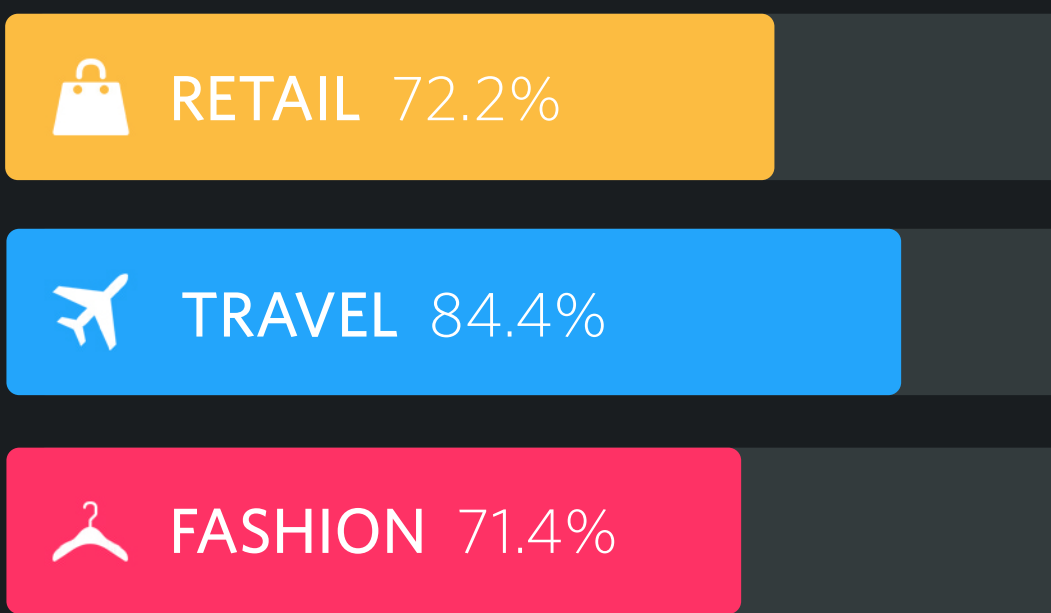


THE REMARKETING REPORT

Based on averages across **500 leading global brands**, here are ten cart abandonment and remarketing stats from **October, November and December 2015**.

ABANDONMENT RATES

Our cart abandonment rates represent the percentage of customers who left behind their order instead of purchasing.



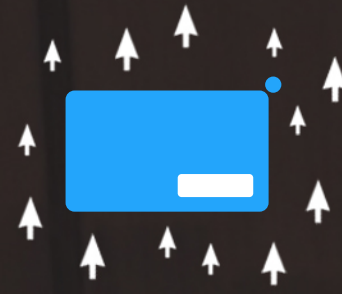
QUARTERLY HIGHLIGHTS

EMAIL AND ON-SITE REMARKETING STATS



40.3% Open Rate

Abandonment emails had **nearly twice** the open rate of everyday marketing emails.



9.9% Click From Display

A **tenth** of all on-site overlays were clicked.



26.9% Click Through Rate

Over a quarter of opened emails were clicked at least once.



30.1% Conversion from Click

A **third** of all clicks of on-site overlays resulted in a conversion.



26.7% Conversion from Click

Over a quarter of clicks lead to a recovered conversion back on site.



3.1% Conversion from Display

On-site overlays helped persuade **over 3%** of would-be abandoners to convert.

QUARTERLY INSIGHT

CART ABANDONMENT DOWN. INCOMPLETE BOOKINGS UP.

The overall abandonment rate decreased during the holiday period with seasonal sales and gift buying resulting in a **reduction of abandonments in retail e-commerce**. The travel industry bucked the trend however with a 2% increase in abandonments - this was a precursor to January perhaps, typically travel's biggest sales period.

