

Enable pop-ups as both a safety net, and a way of driving long-term value

Of course there are always going to be those shoppers for whom the sales, the fancily dressed website and clearly labelled discounts are not enough and for whatever reason they are going to leave your site. But don't fret! Exit intent technology allows you the chance to win back their affections before they go, with the use of pop-ups...

Consider these two approaches:

Pop-ups to stop them getting away.

Keep those shoppers on their way to the check out by using pop-ups, triggered when someone goes to leave your site, to offer them the sweetener that will seal the deal. Whether that be a discount code for extra savings or free shipping, it is a great way to maximize the return you get from the traffic going to your store that day. Ecommerce store GreatDays saw fantastic results using this tactic; by offering a 10% discount to abandoning shoppers, conversion increased by 60%.



Stutterheim used a pop-up to reiterate the saving shoppers could make.

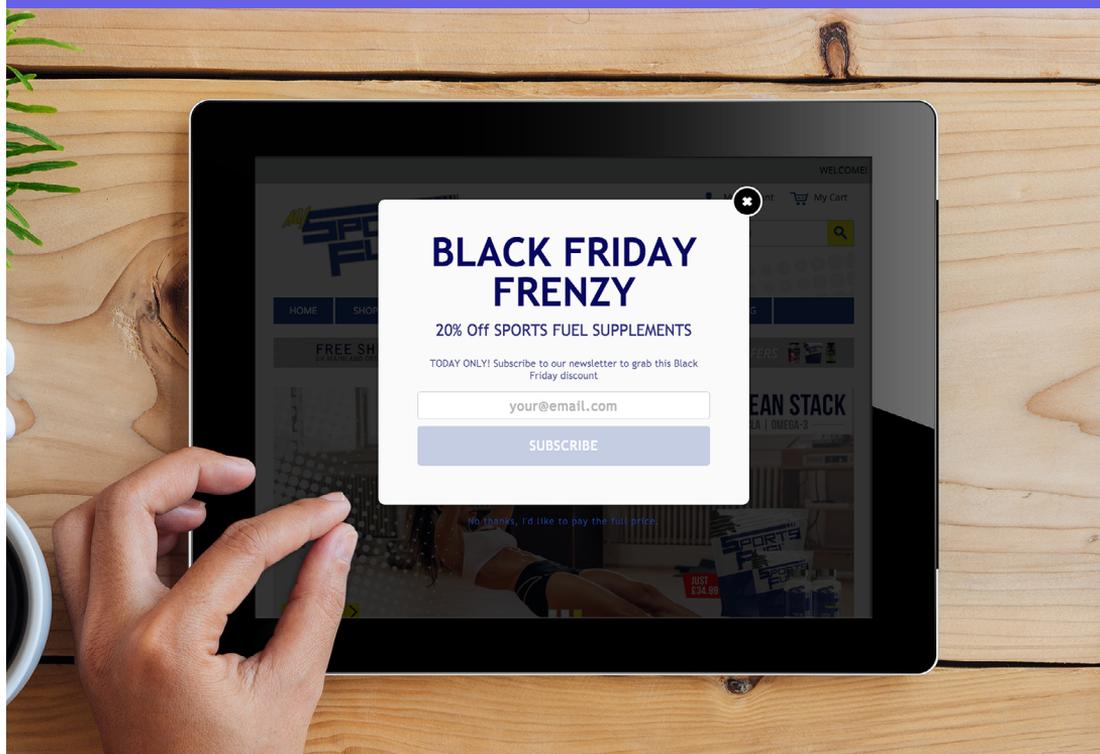
Use pop-ups to enable CLTV

During Black Friday abandoned cart rates tend to soar even higher than usual with people comparing deals on multiple sites. Since typically a large percentage of these visitors are first timers, when they leave there's practically no way you can get back in touch with them which amounts to a huge number of wasted opportunities. That's why it's a great idea to use either banner space or a pop-up to encourage visitors to leave those precious email addresses. In fact, although pop-ups sometimes have a

bad reputation, in one¹² test they drove 1,375% more email captures compared to a sidebar opt-in form.

One of the best moments to make the big ask is when they're about to leave the store with something in their basket, since they've already engaged. To do this use a pop-up triggered by that intention to leave, either asking them to save the content of their bag or sign up for a newsletter. You can then set up emails triggered by events such as an abandoned cart to retarget them at a later time.

My Sports Fuel used a pop up to deliver their Black Friday savings, but only in exchange for a email address. EMy Sports Fuel used a pop up to deliver their Black Friday savings, but only in exchange for a email address.





Could your business do with a boost for the holiday season?

Personalization could be the answer. Why not speak to one of our
ecommerce specialists to find out more?

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