

Weird Fish find **conversion rates double** with the use of Fresh Relevance's Cart Abandonment Solution

CASE STUDY



Client
Weird Fish

Website
weirdfish.co.uk

Profile
Successful UK casualwear clothing company, best known for its wide range of artist designed t-shirts and Macaroni sweatshirts.

Background

Weird Fish is a successful UK casualwear clothing company, first launched in Cheltenham in 1993. Best known for its wide range of artist designed t-shirts and Macaroni sweatshirts, the company opened its first store in 1999 and began trading online in 2005.

Solution

The company had a strategy in place to recover revenue from abandoned baskets online, but were not happy with the incumbent solution. It allowed them no control over email content, making it difficult to make changes quickly. Weird Fish was introduced to triggered messaging experts, Fresh Relevance, and its **cart abandonment solution** via the website of its email service provider – Dotmailer.

Ecommerce Manager at Weird Fish, James Lloyd explains: "We could instantly see how the Fresh Relevance solution would give us far greater control over how and when we choose to engage with customers and what we present to them, via our triggered emails."

Today, if a customer visits the Weird Fish website and ends the session before making a purchase, an email is automatically sent to them 30 minutes later, displaying the items remaining in their basket and urging them to complete the checkout.

We have saved your items you recently put in your basket – we don't want you to miss out



men
women
kids
sale

free standard delivery on all orders free returns & exchanges



Hi James Lloyd

We noticed you've been shopping with us and you've left something in your basket. We don't want you to miss out , so just click on the link below and you can get straight back to your selection

return to basket

If you have any questions for us or require assistance placing your order, please contact us:

Call us: **01242 539535** (Mon-Fri 9 till 5)
or e-mail us retail@weirdfish.co.uk

We will be more than happy to help or why not check out our online [FAQ's](#)

Product	Description	Qty	Price	Total
	Cruiser 1/4 Zip Classic Macaroni Sweatshirt Ensign Size S	1	£50.00	£50.00

This Order qualifies for **FREE** standard UK delivery
Spend another £50.00 to get **FREE** international delivery
Sub Total £50.00

return to basket

And don't forget...

- FREE** UK standard delivery on all orders.
- FREE** UK Returns & Exchanges
- FREE** International Shipping on orders over £100
- All parcels are tracked
- 99% customer satisfaction** with Weird Fish Clothing online store
- Pay with PayPal as well as all major Credit/ Debit cards

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- James Lloyd, Ecommerce Manager

Results

To assess the performance of its new cart abandonment strategy, the team conducted an **A/B test**, whereby 50% of customers who abandoned their carts received a triggered email and 50% were not sent a message.

“We found the conversion rate for those who received the email was nearly double that of those who had no email,” explains Lloyd. “Although they weren’t always clicking on the email to complete the purchase, it was most definitely assisting the conversion.”

Development

Fresh Relevance has fast become an intrinsic element of Weird Fish’s eCommerce strategy. Lloyd concludes: “Our Fresh Relevance cart abandonment solution sits quietly in the background doing exactly what we need it to do, with no problems and no input required. We occasionally amend the email creative as required and the rest is taken care of.”

Looking to the future, the company is looking to build on the success of its cart abandonment strategy with the addition to browse abandonment to help drive online revenues even higher.

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