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6 Ways

Your Competition is Using WhatsApp to Boost Sales

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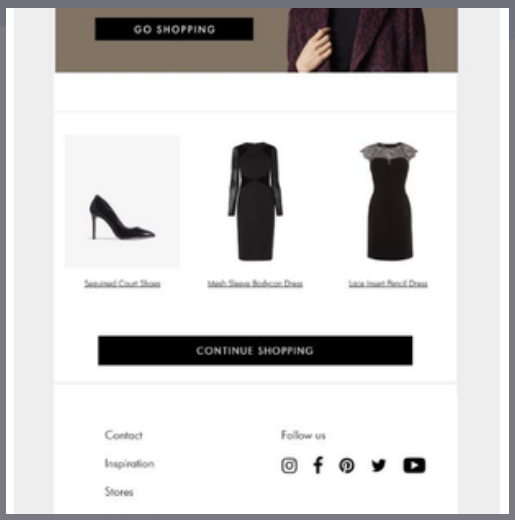
INTRODUCTION

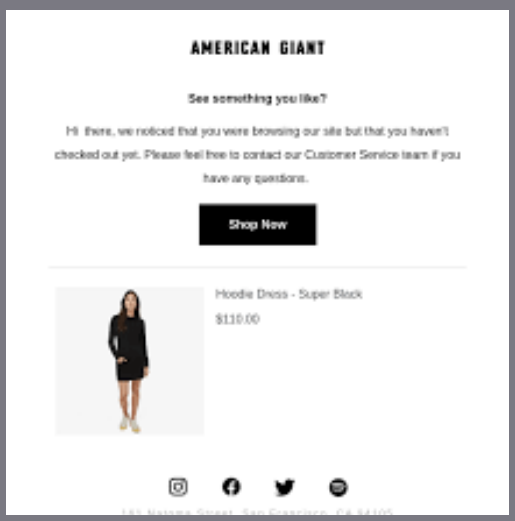
THE AVERAGE ABANDONED CART RATE WAS A WHOPPING 69.57% ACROSS ALL SECTORS IN 2021.

Brands have been trying to put their heads together to find a solution to this pressing problem. The most effective way to tackle this problem is to take proactive measures or reactive action using the right tools and strategies to reduce abandonment rates and boost conversion.

BROWSER ABANDONMENT VS CART ABANDONMENT

A browser abandonment occurs when a visitor lands on your site, browses the product or category pages but leaves without adding it to the cart.





An abandoned cart occurs when a customer browses products, adds them to the cart but doesn't complete the checkout process.

REASONS

Browser abandonment

- Difficulty navigating through the site
- Expensive products
- Difficulty in finding information
- Unable to find the exact products they were looking for
- Research and price comparison
- Window shopping
- Mobile experience

Cart abandonment

- Unexpected shipping costs
- Creating a new user account
- Lack of convenient payment options
- Lack of payment security
- Confusing checkout process
- Window shopping
- Research and price comparison
- Mobile experience

AT WHICH STAGE CAN A BUYER DROP OFF?

Browser abandonment

- Home Page
- Category Page
- Product Page
- Search bar

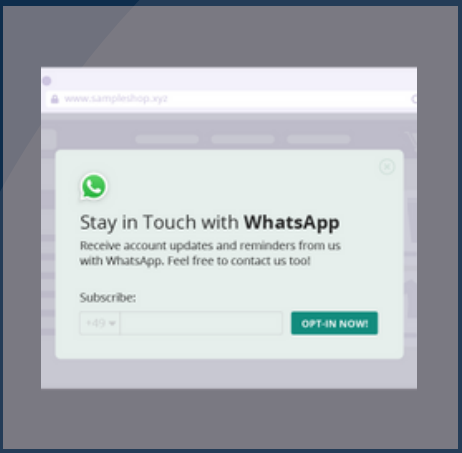
Cart abandonment

- Drops off without sign-up
- Drops off after creating an account
- Drops off at payment page

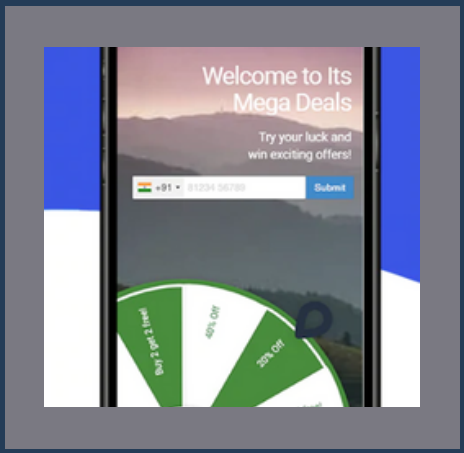
HOW TO COLLECT WHATSAPP OPT-INS?

Onsite Notifications

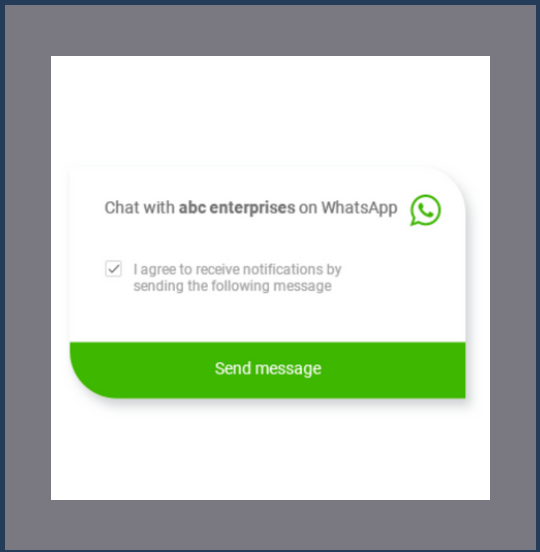
#1: Home page pop up



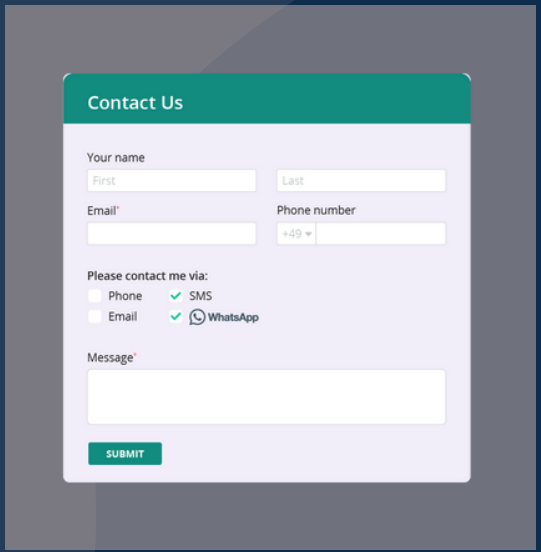
#2: Spin the wheel pop up



#3: Live chat pop up



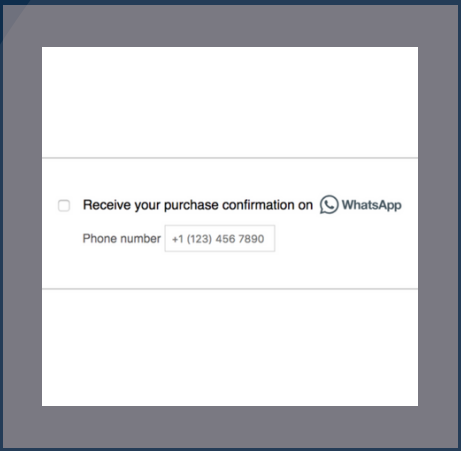
#4: Contact forms



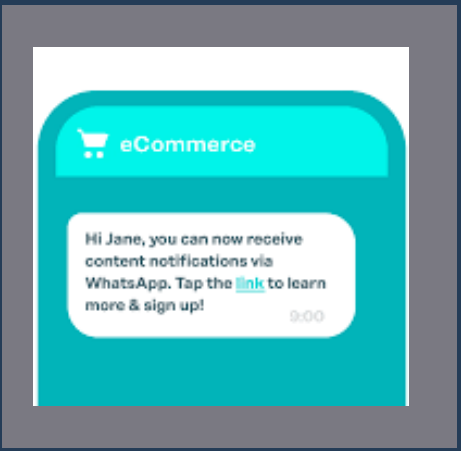
HOW TO COLLECT WHATSAPP OPT-INS?

Campaign Collection

#1: Confirmation emails



#2: SMS



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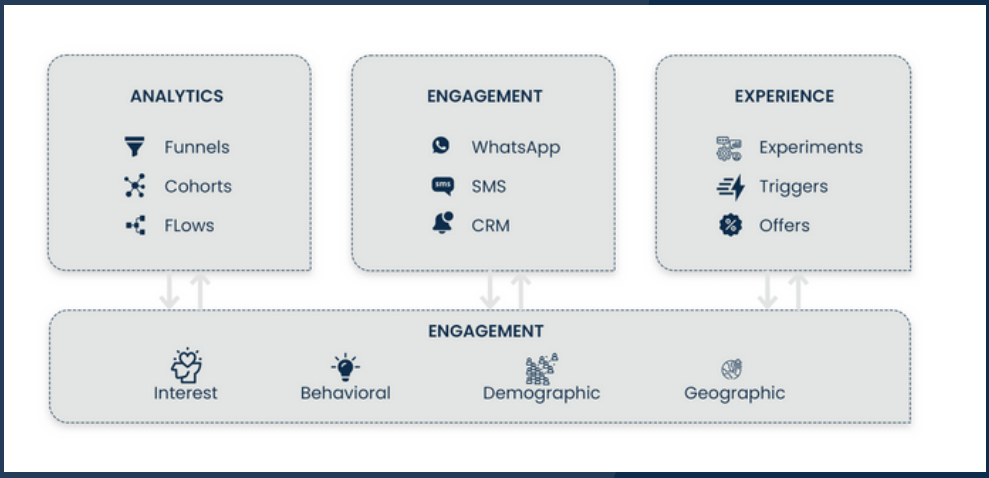
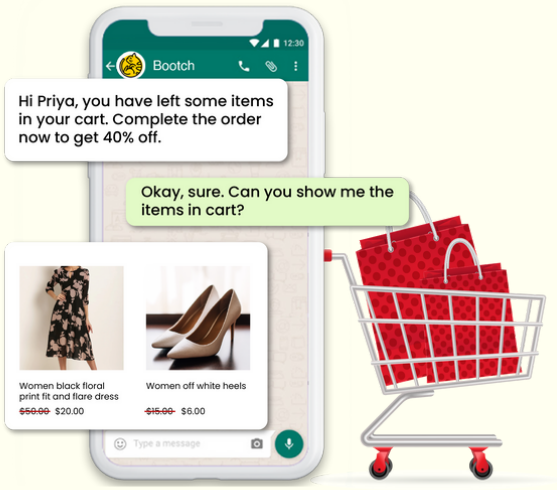
A platform that allows brands to scale their business using WhatsApp commerce. Collect WhatsApp opt-ins via onsite notifications and campaigns using Vizury.



6 EFFECTIVE WAYS TO BOOST REVENUE WITH WHATSAPP

Switch your shopper's behaviors from an investigative or navigational intent to a transactional intent with WhatsApp.

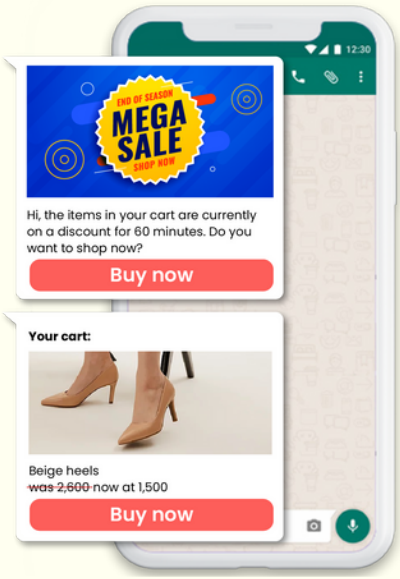
01 CART RECOVERY ALERTS



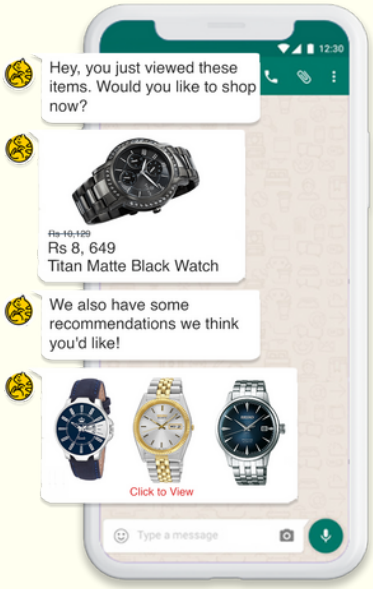
- **Buyer Stage** — Drops off at checkout, while creating an account or sign up
- **Buyer Mindset** — Drops off due to unexpected costs
- **Campaign Offer** — Additional discount coupon to complete the purchase
- **Campaign Tone** — Friendly Reminder
- **Abandonment Type** — Cart

02 PERSONALIZED PROMOTIONAL OFFERS

- **Buyer Stage** — Drops off at checkout page, signup page
- **Buyer Mindset** — Drops off due to expensive products
- **Campaign Offer** — Personalized discount offers based on item added to cart
- **Campaign Tone** — Casual reminder
- **Abandonment Type** — Cart



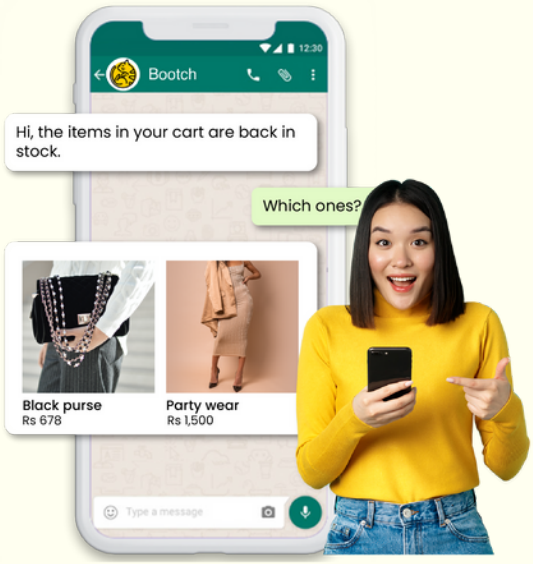
03 PRODUCT RECOMMENDATIONS USING SMART DATA



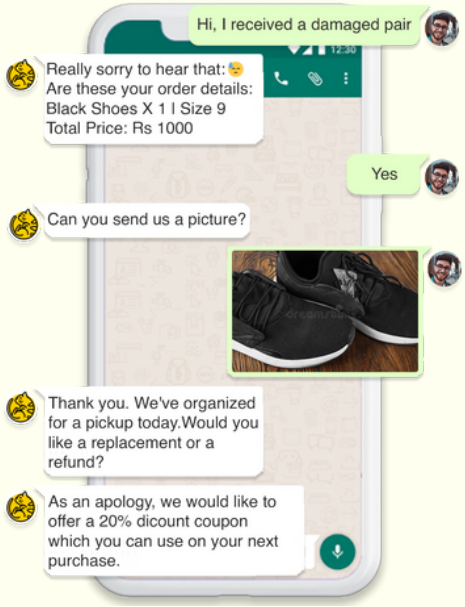
- **Buyer Stage** — Drops off on the homepage, product page, category page
- **Buyer Mindset** — Browsing/window shopping
- **Campaign Offer** — Personalized recommendations using browsing history
- **Campaign Tone** — Informative and casual
- **Abandonment Type** — Browser

04 BACK IN STOCK AND RESTOCK ALERTS

- **Buyer Stage** — Drops off at checkout page, signup page
- **Buyer Mindset** — Wishlisted items in cart
- **Campaign Offer** — Back in stock reminder alerts
- **Campaign Tone** — Informative and casual
- **Abandonment Type** — Cart



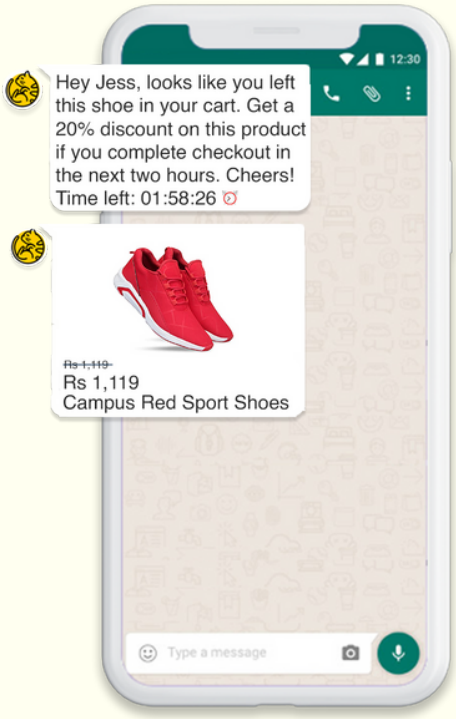
05 FEEDBACK AND SURVEY ALERT



- **Buyer Stage** — Drops off on Homepage, product page, category page, checkout page, signup page
- **Buyer Mindset** — Browsing with the intention of buying
- **Campaign Offer** — Assistance based on feedback
- **Campaign Tone** — Concerned and helpful
- **Abandonment Type** — Browser + Cart
- **Additional** — Post purchase alerts

06 URGENCY ALERT

- **Buyer Stage** — Drops off at Homepage, product page, category page, checkout page, sign up page
- **Buyer Mindset** — Browsing with purchase intention /window shopping
- **Campaign Offer** — Personalized coupons using browsing/purchase history
- **Campaign Tone** — Casual
- **Abandonment Type** — Browser + Cart



CONCLUSION

To foster amazing relationships, it is crucial to create an amazing experience with your brand. Brands that engage with their customers throughout their journey and make it easier for them to shop are the ones that stand out.

Are you ready to level up your conversion game?

SCHEDULE A FREE CALL