salesforce

Turn Abandoned Carts into Completed Sales

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CONTENTS

TURN ABANDONED CARTS INTO COMPLETED SALES

Connect with shoppers who add items to their carts but don't finish orders. Send personalized behavioral messages that encourage them to return and complete a purchase.

Get Started

	Explore system architecture related to this solution. • B2C Industry Blueprint • B2C Reference Architecture • B2C Solution Architectures
	Take Trailhead modules related to this solution. • Salesforce Solution Kits: Quick Look • Customer 360 Guide for Retail: Quick Look • Customer 360 Guides: Quick Look

This solution kit helps you:

- Increase completed purchases.
- Drive gross merchandise volume (GMV).
- Give your shoppers a personalized experience when you connect Commerce Cloud and Marketing Cloud.
- Gain insights into what your shoppers want.
- Increase shopper engagement.

Required Products

- B2C Commerce Enterprise (SFRA or SiteGenesis)
- Marketing Cloud Enterprise 2.0
- Marketing Cloud Personalization Builder

Optional Products

- Interaction Studio

Implement This Solution

Abandoned Cart Solution Workflow

Learn how data flows through the configurations to turn abandoned carts into completed sales.

Design Considerations

Keep these design considerations in mind when you turn abandoned carts into completed sales.

Integration Reference Implementation

Integration reference implementations are developer enablement frameworks that accelerate cross-cloud integration by providing code, configuration, and implementation patterns. Use the Marketing Cloud reference implementation for B2C Commerce to turn abandoned carts into completed sales.
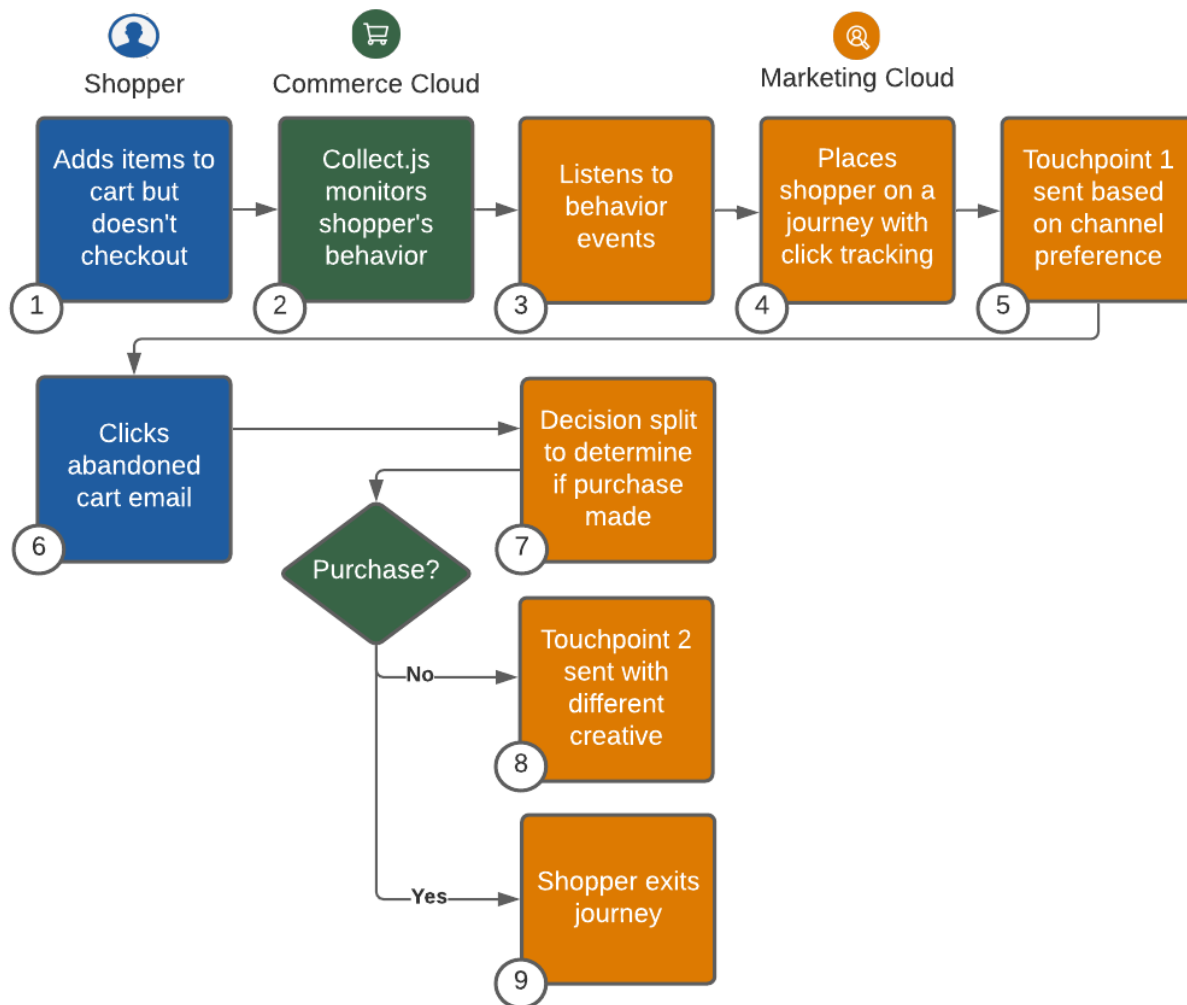
Configurations

Use these configurations to turn abandoned carts into completed sales.

## Abandoned Cart Solution Workflow

Learn how data flows through the configurations to turn abandoned carts into completed sales.

Workflow

1. The shopper adds items to their cart, but doesn't check out.

2. The shopper's behavior is monitored via the collect.js code placed on the Commerce Cloud site and shared with Marketing Cloud.

3. Marketing Cloud listens to the shopper's behavior.

4. Marketing Cloud places the shopper on a journey.

5. Marketing Cloud sends Touchpoint 1 to the shopper using their preferred channel.

6. The shopper receives and opens an abandoned cart email.

7. To determine decision split, ensure click tracking is set up in email.

8. If they have not yet made a purchase, Marketing Cloud sends the shopper a different email with creative.

9. If the shopper has made a purchase, Marketing Cloud exits them from the Abandon Cart journey. The shopper is then eligible for post purchase communications.

Understand the Flow of Data
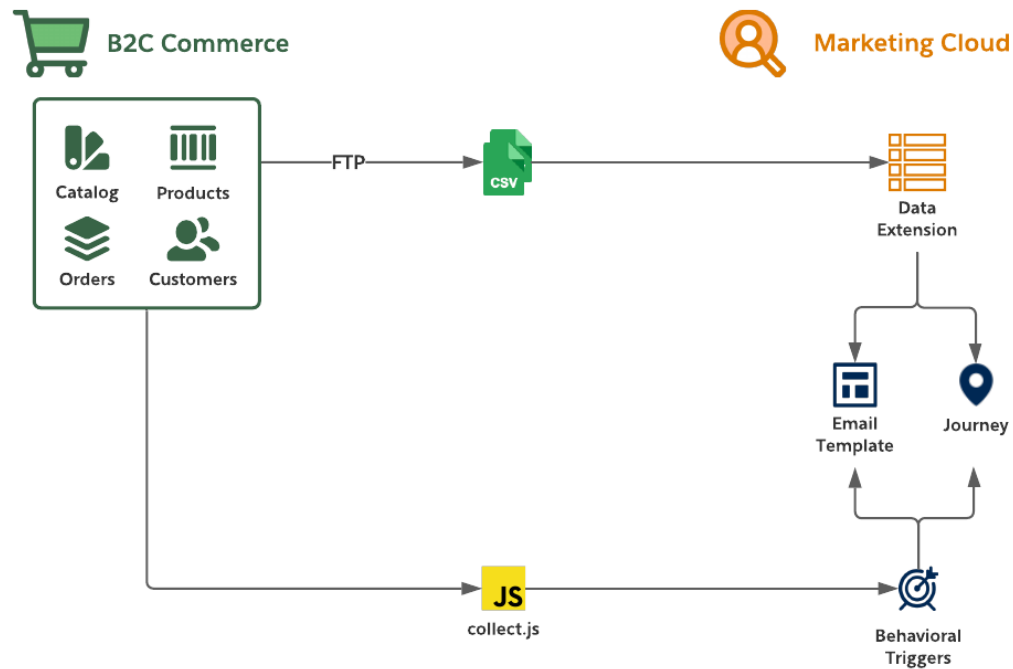
1. Collect the catalog, product, order, and customer data feeds from the B2C Commerce staging and production environments.

2. Move the data to the Marketing Cloud SFTP server and create Import Activities so that Marketing Cloud consumes it on a schedule via Automation Studio.

3. Use B2C Commerce data in Marketing Cloud via data extensions during the authoring of email templates, creation of journeys, and development of personalized product recommendations.

4. Extend the B2C Commerce storefront by replacing its email functions with the Marketing Cloud's trigger-send features. Implement framework customizations that trigger transactional emails for common storefront scenarios.

5. Implement and extend the Marketing Cloud collect.js through the storefront by using the reference implementation. This implementation lets Personalization Builder handle abandonment scenarios targeting browse and cart. To implement behavioral monitoring, ensure that Personalization Builder is licensed as part of Marketing Cloud. Detailed instructions are also provided during the Marketing Cloud Personalization Builder implementation process based on attributes selected to be tracked.

6. To drive behavioral messaging, personalization, and segmentation in Marketing Cloud, use the shopper behavioral data collected from collect.js.

Functionality Considerations

- License Personalization Builder as part of Marketing Cloud to use collect.js.
- The reference implementation enables email authoring via Marketing Cloud's Email Studio, rather than the developer storefront template model supported by B2C Commerce Enterprise.

- The reference implementation enables B2C Commerce to trigger and Marketing Cloud to generate transactional email delivery.
- The reference implementation supports delivery of B2C Commerce-driven data feeds to Marketing Cloud through SFTP using customers, catalogs, and orders.
- Use data feeds that Marketing Cloud consumes to shape email content, including storefront product recommendations.
- A collect.js storefront implementation can monitor storefront shopper behavior and trigger email content for abandoned browse and cart scenarios using Personalization Builder in Marketing Cloud.
- Extend the storefront to rebuild the customer's cart based on the cart definition from Marketing Cloud.

Performance Considerations

- Plan your Commerce Cloud data feed consumption to support your expected volume and Marketing Cloud use cases.
- Limit data imported via the connector feed framework to 1 million rows per import. If your data volume exceeds 1 million rows, consider multiple imports.
- Use data extensions to import data into Marketing Cloud for personalization or segmentation.
- Avoid importing data into Marketing Cloud for "pre-processing" or "data-lake" activities.

# Alternative Solutions

Marketing Cloud Personalization

Learn how data flows through Marketing Cloud Personalization to turn abandoned carts into completed sales.

Workflow with Marketing Cloud Personalization (formerly Interaction Studio)
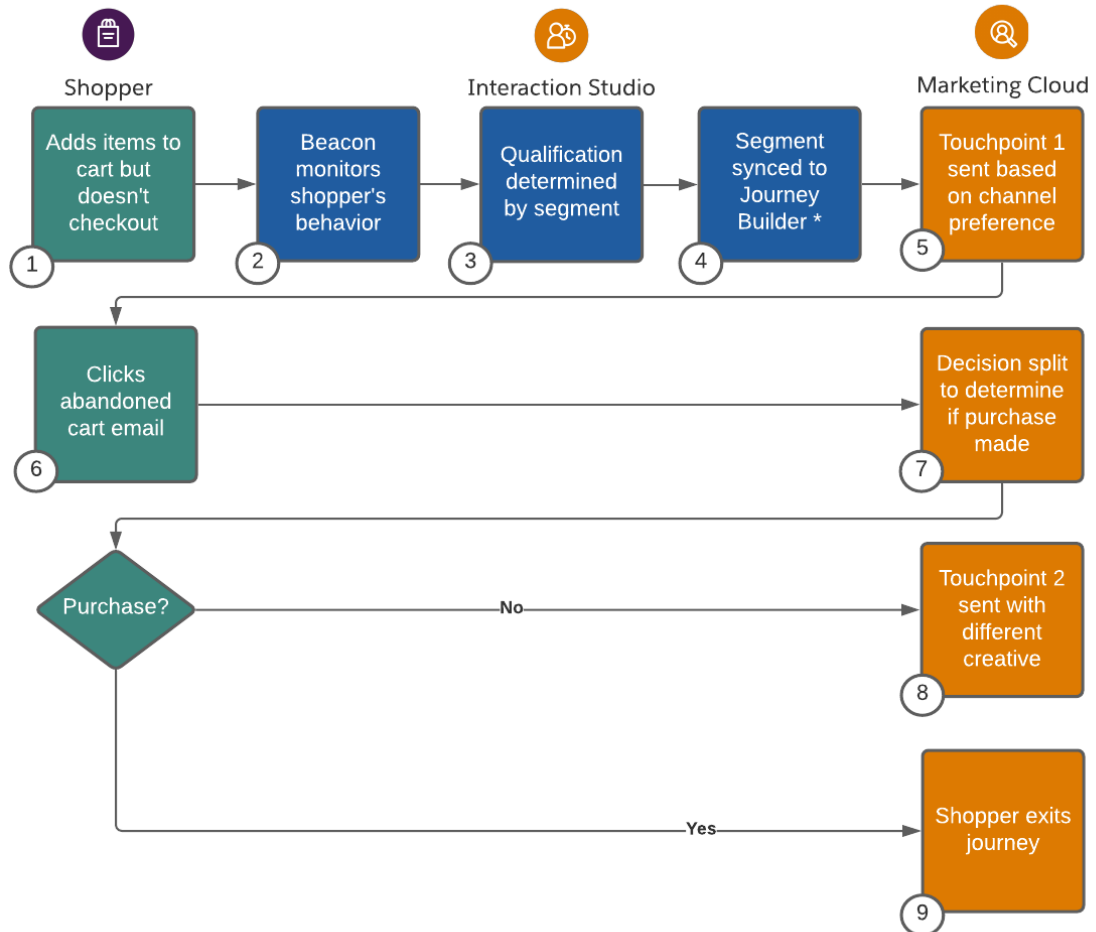
1. The shopper adds items to their cart, but doesn't check out.

2. Marketing Cloud Personalization monitors the shopper's behavior.

3. The Marketing Cloud Personalization segment determines qualification that shopper has abandoned their cart.

4. The Marketing Cloud Personalization segment is synced to Marketing Cloud or another email provider. Use order data in Marketing Cloud to ensure that no purchase was made before sending messages.

5. Marketing Cloud injects the Shopper in a journey and sends Touchpoint 1 to the shopper using their preferred channel.

6. The Shopper receives and opens an abandoned cart email.

7. Marketing Cloud uses existing order data in a decision split to determine if a purchase has been made.

8. If the shopper has not yet made a purchase, Marketing Cloud sends them a different creative.

9. The Shopper exits the Marketing Cloud journey.

Understand the Flow of Data with Marketing Cloud Personalization (formerly Interaction Studio)
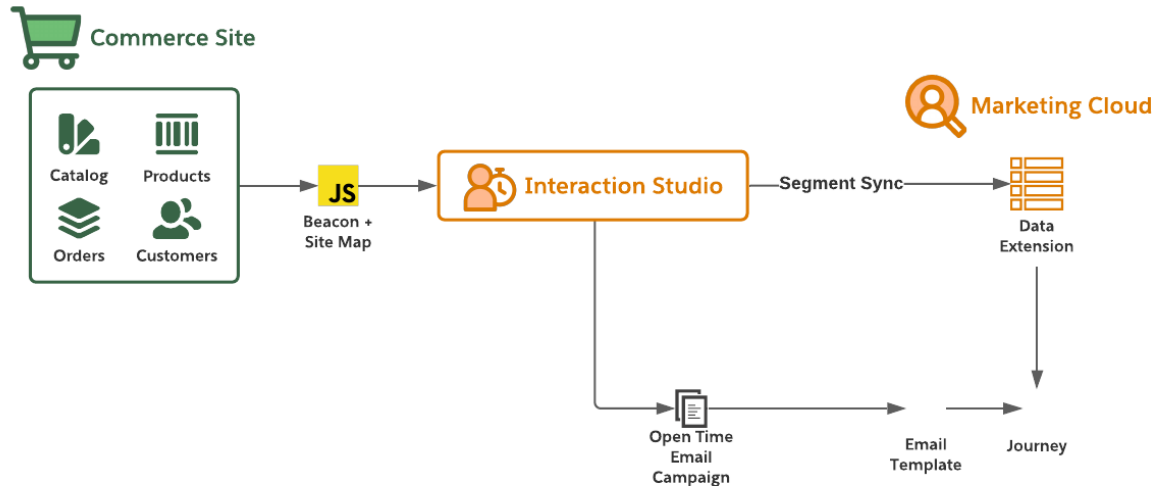
Functionality Considerations

- License Marketing Cloud Personalization to use the JavaScript beacon and site map.
- Use Marketing Cloud Personalization Open-Time Email Campaigns to shape email content, including product recommendations.
- Use Marketing Cloud Personalization Segments to monitor storefront shopper behavior and trigger email content for abandoned browse and cart scenarios.
- Use Marketing Cloud Personalization's Segment Exporter to automatically export Personalization segment data to a CSV file on a daily basis.
- Load order data into Marketing Cloud for suppressing shoppers who have completed their purchase after the segment is received from Marketing Cloud Personalization.

Performance Considerations

- Limit data imported into Marketing Cloud to 1 million rows per import. If your data volume exceeds 1 million rows, consider multiple imports.
- Use data extensions to import data into Marketing Cloud for personalization or segmentation.
- Avoid importing data into Marketing Cloud for "pre-processing" or "data-lake" activities.

Related Content

Review this solution's use case and purpose.

- Turn Abandoned Carts into Completed Sales on page 1

Take the next steps in this implementation.

- Design Considerations
- Integration Reference Implementation

- Configurations

Design Considerations

Keep these design considerations in mind when you turn abandoned carts into completed sales.

Configuring Commerce Cloud to Marketing Cloud Data Feeds

- To add recommendations in email from Marketing Cloud, confirm that you've set up the required customer, catalog, and order feeds. See the Marketing Cloud SFTP Guide.
- To generate the best recommendations, customize the catalog feed with product categorization data.
- To deliver data to Marketing Cloud during periods of low traffic, configure the data feeds in B2C Commerce Enterprise.

collect.js

- Use and extend the collect.js reference implementation to implement behavioral monitoring on the B2C Commerce Enterprise storefront. Detailed instructions are also provided during the Marketing Cloud Personalization Builder implementation process based on attributes selected to be tracked.
- Apply the reference implementation to accelerate the collect.js implementation through the storefront.
- To customize the data-layer exposed to Marketing Cloud, use the reference implementation's configuration capabilities.

Primary Keys

Identify customer profiles using a common identifier to developing a 360 view of your customers.

- Marketing Cloud
  - The contact key REST: recipient.contactKey is the cross-channel customer ID established by the customer.
  - Email Studio registers a subscriber key used for compliance management. SOAP: SubscriberKey is the same value as the contact key. API calls use this value to trigger email sends from Commerce Cloud to Marketing Cloud.
  - Avoid using Email Address, SMS number, or Mobile Device ID as the contact key in Marketing Cloud.
- Commerce Cloud
  - CustomerID is the system-generated ID for a customer.
  - Customer.Profile.customerNo is the number used to identify customers.
  - Decorate the Commerce Cloud Customer record with the CRM ContactID using b2c-crm-sync, a reference implementation for integration of Salesforce CRM and B2C Commerce.
  - For guest checkout, retrieve the SubscriberKey via Marketing Cloud APIs or Contact ID via CRM APIs. If no SubscriberKey or Contact ID exists, create a contact in CRM.
  - To learn more about integrating B2C Commerce with Service Cloud, review the Enablement Framework B2C-CRM-Sync.
- Sales and Service Cloud
  - Using a CRM Record ID simplifies CAN-SPAM compliance and the GDPR logical model.
  - Marketing Cloud Connect requires the primary key from Service Cloud for sending Marketing Cloud tracking data back into CRM.
  - Using a CRM ContactID also simplifies integration with Experience Cloud and Commerce Cloud.

Subscription Preferences

The reference implementation enables customers to update their subscription preferences in Marketing Cloud via the B2C Commerce Enterprise storefront.

Catalogs

- Streaming updates isn't efficient for large numbers of product SKUs.
- Language, currency, multi-brand support, and inventory affect the catalog feed model.
- Extend the catalog feed model to support multiple languages, brands, and currencies.

Click Tracking to Revenue

- The Marketing Cloud Einstein base capability provides core functionality to track revenue.
- Evaluate Google Analytics as a mechanism that slices and dices the data. See Google Analytics 360 Integration for Marketing Cloud.

Performance

- For best results when importing the flat file into Marketing Cloud, limit imported data-set sizes to 1 million rows.
- If your catalog includes more than 1 million SKUs, import the catalog using delta files.
- Import only the data you plan to use in Marketing Cloud. Use the imported data for one of two purposes: segmentation or personalization.
- If the volume or frequency of your catalog update concerns you, contact your Marketing Cloud representative or Success Manager.

Localization

- To support localization, customize the reference implementation.
- If you have different inventory for the same products, consider creating a different business unit. Contact your Marketing Cloud representative or Success Manager.

Multiple Brands

- Understand what your goals are for incentives, especially with shared carts across brands, and how best to present those incentives.
- Supporting Abandoned Cart with a shared cart across multiple brands increases the delivery complexity of this use case.
- Consider multiple business unit licenses that balance incentives and generate the most relevant recommendations across brands.

Related Content

←   Review earlier steps in this solution.

- Abandoned Cart Solution Workflow

→   Take the next steps in this implementation.

- Integration Reference Implementation
- Configurations

See Also

Configuration

- Google Analytics 360 Audience Activation
- Implementing the Collect.js Tracking Code

Email, Marketing, and Streaming

- Einstein Email Recommendations
- Marketing Cloud Connector for B2C Commerce

- Marketing Cloud SFTP Guide
- Request a Quote from Marketing Cloud Professional Services
- Stream Catalog Updates Through Collect Tracking Code

Integration Reference Implementation

Integration reference implementations are developer enablement frameworks that accelerate cross-cloud integration by providing code, configuration, and implementation patterns. Use the Marketing Cloud reference implementation for B2C Commerce to turn abandoned carts into completed sales.

After you sign in to GitHub, the Marketing Cloud reference implementation for B2C Commerce facilitates the platform customizations necessary to integrate Commerce Cloud and Marketing Cloud.

Before implementing, consider conducting an environmental audit with a Marketing Cloud representative to confirm that you meet the prerequisites for the use case.

Before implementing the configurations, **sign in to GitHub** and set up the Marketing Cloud reference implementation using the GitHub repository wiki instructions. If you're a Commerce Cloud customer or partner without access to the GitHub repository, get Unified Authentication to enable access.

General Information About Reference Implementations

- Reference implementations are developer-enablement frameworks that accelerate cross-cloud integration by providing code, configuration, and implementation patterns.
- Reference implementations support a core set of use cases that you can extend to support other customer-driven use cases.
- Reference implementations require customization and configuration in Marketing Cloud and B2C Commerce Cloud. The Commerce Cloud storefront requires customization as part of the integration.
- Implementation and validation require operational and administrative experience with Marketing Cloud.
- Plan your implementation as you would any other B2C Commerce Cloud feature by collecting requirements, capturing work tasks, and making task estimates.

What Your Company Can Do with This Reference Implementation

- Accelerate integration time to market for Commerce Cloud and Marketing Cloud.
- Simplify and centralize email authoring and content management.
- Improve marketing agility, efficiency, and campaign performance.
- Personalize engagement based on past purchases and shopper interactions.
- Capture revenue from cart, search, or browse abandonments by implementing storefront behavior monitoring and behavioral email delivery.
- Connect Commerce Cloud and Marketing Cloud using existing REST APIs exposed by Commerce and Marketing Clouds.
- Enable one-way sharing of customer, catalog, and order data from B2C Commerce Cloud to Marketing Cloud using the Connector's data feed framework.
- Trigger transactional email sends from Commerce Cloud that Marketing Cloud delivers.

Related Content

Review earlier steps in this solution.
- Abandoned Cart Solution Workflow

- Design Considerations

Take the next steps in this implementation.

- Configurations

Configurations

Use these configurations to turn abandoned carts into completed sales.

Implement and Customize the collect.js Code in Commerce Cloud

First, implement the collect.js tracking code in Commerce Cloud.

> 📝 Note: For this customization work, use the reference implementation of collect.js. If needed, extend the collect.js implementation.

After completing the collect.js implementation, validate the setup and behavior tracking events. Ensure that the collect.js track-cart call is operating as expected. This call sends the entire cart every time.

Set Up Catalog Importing in Marketing Cloud

Use the Marketing Cloud reference implementation to import a catalog with many SKUs into Marketing Cloud using the SFTP import process. For SKU imports that require constant product updates during the day, such as flash sales, configure streaming updates in Marketing Cloud to incrementally import catalog updates.

**Set Up Behavioral Triggers in Marketing Cloud**

> 📝 Note: Use Marketing Cloud technical expertise to configure the journeys and automations necessary based on each customer's data model.

- To get started, implement Behavioral Triggers.

- Marketing Cloud Collect Tracking code listens for abandoned cart events using the behavioral data collected by the collect.js code. You can configure a custom schedule to evaluate abandonment events every one, two, or three hours.

- After the timer ends, Behavioral Triggers write an abandonment event in near real time to data extensions. To trigger the abandon journey, connect the data extension in Marketing Cloud to a Journey's entry event.

Deliver the Cart Abandonment Emails via Marketing Cloud

Build an email template with the appropriate promotions for the target products. See Create a Behavior Trigger Email.

Author a journey in Marketing Cloud that delivers personalized abandoned cart emails to each identified customer.
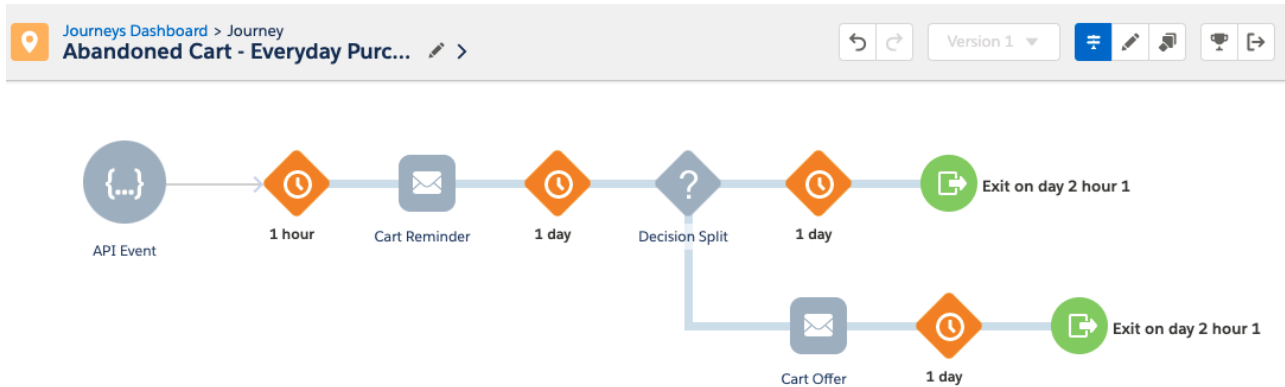
This image shows an example Abandoned Cart journey.

- Map the journey with wait periods and defined customer touch points.
- Define the data extension entry event that puts the customer on a journey.
  - Set the Marketing Cloud entry event to Recurring. This setting admits contacts as often as you specify and listens for events based on a configured timeline.
  - Or, set the Marketing Cloud event to Automation. This setting admits contacts based on a schedule and triggers the journey process when Marketing Cloud events are invoked.
- Check Commerce Cloud to ensure that promoted products are in stock and purchasable, for example product inventory.
- Consider blocking specific products in customer abandonment scenarios, such as sold out products with no backorder plans.
- To personalize each email with abandoned items, use the content block functionality within Marketing Cloud Behavioral Triggers. Or, build a content block with Open-Time Email content from Interaction Studio.
- Include a URL-based definition of the cart contents in all email call-to-action URLs activated by customers. Rebuild the cart using the storefront.

  📝 Note: The Marketing Cloud reference implementation doesn't include logic to pass the contents of the abandoned cart to Commerce Cloud. It also doesn't include logic to rebuild the cart. Customers and Partners are responsible for implementing both of these capabilities.

- Extend the storefront experience to look for the cart definition provided by the Marketing Cloud Abandoned Cart email activation link. Use the definition to rebuild the customer's cart regardless of their authentication status in the storefront.

Re-Create Carts

- Define business rules to either add products from the email to the customer's cart or to replace the cart. You can include these business rules in the rebuilding code customization for the cart.
- Configure the cart logic to verify cart inventory via the abandonment email.
- Pass the cart contents to Commerce Cloud using URL variables. Extend the storefront to support that URL schema. Use that data to rebuild the cart. Verify that the abandoned cart email template adhered to the cart definition URL Schema expected by Commerce Cloud.
- When a shopper clicks a call-to-action link in an abandoned cart email, the call-to-action link must contain the cart definition following the supported URL schema. Extend the storefront URL included in the call-to-action link to look for cart definitions in the URL and rebuild the cart if a definition is found.

Add Einstein Email Recommendations

- Get a licensed copy of Einstein Email Recommendations.

- Use the existing data from B2C Commerce, such as customer and order data, to generate personalized recommendations using Einstein Block in Content Builder.

- For more information, see the Personalized Marketing Recommendations Solution Kit.

- See Einstein Email Recommendations.

Enable Click Tracking

To track shoppers who click abandoned cart email links, view Marketing Cloud tracking reports or use your own click tracking solution. You can also use click tracking to:

- Track data in Einstein to predict behavior with Messaging Insights.

- Track data and create reports using a Datorama dashboard in Marketing Cloud.

- Get insights about shopper purchases using Google Analytics 360. See Google Analytics 360 Audience Activation.

Related Content

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- Integration Reference Implementation