

Wicker **Central** .com

*\$72 recovered per
email sent!*

WickerCentral.com + Recapture.io

WHO IS WICKER CENTRAL?

Launched in 2009, Wicker Central has grown rapidly to become one of the premier online sellers of high end outdoor wicker furniture. They sell a very high end product so the buying cycle is longer than normal and requires a lot of personalized interaction with each customer. It wasn't realistic for them to reach out to every single person who abandoned a cart, Recapture makes that job easy!

HOW DOES RECAPTURE HELP THEM?

Wicker Central has a very high Average Order Value (AOV), so a single abandoned cart could easily be worth over \$1,000! Their customers appreciate specific and personalized communication instead of generic emails. Recapture not only enables their team to automatically and quickly respond to every single customer who abandons their cart, each email is personalized to exactly what that customer was looking at. This has resulted in a very high cart recapture rate. In October, Wicker Central recovered an average of \$72 for every single abandoned cart email they sent!



WHAT'S NEXT?

They are currently using a beta version of our upcoming Email Collector tool. This tool enables them to create a customized popup that helps customers easily subscribe to their newsletter. They can specify exactly when they want this to show and how many times to show it to a customer. For Wicker Central, the optimal time to show this is after the customer has had a chance to view at least 3 products. This way the customer is not immediately shown a popup which they overwhelmingly choose to close. By integrated our Email Collector into our Abandoned Cart application, they are able to follow up on a personalized basis with even more potential customers.

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Easily send Abandoned Cart Emails with Recapture.io

www.recapture.io

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