Order Value Increased by 16.7%

↓ Download the case study at: UpSellit.com/media.jsp

Key Features:

Campaign Management:

- Full-Service Email Design & Development
- Fully Managed Email Lists
- In-Depth Client Reporting & Regular Audits
- Managed Campaign Testing & Optimization

Email Messages:

- Mobile-Optimized HTML Designs
- Personalized Dynamic Content System
- CAN-SPAM & Privacy Policy Act Compliant
- Design, Messaging, and Timing Optimization

Campaign Pricing:

- 100% Pay-for-Performance
- No Setup, Hosting, or Optimization Fees
- No Length-of-Use Contracts
- 24-Hour Client Support Included