



EMAIL MY BASKET

LOOK BOOK

SaleCycle.com/Email-My-Basket



Make it easy for them to come back.

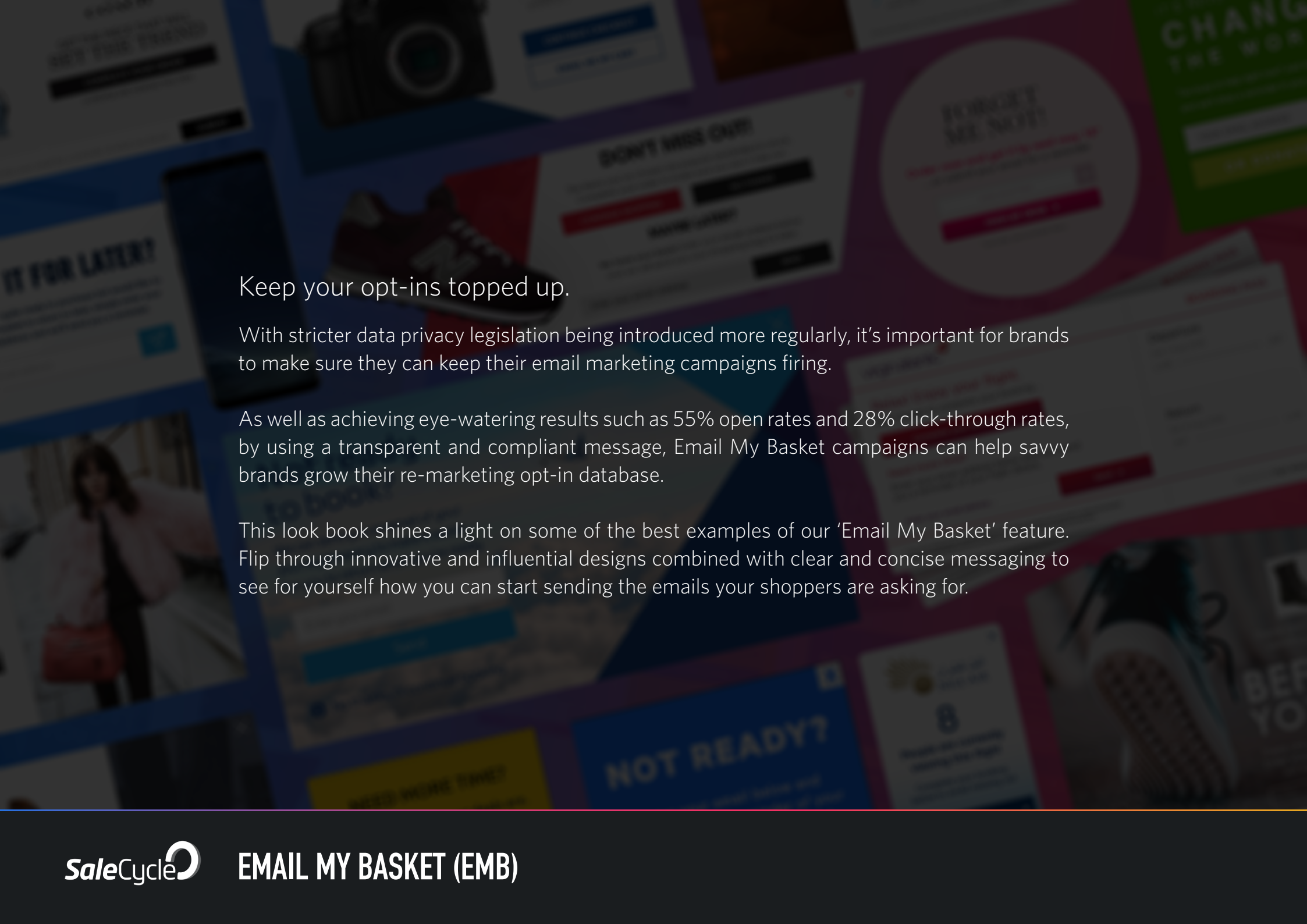
75% of website visitors who add items to a shopping cart will then leave your site without completing the purchase.

At SaleCycle, we track users behavior online and identify the moment they are about to abandon their purchase. Our 'Email My Basket' feature allows us to display an on-site message prompting visitors to send themselves a reminder of what they've put in their cart.

An email is sent containing the full cart details, providing a quick route back to purchase for the customer at a time that's more convenient, as well as ensuring you stay top of their mind.



EMAIL MY BASKET (EMB)



Keep your opt-ins topped up.

With stricter data privacy legislation being introduced more regularly, it's important for brands to make sure they can keep their email marketing campaigns firing.

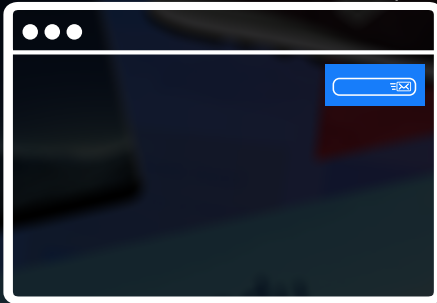
As well as achieving eye-watering results such as 55% open rates and 28% click-through rates, by using a transparent and compliant message, Email My Basket campaigns can help savvy brands grow their re-marketing opt-in database.

This look book shines a light on some of the best examples of our 'Email My Basket' feature. Flip through innovative and influential designs combined with clear and concise messaging to see for yourself how you can start sending the emails your shoppers are asking for.

DISPLAY OPTIONS

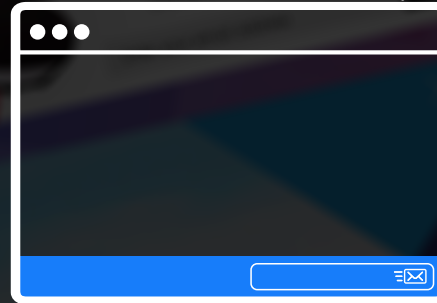
Notification

Subtle prompts that don't interrupt the visitor.



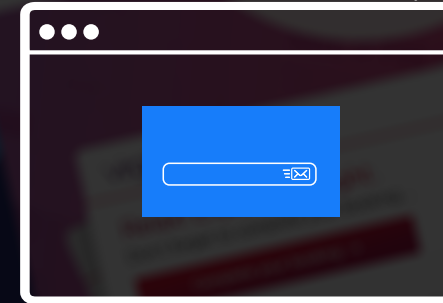
Banners

A header or footer banner is a non-intrusive display option.



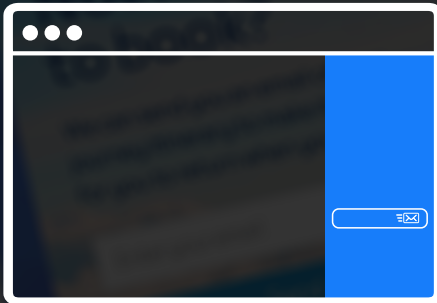
Overlay

Grab attention with the classic front and center overlay.



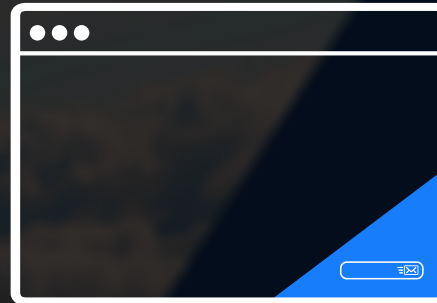
Side Panel

Display a full panel on one side of the screen.



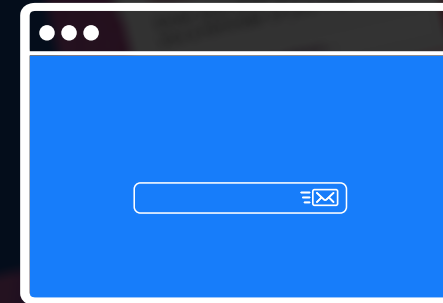
Corners


Display your message in any corner of the page.





Takeover





Make an impact with a full-screen message.






Singapore to Taipei, 17 Jul 2018 - 26 Jul 2018 1 x 1 

USD 258.88 



Select Flights

1. Depart - Singapore to Taipei

 [View all flights](#)

Mon, 16 Jul 2018

Tue, 17 Jul 2018

Wed, 18 Jul 2018

Thu, 19 Jul 2018

Fri, 20 Jul 2018

Sat, 21 Jul 2018

Sun, 22 Jul 2018


Maximum 10 seats per flight. Seats are subject to availability. Prices are not valid for booking conditions.

Search

Filter

Economy

Business



Taipei is one of our most popular destinations, and sells out fast. Make sure you don't miss out!

Continue Booking


Not quite ready yet? Send yourself this Taipei search to complete your booking at a later stage.
We'll also send you updates about future interest you show.

Enter your email address


Send Me Updates

[Only Send This Search](#)
[privacy policy](#)

The screenshot shows a shopping cart interface. At the top, there's a navigation bar with a search bar and links for 'HOME', 'ABOUT', 'CONTACT', 'FAQ', 'SUPPORT', 'LOG IN', 'REGISTER', and 'CART'. Below this, a 'SHOPPING BAG' section features a 'CHECKOUT NOW' button. The cart items are listed in a table:

YOUR ITEMS	YOUR OPTIONS	UNIT PRICE	QUANTITY	PRICE
	RED JACKET Size: M Color: Red	\$200.00	1	\$200.00
	BLUE JEANS Size: M Color: Blue	\$200.00	1	\$200.00

Below the cart items, there's a section for 'ORDER WITHIN' with a countdown timer showing 02 HR, 14 MIN, and 37 SEC. A blue corner notification overlay contains the text 'NEXT DAY DELIVERY' and 'RATHER WAIT? We'll send you a reminder of your cart selection and future interest you show.' It includes a form to 'Enter your email' with a 'Submit' button and a link to 'I'd just like this cart' with a 'privacy policy' link.



Nike Shox NZ Women's Sneakers in Blue \$100.00 (40%)
\$60.00 (was \$100.00)
[View Details](#)

Color: Blue

Size: [Size guide](#)

[Add to cart](#)

You have 1 item in your cart

Related products

Related products

[Women's Nike Shox NZ](#)

[Nike Shox NZ](#)

Related products


[Women's Nike Shox NZ](#)

[Nike Shox NZ](#)

Related products

[Women's Nike Shox NZ](#)

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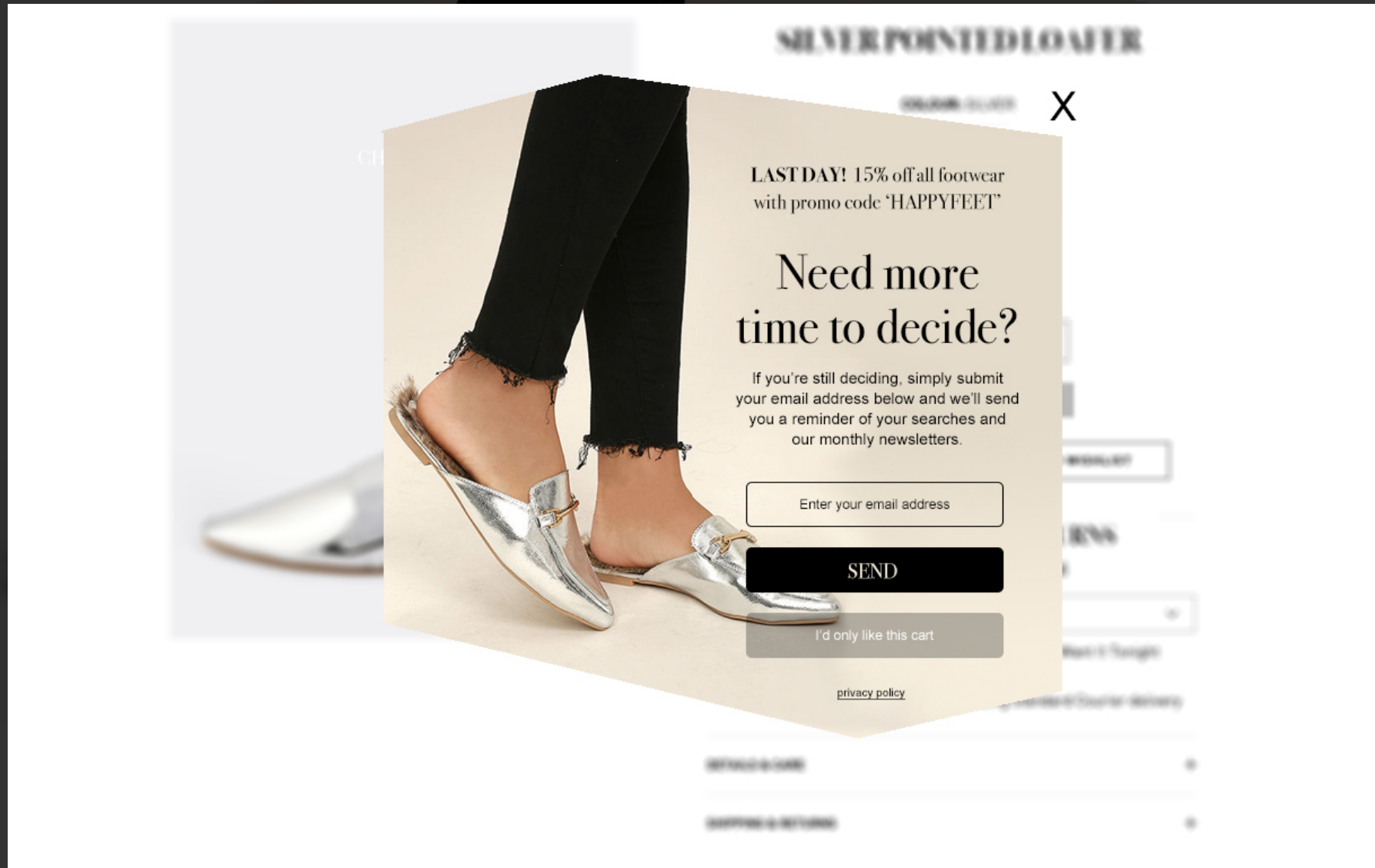


No time?
No worries.

Email yourself a handy reminder of your shopping cart to come back to later.


SEND

Click send and we'll send you your cart and reminders about any future interest you show.
[privacy policy](#)



Continue Shopping

My Bag

PRODUCT	QUANTITY
 <p>Autismen Jacket in Grey Semi Plain Cotton and Linen Chest: 40 in Size: Regular</p>	<div>1</div>

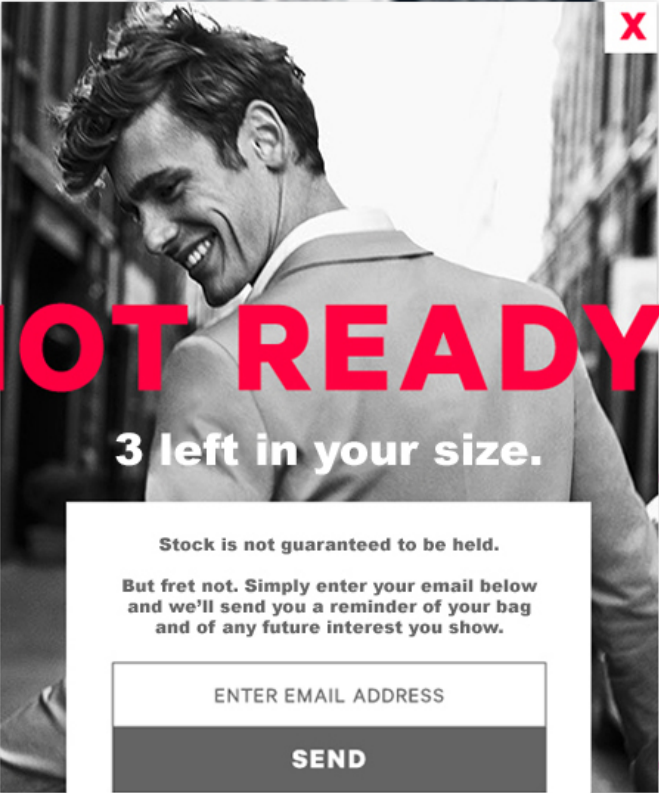
UPDATE CART

Enter promotion code

APPLY

Subtotal	£108.00
Standard UK Delivery	\$4.95
Other delivery options are available at checkout	
Order Total	£113.95

CHECKOUT



NOT READY?

3 left in your size.

Stock is not guaranteed to be held.
But fret not. Simply enter your email below
and we'll send you a reminder of your bag
and of any future interest you show.

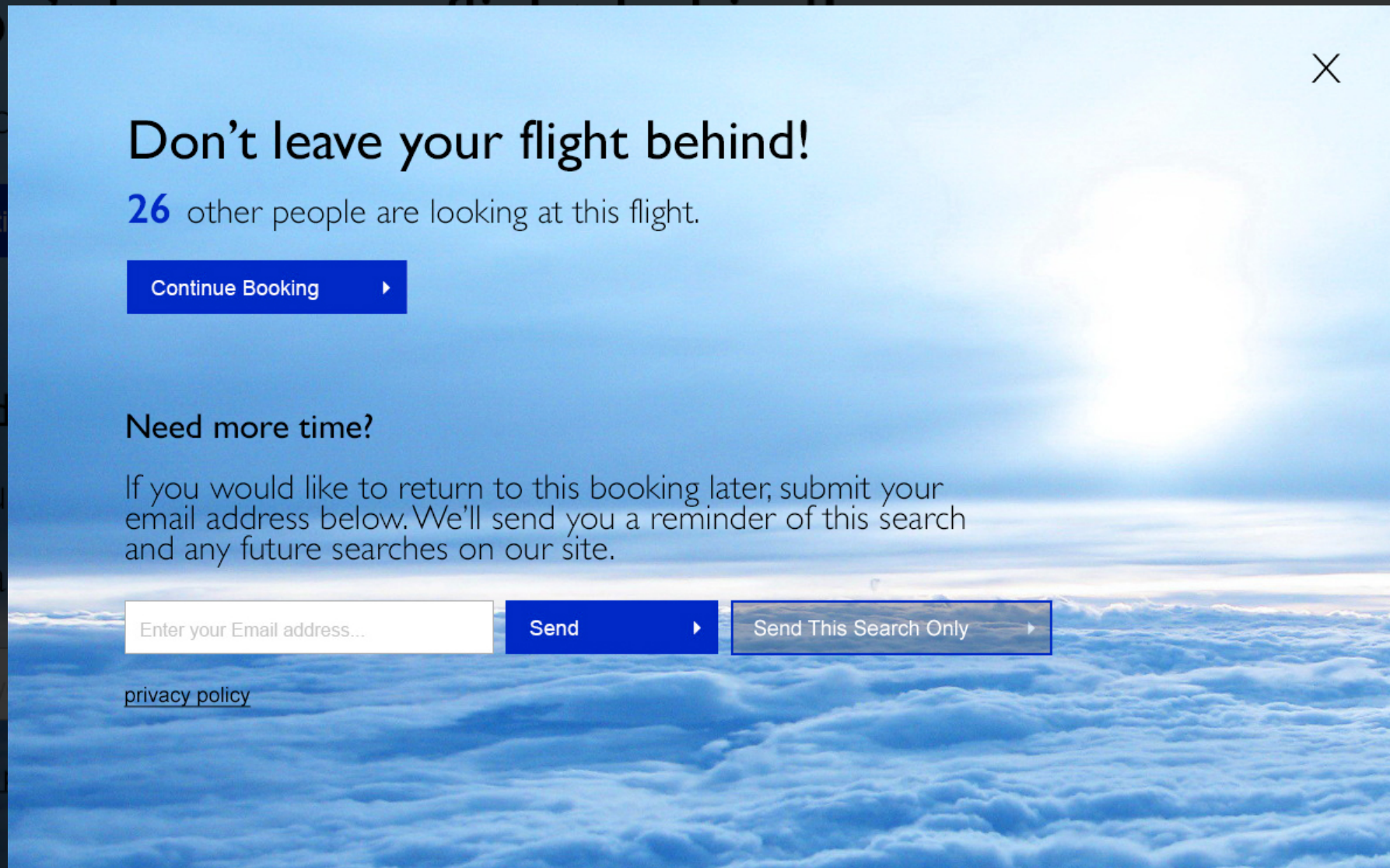
ENTER EMAIL ADDRESS

SEND

No thanks, just send me this bag!

[privacy policy](#)





✕

Don't leave your flight behind!

26 other people are looking at this flight.

[Continue Booking](#) ▶

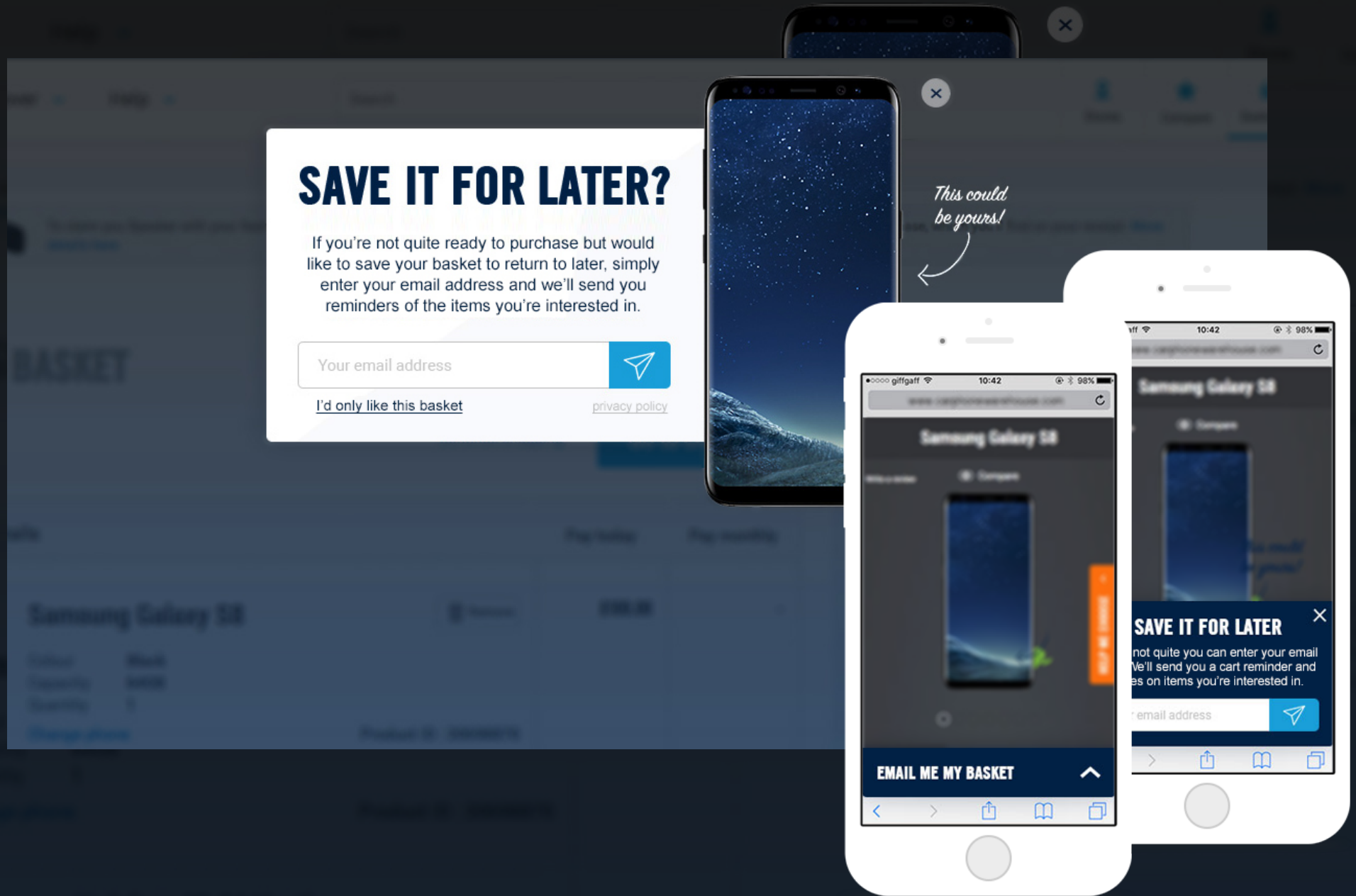
Need more time?

If you would like to return to this booking later, submit your email address below. We'll send you a reminder of this search and any future searches on our site.

[Send](#) ▶

[Send This Search Only](#) ▶

[privacy policy](#)

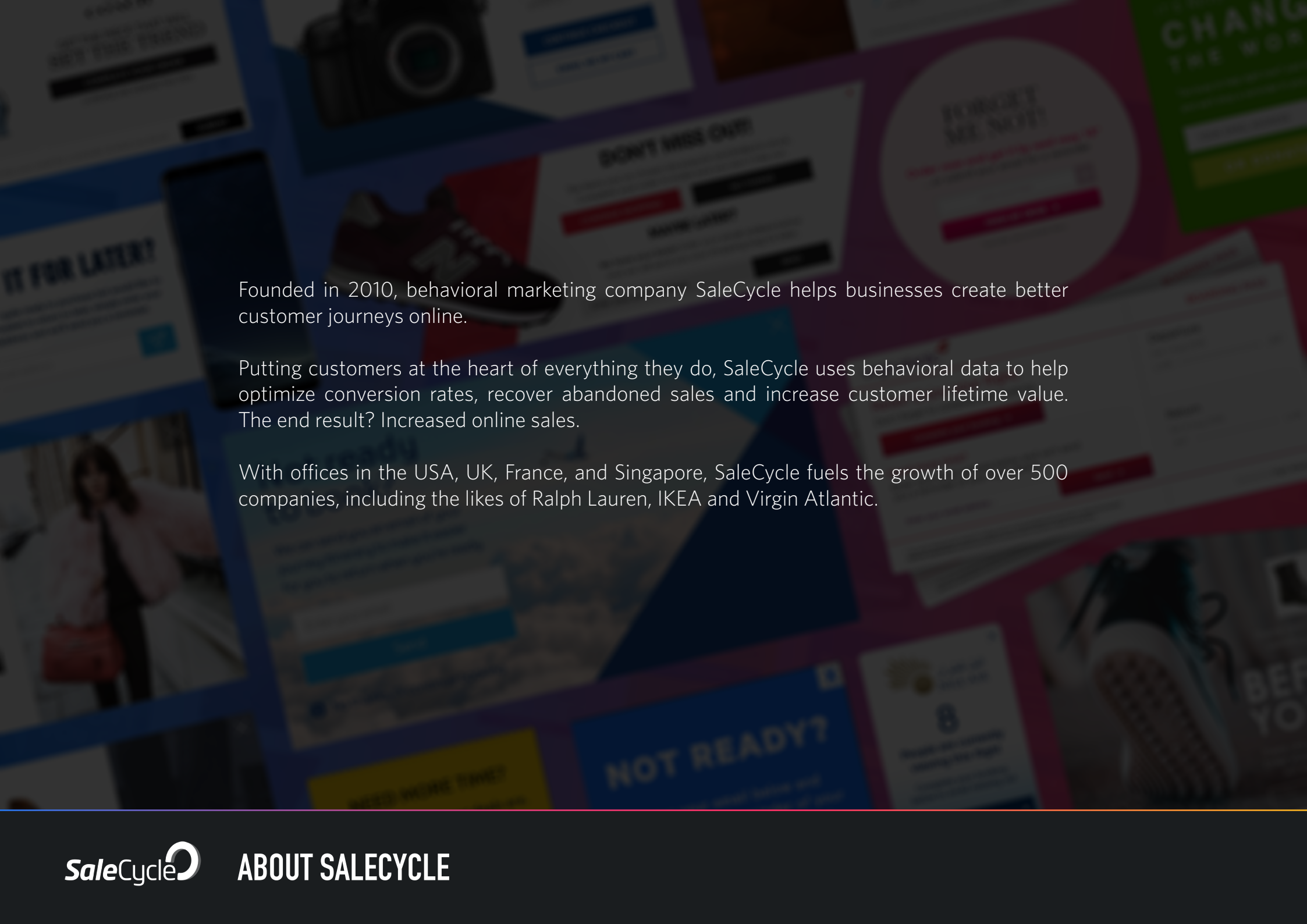




On-Site Conversion Rate	6%
Sent Email Open Rate	55%
Return to Basket (Click Rate)	28%
Uplift in Sales.....	2%

“Every contact with a customer influences whether or not they’ll come back.
We have to be great **every time** or we’ll lose them.”

Kevin Stritz



Founded in 2010, behavioral marketing company SaleCycle helps businesses create better customer journeys online.

Putting customers at the heart of everything they do, SaleCycle uses behavioral data to help optimize conversion rates, recover abandoned sales and increase customer lifetime value. The end result? Increased online sales.

With offices in the USA, UK, France, and Singapore, SaleCycle fuels the growth of over 500 companies, including the likes of Ralph Lauren, IKEA and Virgin Atlantic.



ABOUT SALECYCLE

Want more creative inspiration?
Check out our feature page:

SaleCycle.com/Email-My-Basket

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