

ONSITE RETARGETING HANDBOOK

FOR REDUCING CART
ABANDONMENTS



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INTRODUCTION

Welcome! If you have an ecommerce store and you would like to reduce cart abandonment, you are in the right place. In this *Onsite Retargeting Handbook for Reducing Cart Abandonments*, we are going to show you the best practices to convince people complete their purchase. In each section, you'll find relevant examples that will help you get started improving your website performance right away.

1. ABOUT ONSITE RETARGETING

Onsite retargeting is designed for remarketing to visitors before they leave your website. Like Facebook and Google remarketing ads, you get a second chance to recover abandoning visitors. However, unlike traditional remarketing where there is a certain percentage of visitors you can't retarget, you are guaranteed a second chance with onsite retargeting because your offer is displayed while your visitors are still on your website.

According to the [Nielsen Norman Group](#), most visitors stick around on websites for less than a minute – only just 59 seconds. In a matter of moments, a visitor will decide whether they will stay and browse or leave your website.

A well-timed onsite retargeting popup eliminates distractions, limits choices, and causes visitors to pause and consider your offer again – addressing many of the psychological factors that can impact the decision-making process.

When a visitor leaves your website, you can retarget them with advertisements or newsletters, but you can only re-engage a small percentage of visitors in this way. Using onsite retargeting, you can display another message instantly to your visitors, effectively doubling your chance of converting them into customers. That's what makes onsite retargeting so effective, and a must for ecommerce stores!

2. ONSITE RETARGETING FOR REDUCING CART ABANDONMENT

The cart abandonment rate, or the percentage of buyers who put an item in their cart without completing their purchase is an important indicator of website performance.

According to statistics from the [Baymard Institute](#), the average ecommerce cart abandonment rate is nearly 70%. In other words, **7 out of 10 visitors who add an item to their cart will leave the store without buying.**

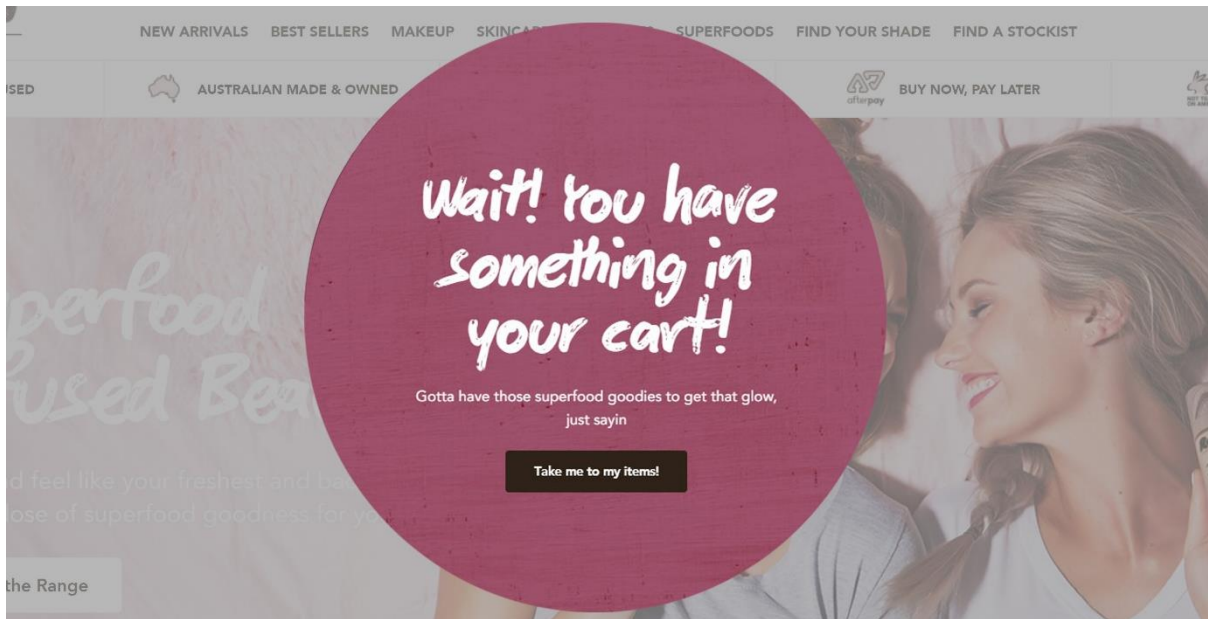
[Statista's](#) analysis of cart abandonment shows that 56% of consumers dropped out of the checkout process when they were presented with unexpected costs. In fact, many of reasons people abandon their cart are similar to the reasons why they leave a website in general. When information or costs are not clear, and when there are usability or security issues, people will leave the checkout process.

Like all visitors leaving your website, onsite retargeting is highly effective at capturing visitors who are leaving their cart behind too. Let's take a look at some of the most effective ways you can use onsite retargeting to people abandoning their cart and convince them to complete their purchase.

2.1. Simple cart notification

As people click-hop through sites, they can easily forget that they put an item in their cart. **One of the easiest ways to reduce cart abandonment with onsite retargeting is to simply notify visitors** when they have something in their cart and are trying to leave your site.

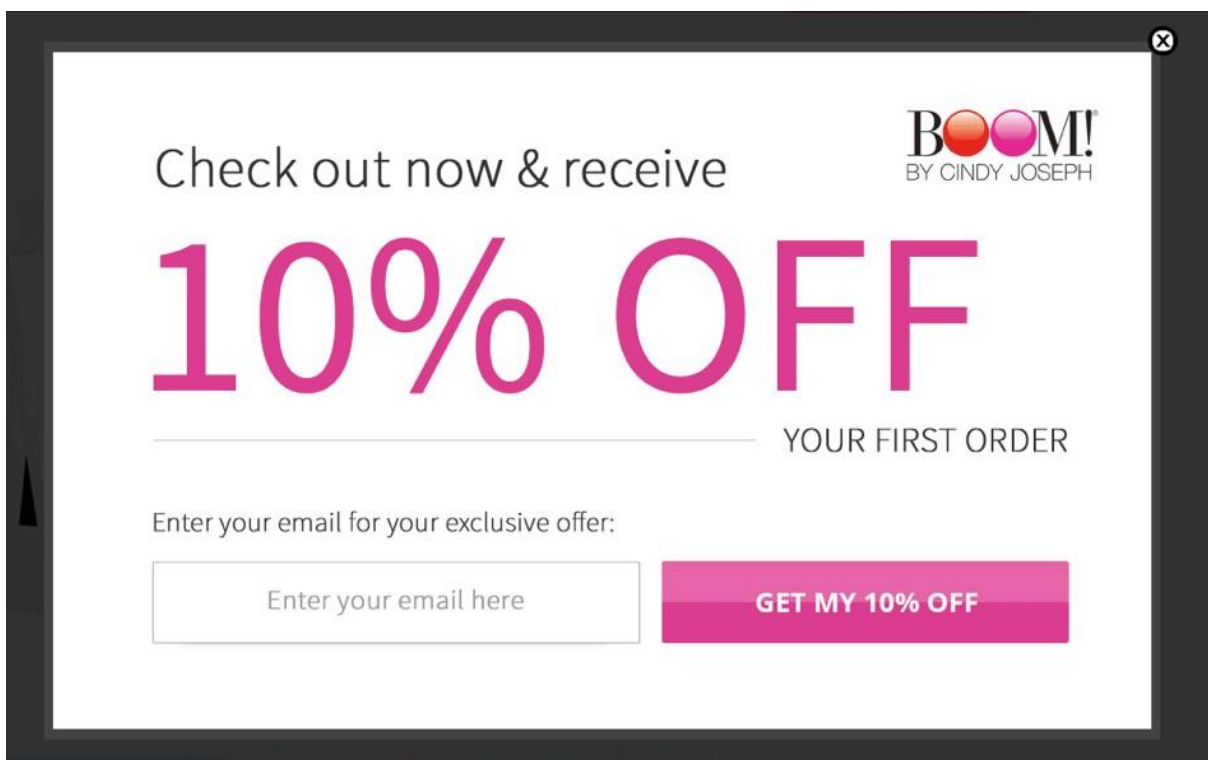
Here's a good example from [Rawwcosmetics.com](#). Their exit-intent popup grabs the attention of people trying to leave the website with something in their cart. The popup reminds visitors to complete their purchase using a very unique design and unusual shape.



2.2. Offer an incentive to complete checkout

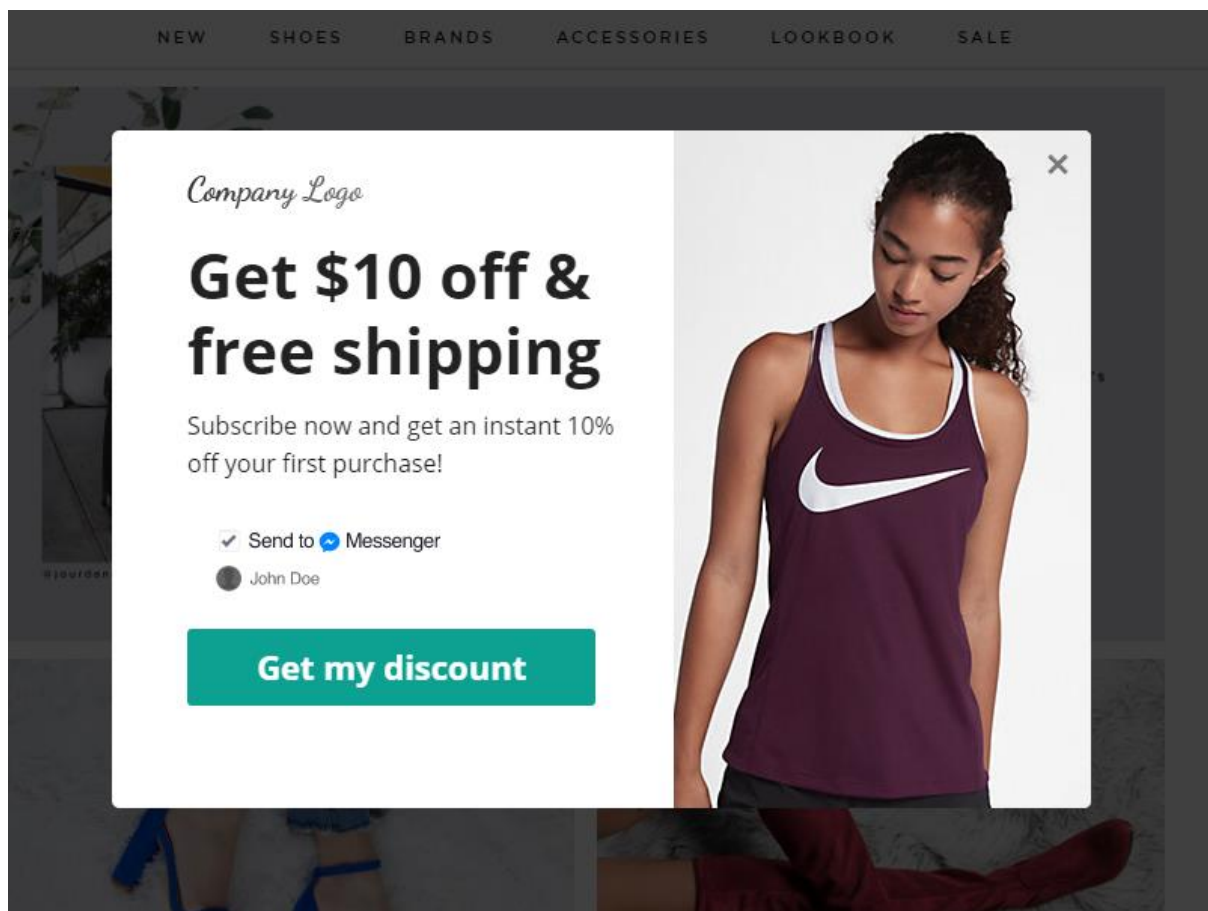
You can improve your efforts to reduce cart abandonment by **providing an extra incentive** like a discount or free shipping.

This popup below from Boombycindyjoseph.com notifies visitors that they have something in their cart and goes a step further by providing 10% off to complete the checkout process immediately.



Offering a discount in exchange for an email address is a common practice. But there's a new trend: **building a Facebook Messenger list** from these visitors. Facebook Messenger popups provide a much better user experience because visitors can get their discount without any typing, with only one click.

Not to mention that smartphone users check their Facebook 14 times a day. Using Messenger sequences, you can achieve **80 to 90%+ open rates**. It sounds unbelievable, right? Including Messenger in your popups you can get higher open rates from you subscribers.

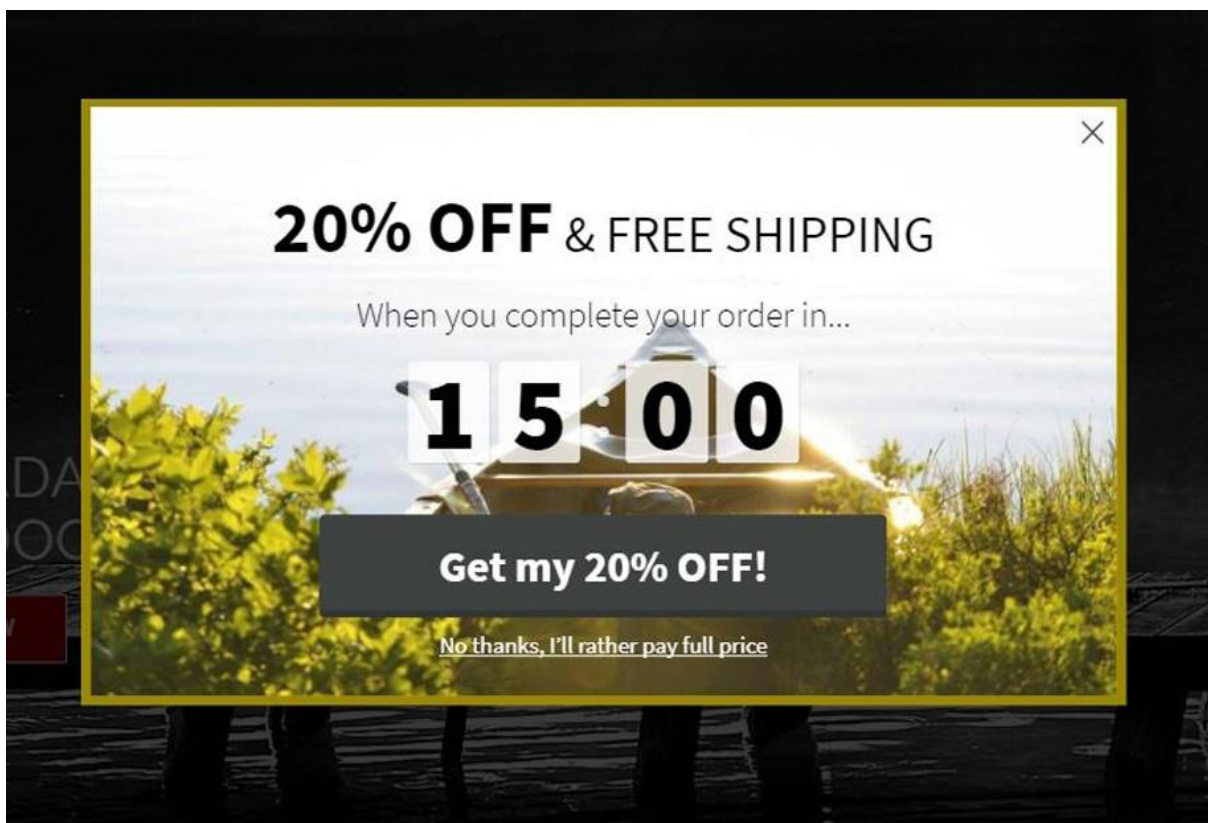


2.3. Increase the sense of urgency

According to renowned psychologist, [Dan Ariely](#), **fostering a sense of urgency is a very effective way to overcome procrastination**. There are many ways to make your visitors feel like there is a "ticking clock" urging them to complete their purchase immediately.

One of the best solutions is a special offer that is only available for a limited time. The expiration date of the offer creates a sense of urgency in your customers. You can use this method with discounts and coupons for all types of products.

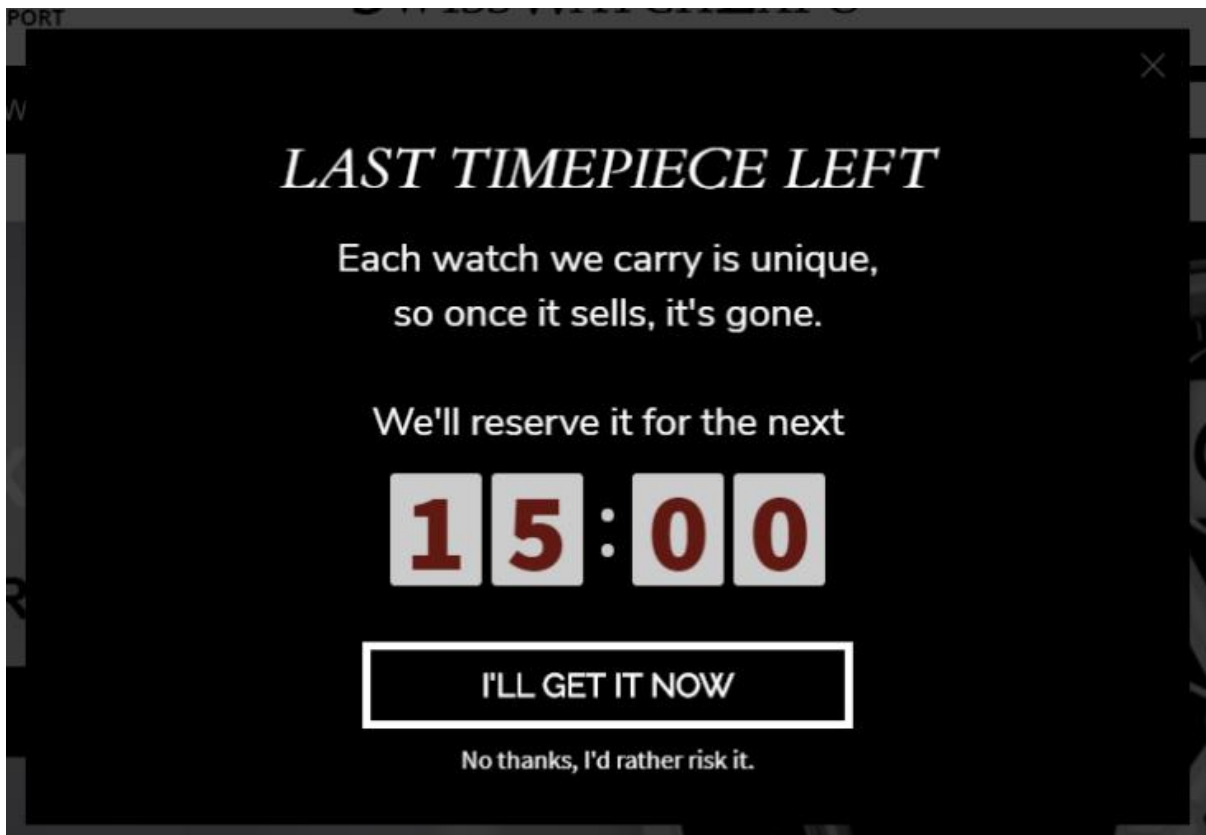
Prospectorknives.com uses an onsite retargeting popup which is a perfect example of increasing the sense of urgency in buyers. They provide free shipping & 20% off if the person abandoning their cart finishes the checkout process within 15 minutes.



2.4. Communicate the scarcity of your offer

Closely related to increasing the sense of urgency is communicating the scarcity of an offer. **You can hint that inventory is limited and supplies are running out**, encouraging your customers buy a product before it runs out of stock. While not as powerful as the limited time offer, there is definitely a strong impact. Communicating scarcity can also increase buyer confidence by implying there is demand for the product and showing a certain number of items have already been sold.

Here's an example from Swisswatchexpo.com. They convince abandoning visitors to complete their purchase immediately because "last timepiece left".



2.5. Cart notification with nanobars

In addition to typical popup overlays, **nanobars are a great way to remind your visitors that they put an item in their cart.** This is a popular solution for cart notifications because nanobars don't cover the content on your site. Visitors can continue shopping without interruption, and they are constantly reminded by the nanobar to complete the checkout process.

Here's a great example from CoffeeForLess.com. This nanobar appears on the top of their website when an item is added to the cart. In addition, CoffeeForLess.com increases the sense of urgency by displaying a countdown timer which "reserves" the cart for a limited period of time – encouraging buyers to checkout immediately.



3. TIPS AND BEST-PRACTICES FOR GETTING STARTED

You should now have several ideas of how you can use onsite retargeting to reduce cart abandonment and improve your store's performance. In this section, we are going to show you some practical tips and best practices to help you get started.

3.1. Segmenting your visitors

Segmentation is one of the most important things to do when you use onsite retargeting. At the very minimum you should separate your visitors into hot and cold prospects.

Hot prospects are engaged visitors who are ready to make a purchase. They are the most likely to buy, and therefore your most valuable and profitable audience.

Your **cold prospects** are visitors who are considering a purchase, but they will need further time to make a decision. Your goal is to capture the contact information of these visitors, so you can continue to market to them via email and other channels.

You can segment your visitors even further based on demographics, interests, and further segmentation based on where prospects are in the purchase process.



3.2. Choosing your campaign type

After defining your audience segments, you need to choose your campaign type. There are classic popups, multi-step popups, sidebars, and nanobars:

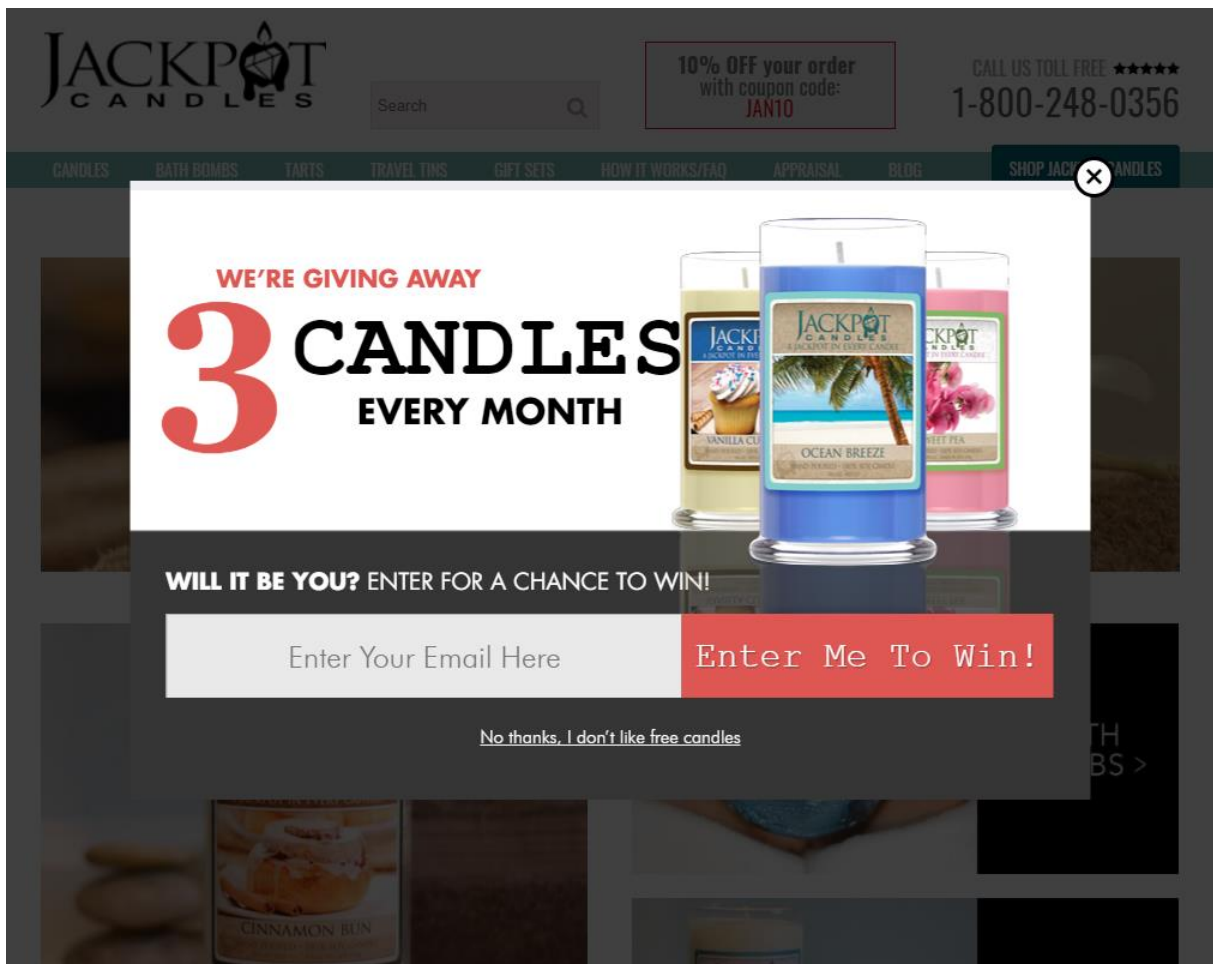
- **Classic popups** are designed with a typical overlay window that appears with your message. These are great for cart abandonment, exit-intent and other times when you want to encourage your visitors to take an action.
- When you have a unique offer or want to confirm genuine interest when visitors sign up, try **multi-step popups**. These appear as a sequence of popup overlays which allow you to show a “Yes/No” option to gauge interest, or additional details about your offer in each popup window.
- **Sidebars** appear on the side of the pages as visitors browse your website. These are effective for gathering email subscribers without interrupting your visitors.
- **Nanobars** are great when you want to remind someone about an offer they’ve signed up for. These notification bars show up at the top and bottom of your website, without blocking the main content. This allows a visitor to continue to browse your website while your offer stays in view the entire time.

3.3. Design tips for your campaign

After you choose the type of popup you want for your website, the next step is to design an effective popup. Here are some tips on designing popups that convert visitors:

- **Use less text with simple messages** using relevant keywords.
- **Focus on one clear value proposition.** Too much information will overwhelm visitors.
- **Call-to-action buttons should be highlighted** to grab your visitors’ attention.
- **Design your popup to match the style of your website** with colors, fonts, and images that reflect your brand.

- **Shorter forms have better conversion rates.** Only ask for an email address, or a name if you want to provide personalization in your marketing.
- If you want to show your campaign on mobile, you have to **use mobile-friendly popups!**



3.4. Triggering your messages

Exit-intent is one of the most popular uses of onsite retargeting. However, there are many more ways to trigger your popups. Choosing the right trigger will ensure your message displays at the right time without annoying your visitors. Here are the different triggering options and some best practices:

| | |
|-----------------------------------|--|
| Frequency | This controls the number of times your popups are shown to each visitor. This is a critical setting to ensure your campaigns don't bother visitors. You should display at most 2 times to keep your visitors happy. |
| Exit intent | Exit-intent is the behavior that a visitor shows when they try to leave your website. Typically, this is detected as the mouse cursor moving towards the "X" button or address bar. Use this trigger to capture abandoning visitors and convince them to sign up or stay on your website |
| Time spent | This trigger will display a popup based on the amount of time someone has been on your website. Use this to target your most engaged visitors, and wait at least 15 seconds or more before displaying your popups. |
| Scrolling | Another great way to capture engaged visitors, triggering your popups based on scrolling will display them to visitors who have read to the bottom of a blog article or scrolled all the way down on a product page. |
| Clicking | This simple trigger helps you create popups and forms that are displayed when someone clicks on a specific button, link or banner. |
| PC vs Mobile | Triggering on PC gives you more options based on visitors' behavior because more information can be gathered. For mobile campaigns, there are fewer options and using a time delay is typically the best trigger. |
| Scheduled campaign | You can schedule your popups to display over different time periods to gauge the effectiveness of your campaigns and make improvements. |
| Delayed closing "X" button | You can delay the appearance of the closing "X" button on your popups. This can help increase conversions because visitors are obligated to read your message and consider your offer. |

3.5. Targeting your campaigns

After you've segmented your audience, designed your popups and chosen your triggers, the next step is targeting your campaigns. Like segmentation, targeting helps you display the most relevant messages to each visitor. Let's look at some effective ways to target your campaigns:

1. **Traffic source** – You can show different popups with unique content for visitors from different sources. Use UTM tags for separating or targeting visitors from paid, organic, social, search and newsletter sources.
2. **Engagement** – This is based on each visitor's browsing history. You can show your popup to new or returning visitors, and those visited a certain number of pages or browsed your website for at least "x" seconds.
3. **Geotargeting** – You can target visitors from different countries. This is a great way to offer different shipping discounts based on location.
4. **Cart-based** – Target visitors who have added something to their cart. You can show a special popup when these visitors try to abandon their cart or specific messages based on the value or items in their cart.
5. **Campaign-based** – To make sure you don't overwhelm visitors, and to include reminders and other incentives, you can target visitors who have seen other campaigns.
6. **Exclusions** – Just like targeting those who have already seen campaigns, you can exclude visitors who have already subscribed to your newsletter. Use your "Thank you" or confirmation page URL to prevent showing your popup to those who are on your email list.
7. **Unique variables** – You can create additional criteria to target your popups based on how your website operates and the products and services you sell.

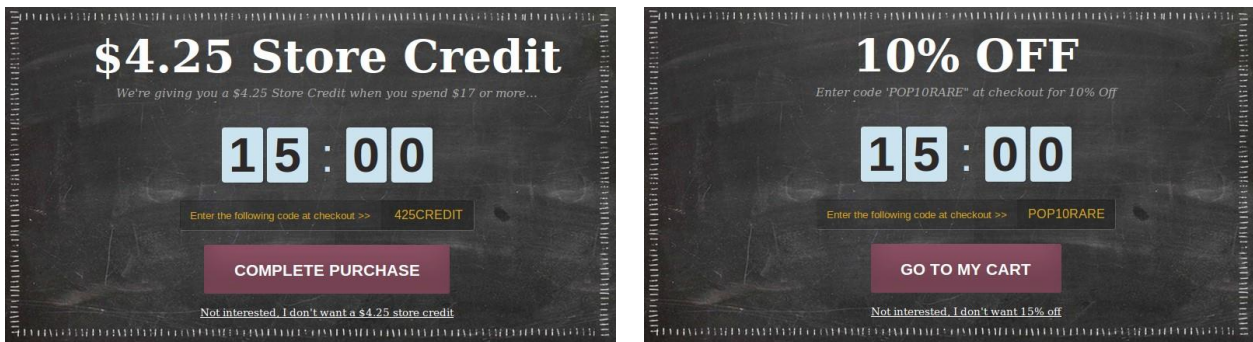
3.6. Testing your campaigns

Now that you've got all the best practices and tips, you're to design and implement a highly-effective popup campaign on your website with onsite retargeting. Once you start running your campaigns, you will want to measure your results and make improvements.

As you increase your conversion rate, you'll want to be sure you stay on track. Using A/B testing, you can compare two different versions of a popup and see which one works better. By comparing them to each other, or more examples in a multivariate test, you can clearly see which popup is the winner. Let's take

a look at an example from Bootcuffsocks.com an online retailer specializing in boot cuffs and socks.

When Bootcuffsocks.com tested these two popups against each other for 40 days, they saw that 15% more people signed up for version 'B' compared to version 'A' – version 'B' (with the 10% OFF) was clearly the “winner”.



Here are some elements that are worth testing on your popups:

- headline or title;
- call-to-action text;
- call-to-action button color, size, and alignment;
- font style, color, and size;
- background images;
- and value proposition.

You'd be surprised how a few small changes can lead to some big increases in results!

4. CASE STUDY – AVON

The Company

AVON is an international company present on the market for more than 130 years. The scope was to create an opportunity for women to earn money. The company launched its Hungarian ecommerce site in November 2013.



WEBSITE

Avononline.avon.hu

INDUSTRY

Beauty

COUNTRY

Hungary

CAMPAIGN

Decrease Cart Abandonment Rate

RESULTS

- Cart abandonment decreased by 16.5%
- Over 5000 new subscribers

Solution

The main aim of AVON was to be able to communicate the right offer at the right time. They were looking for a solution that helped them track the ever-changing visitor behavior to be able to display tailored offers to their future customers. AVON decided to choose OptiMonk in 2015. Since that, there were several successful OptiMonk campaigns running on AVON's website that are changed and renewed regularly.

“We have tried almost every novelty and we keep a close eye on our results regularly so that we can optimize the results of the campaigns on a weekly basis.”



Ildikó Siklósi
AVON Cosmetics Hungary

AVON

Results

Due to the campaigns targeting the newsletter and subscription pages, AVON's subscription list grew with thousands of new subscribers. Not to mention, that their cart abandonment rate decreased by a significant 16.5% as compared to the period before using OptiMonk.

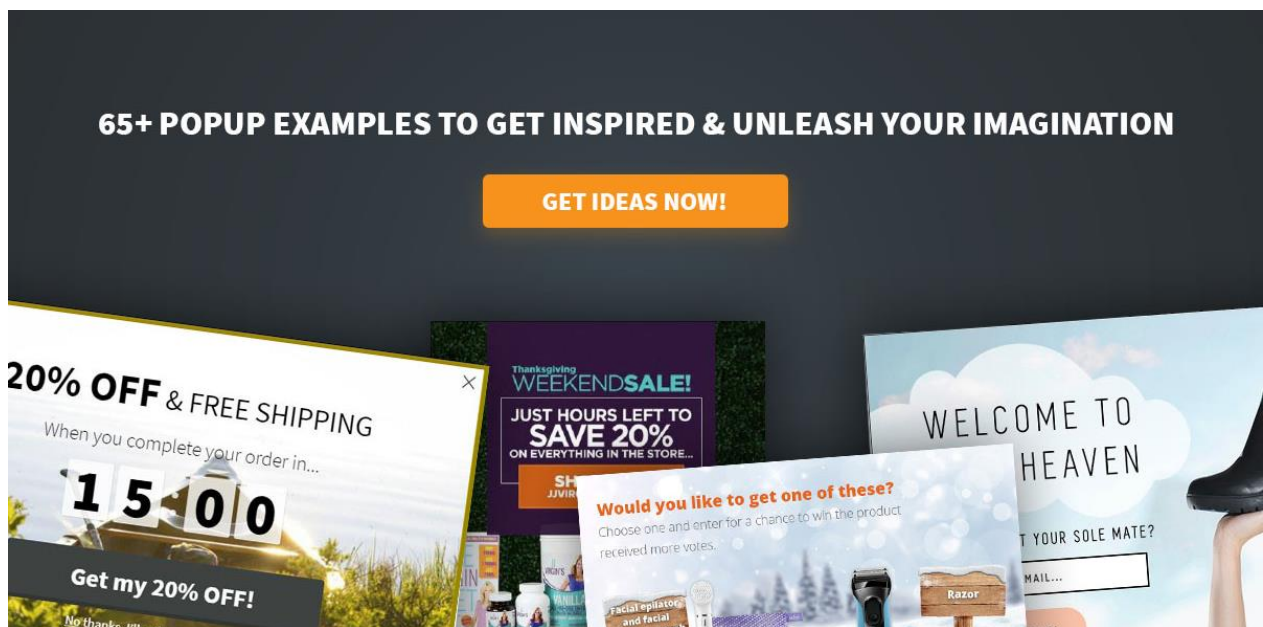
[CLICK HERE &
CHECK OUT THE FULL CASE STUDY](#)

CONCLUSION

Finding a reliable method for reducing cart abandonment is never easy. In this handbook, we looked at how onsite retargeting can be used effectively for this. We looked at some real examples of popups and covered the best practices for segmenting your audience, choosing your campaigns and designing your popups, and setting your targeting and triggering options.

With a well-crafted onsite retargeting campaign, you can display popups at just the right time without annoying your visitors. Many people are concerned about popups ruining the user experience on their website. In fact, with onsite retargeting, you can improve the user experience of your website by redirecting visitors to your best-selling offers and helping them find the relevant information they need to make a purchase decision.

OptiMonk makes it easy for you to get started with onsite retargeting and maximizing the conversions on your website. By following the examples and best practices we've provided, you can start boosting your sales right way. [If you don't have an OptiMonk account yet, you can create a free account now!](#)



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