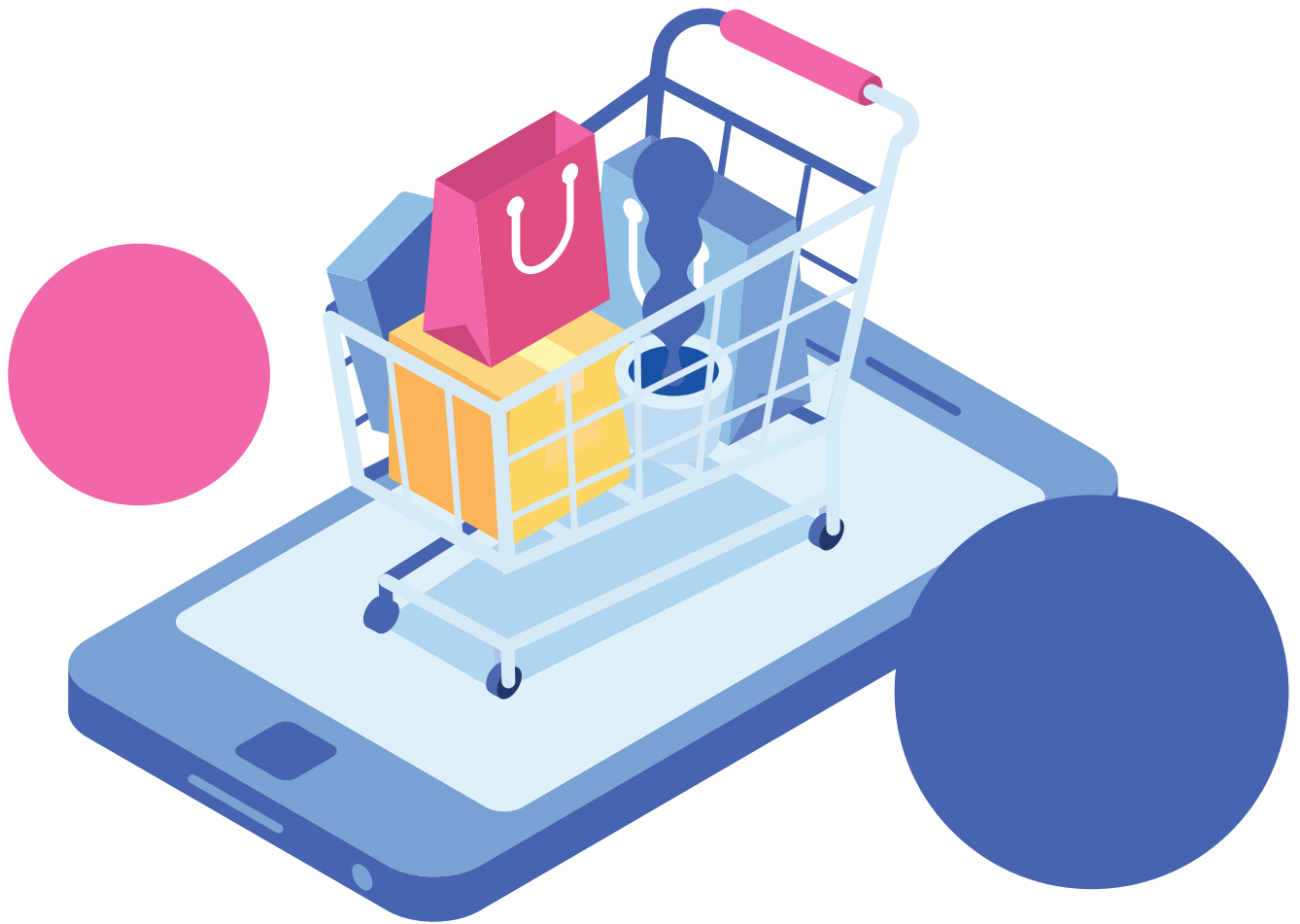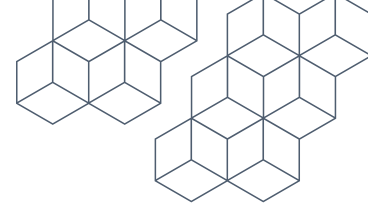# Conversion Capture
Workbook

During the configuration stage of the Conversion Capture set-up, we'll be collecting details from you to be able to setup the JavaScript and cart abandonment journeys and emails.

Set-Up & Configuration:

1. Please give us the link to your store(s). Where do your customers begin their search for webinars, courses, products, etc.?

2. Please provide the exit link or thank you page where your customers finish their transaction.

3. How many emails are in your cart abandonment workflow? Typically it makes sense to have either one or up to two emails in a conversion capture workflow. Do you prefer to have one automatic message go out or two?

☐ One conversion capture email   ☐ Two conversion capture emails

4. What are the delays in the email sends(s)? It might make sense to send out an automatic cart abandonment email after a few hours in some instances, then a second after 24-48 hours. In other instances the first cart abandonment email shouldn't go out until 24 hours have passed and there is no second cart abandonment email. What makes sense for you?


5. HighRoad will input the dynamic component of the cart abandonment emails for you, so that product names, images, and pricing appear. You'll want to think about the subject line, preset text, and any eye-catching imagery to go in the email.

> **Subject Line Examples:**
> "Come Back and Complete Your Product Purchase", "Did We Lose You?", "Your order is not complete yet", "Ready to Finish Your Order"

> **Preheader Text Examples:**
> "You left some items in your cart." "We reserved your items in your cart." "Hurry and finish purchasing the items in your cart."
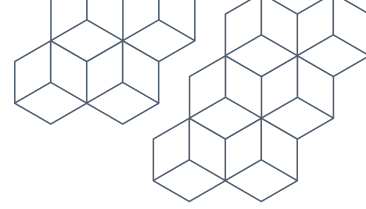
Email 1

Subject Line 1

Preset Text

Email 2

Subject Line 1

Preset Text

Art file name

6. We typically create a new Adestra project folder to contain the cart abandonment emails. What do you want that folder to be called?

7. Please supply HighRoad with a username and password that will allow us to purchase a product and reach the thank you page of your store.

User Name:

Password:

Reporting & Analytics Section:

Adestra reports on four different basket types within the summary:

Open Baskets:

Identify customers who have started a process but have not exceeded your given delay time period.

Abandoned:

The number of visitors who have exceeded the given delay period, divided into two categories:

Not sent:

The number of visitors who cannot be sent an email as no email address can be referenced for them.

Not responded:

The number of contacts who have received an abandon email and have not then converted the abandoned basket.

Converted:

The total number of visitors that completed transactions normally without being sent an email.

Captured:

The amount of conversions made as a response to a capture email.

Benchmark goal:

According to Annexe Cloud from March 2020, 11% of shopping cart abandonment emails lead to shopping cart recovery.