



Reach, Retain and Retarget.

COMPANY OVERVIEW



Hello!

Let us introduce ourselves.

Every one of your visitors is unique. They have their own DNA, their own story and their own reasons for being on your website. Each day we track the behaviour behind more than three million online purchases and abandonments. **We know why people buy.**

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Guided by experts with great knowledge and fast availability, it is easy to work and implement any solution you are looking for.



About us.

Each day we track the behaviour behind 3 million online purchases and abandonments. We know why people buy and we know the best day for online sales. Using our insights and email marketing statistics you can make your marketing activity more effective.

We optimise the ecommerce buying funnel with personalised and targeted emails to help you reconnect with shoppers after they have left your site. Our on-site real-time messages interact with visitors and help boost conversions while curbing online abandonment. We know exactly when to display personalised and relevant messages to encourage your customers to convert.

500+

Global Clients

140

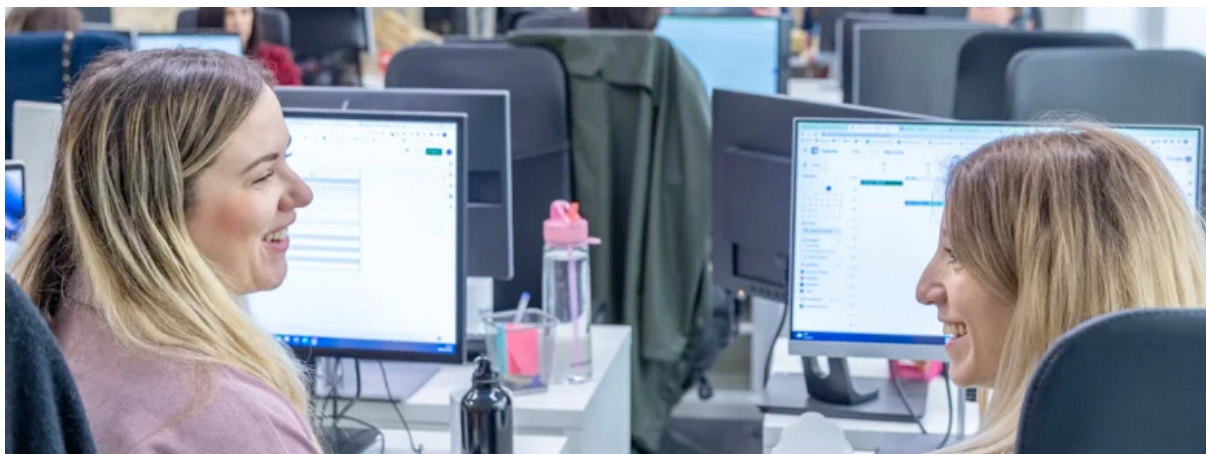
**Marketing
Experts**

4

Global Offices

18

**Workforce
Nationalities**



Instead of standard and out of the box campaigns, we track the behaviour of everyone who visits your site, enabling you to personalise their experience and inspire them to convert. **We help you to reduce bounce and exit rates, and ultimately turn more of your browsers into buyers.**



Reach

We reach visitors through smart **data analysis** and compliant personal data acquisition.



Retain

We retain traffic with **tailor-made** on-site messages based on behavioural analysis.



Retarget

We re-engage abandoners with **personalised** and branded off-site messages.



 ***Always offering superb support.
I highly recommend SaleCycle.***



2010

SaleCycle Founded.

First to market with abandonment technology.

First office opened in North East England.

2014

Office opened in Paris, France

2016

Expansion to Singapore

2021

Expansion to Australia

MySaleCycle - Pivotal data portal

2023

Expansion to Germany



*SaleCycle has been very valuable to us for use of data-driven features to help us with **conversion**, **recovering sales**, and **helping to drive loyalty**.*

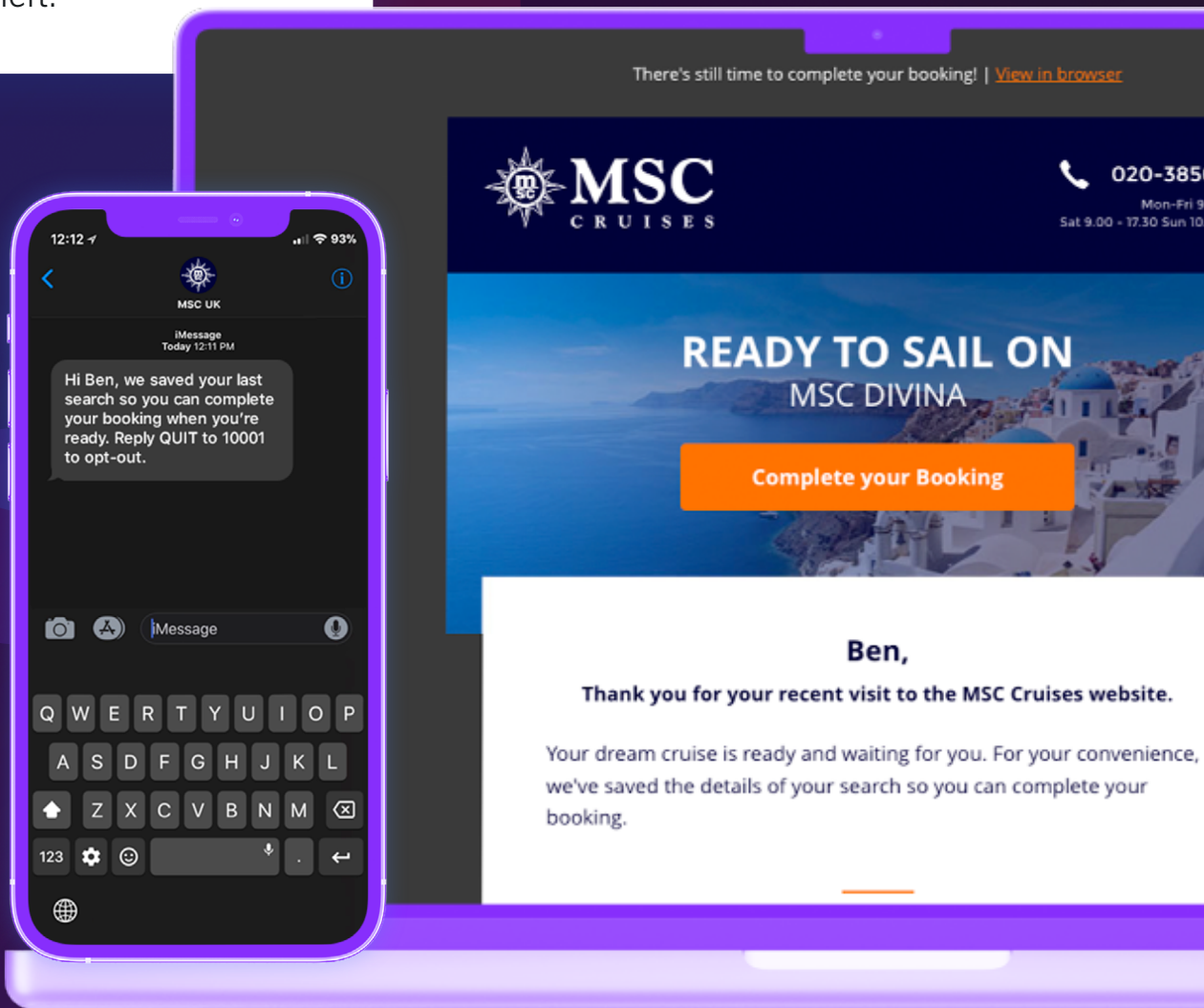
Our Solutions.

Basket Abandonment.

Basket abandonment is a fact of life for online retailers. On average, 84% of shoppers leave without buying the items in their shopping cart. SaleCycle helps you persuade visitors to complete their purchase before they leave your site, or to provide an easy route back to purchase once they have left.

Basket Abandonment Emails have some of the best performance stats of any marketing email, with an average open rate of **43%** and conversion rates of **2.9%**.

SMS reminders are a great way to get the attention of shoppers, with **90%** of messages read within **3 minutes of delivery**.

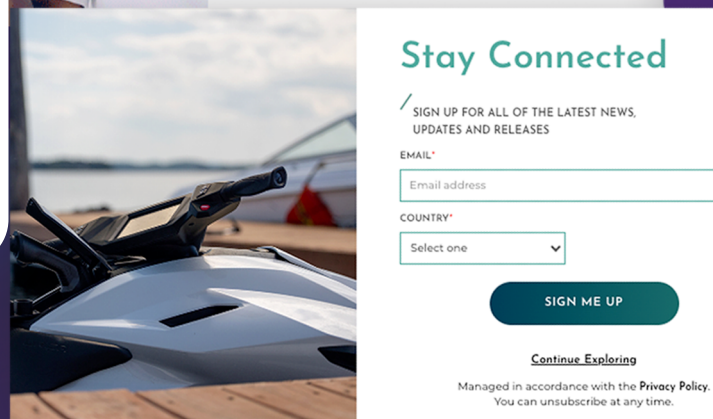
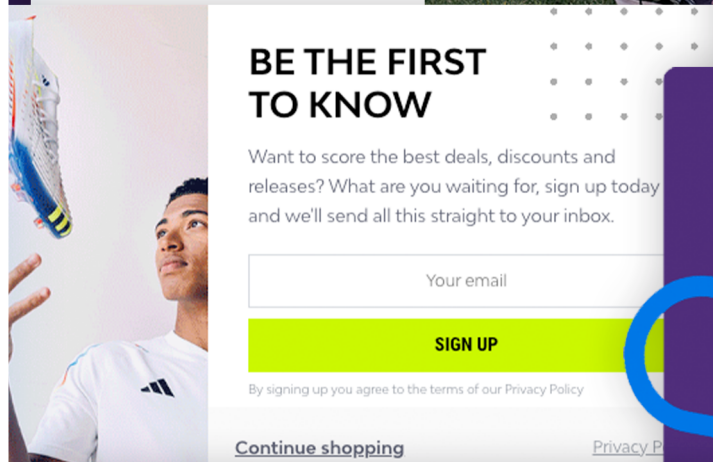
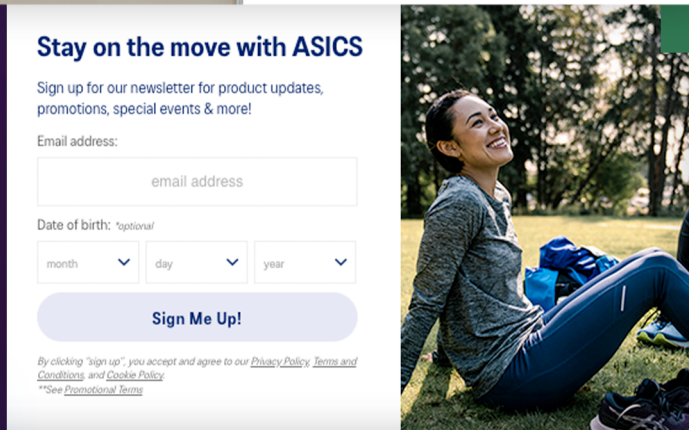
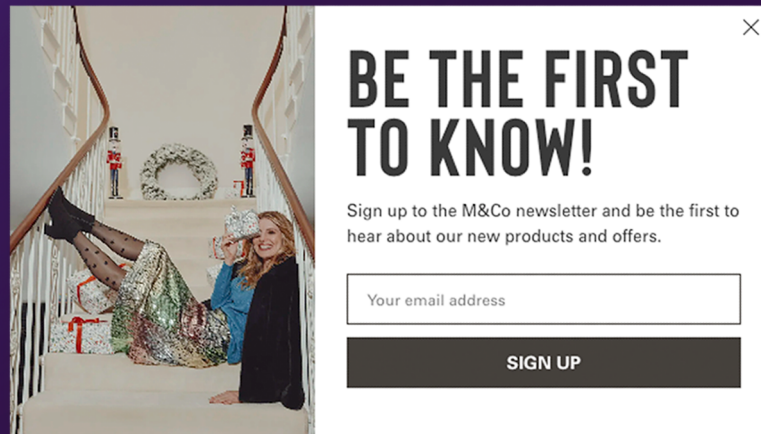


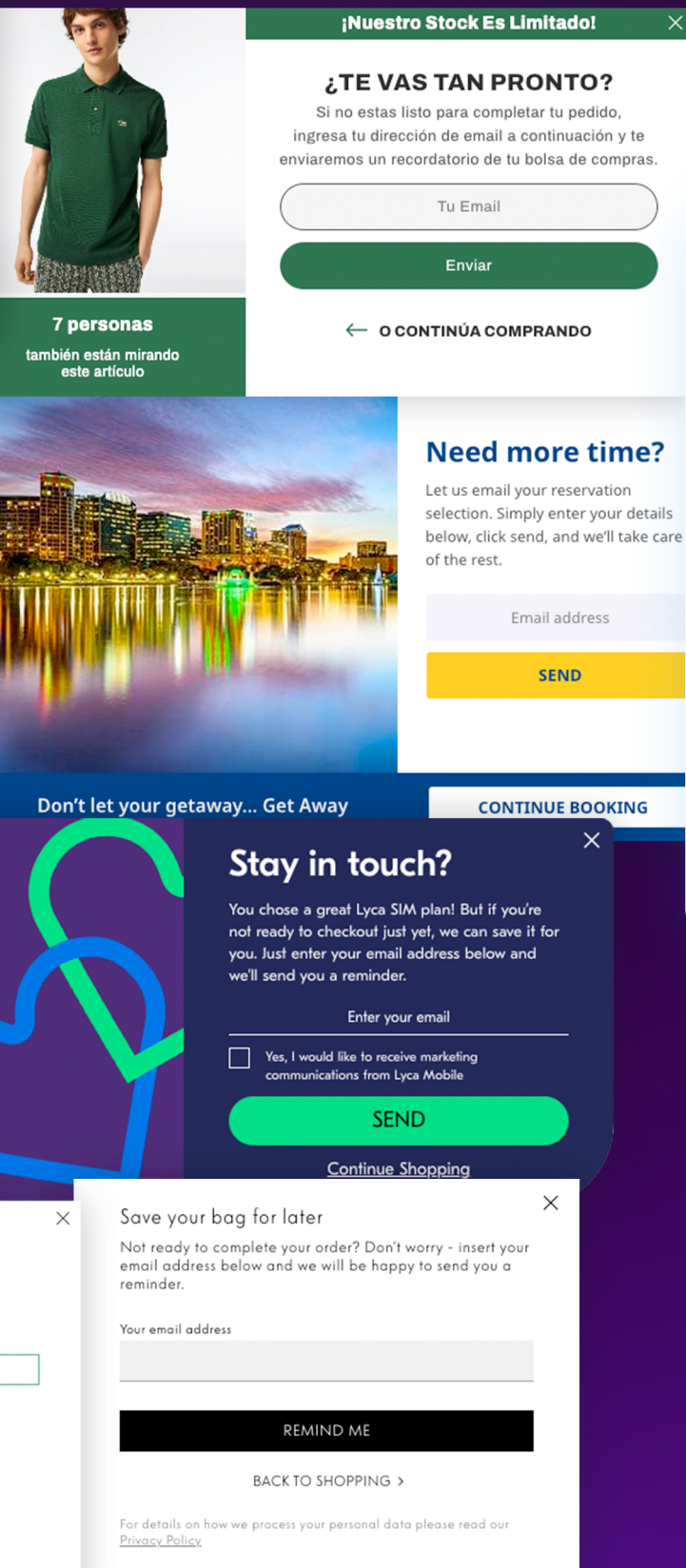
Email Acquisition.

The average email address is worth **£84.50 to marketers**. For brands with 20,000 addresses, what started as a relatively modest figure, suddenly becomes £1.69 million. It's therefore crucial every new visitor to your site has a clear way of subscribing to your marketing campaigns.

SaleCycle's **Email Acquisition** tool triggers across specific pages to catch the shopper's attention, presenting an easy way of providing an email address and therefore increasing sign-ups.

We believe that timing and placement is everything when it comes to collecting email addresses, which is why we discuss all options to make sure we get it right for your company.





Email My Basket.

SaleCycle's **Email My Basket** feature provides a quick way to allow your customers to return to their abandoned items without having to start the process all over again.

Utilising mouse tracking, we monitor visitors who add items to their basket, who then show signs of exit intent, identifying the moment they are about to abandon their purchase.

With Email My Basket you could see the following uplift improvements:

6% Conversion Rate

55% Email Open Rate

28% Email Click Rate

2% Uplift In Sales

Other features.



Product Recommendations



Countdown Timers



Product Live Trends



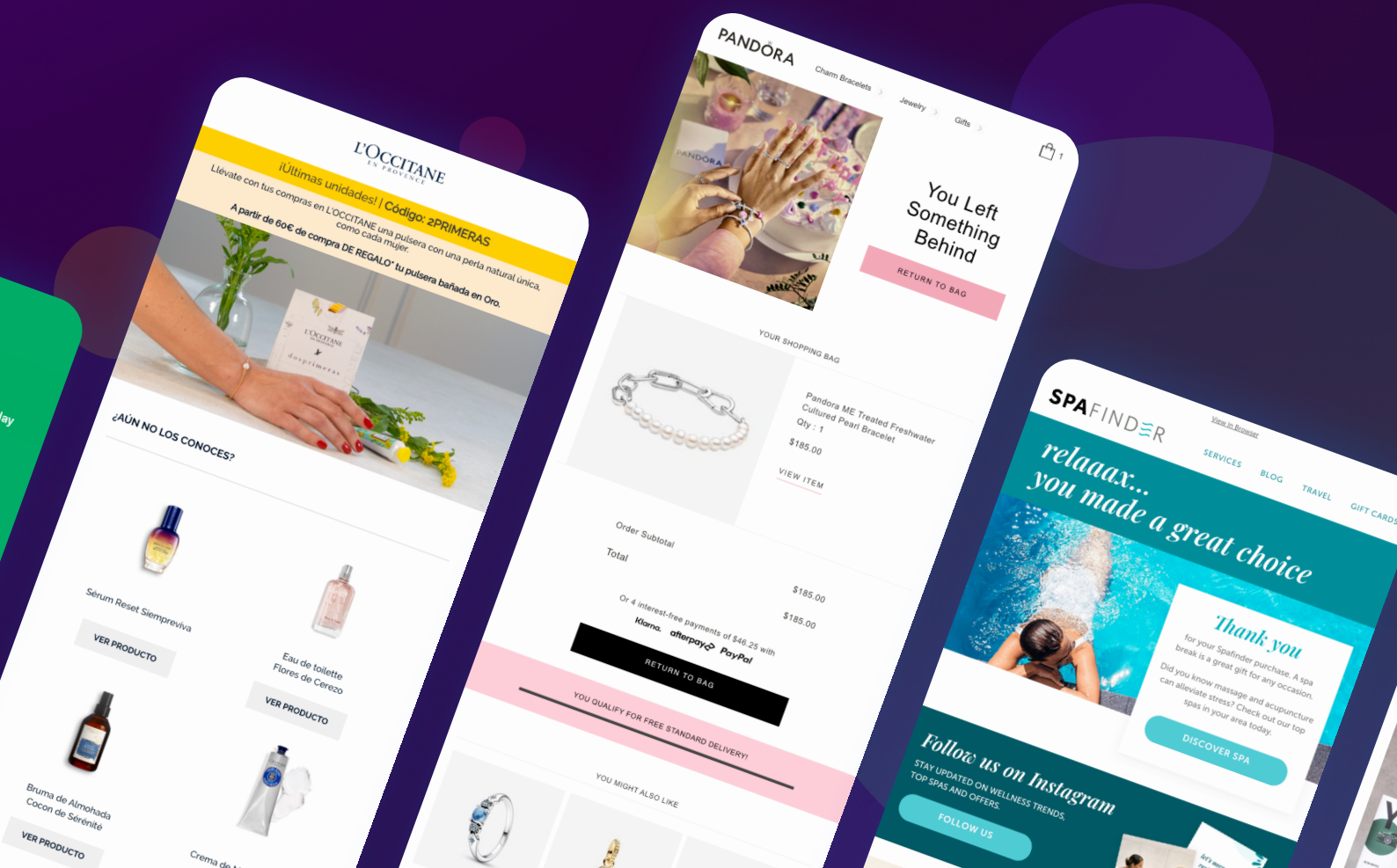
Unique Promo Codes



Progress Bars



Post Purchase





Marketing Permission
Services



Compliance & Consent
Management



Subject Line Testing



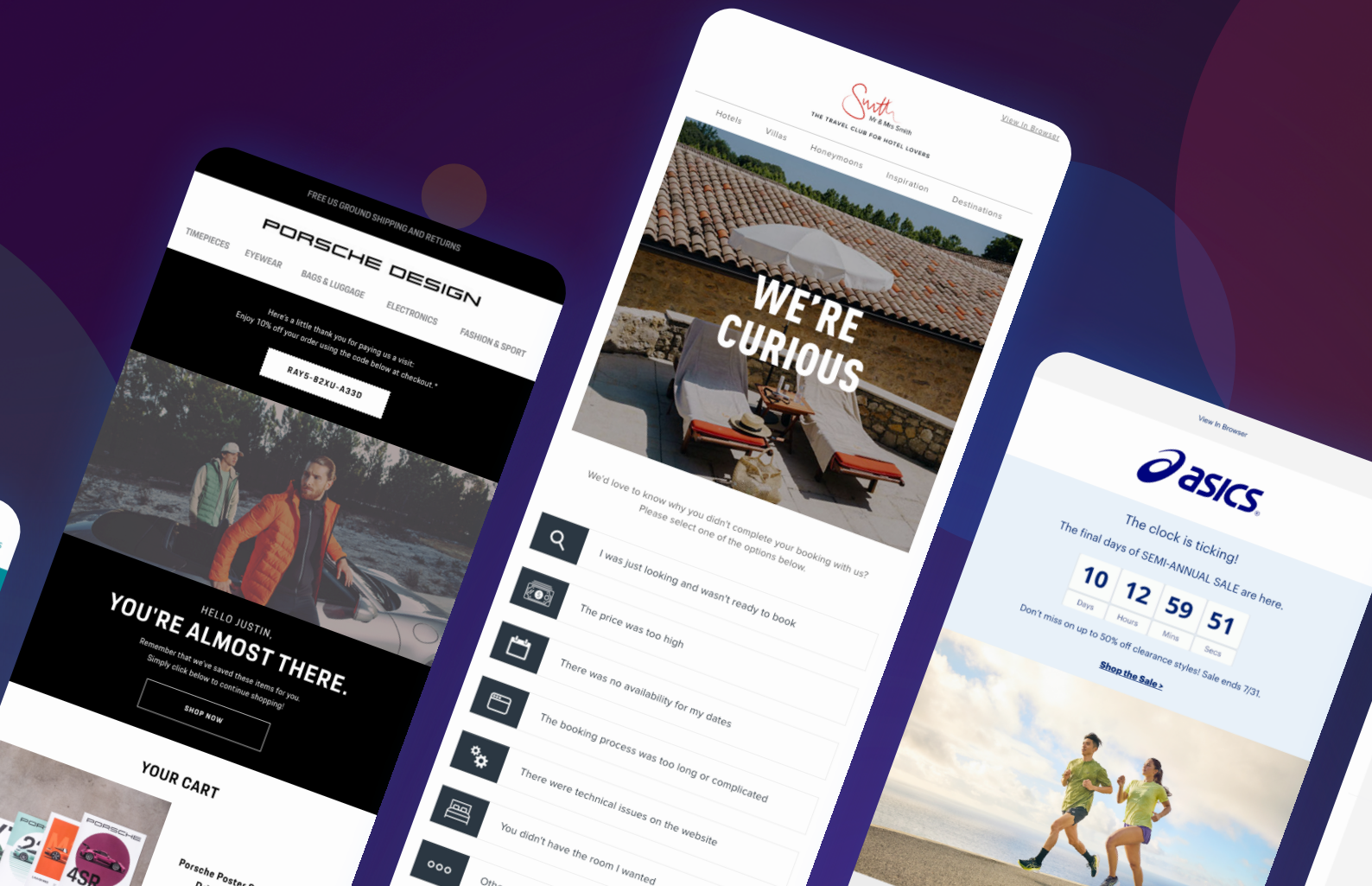
Email Send Rules



A/B Testing



On-site & Email
Surveys



Thorpe Park Case Study

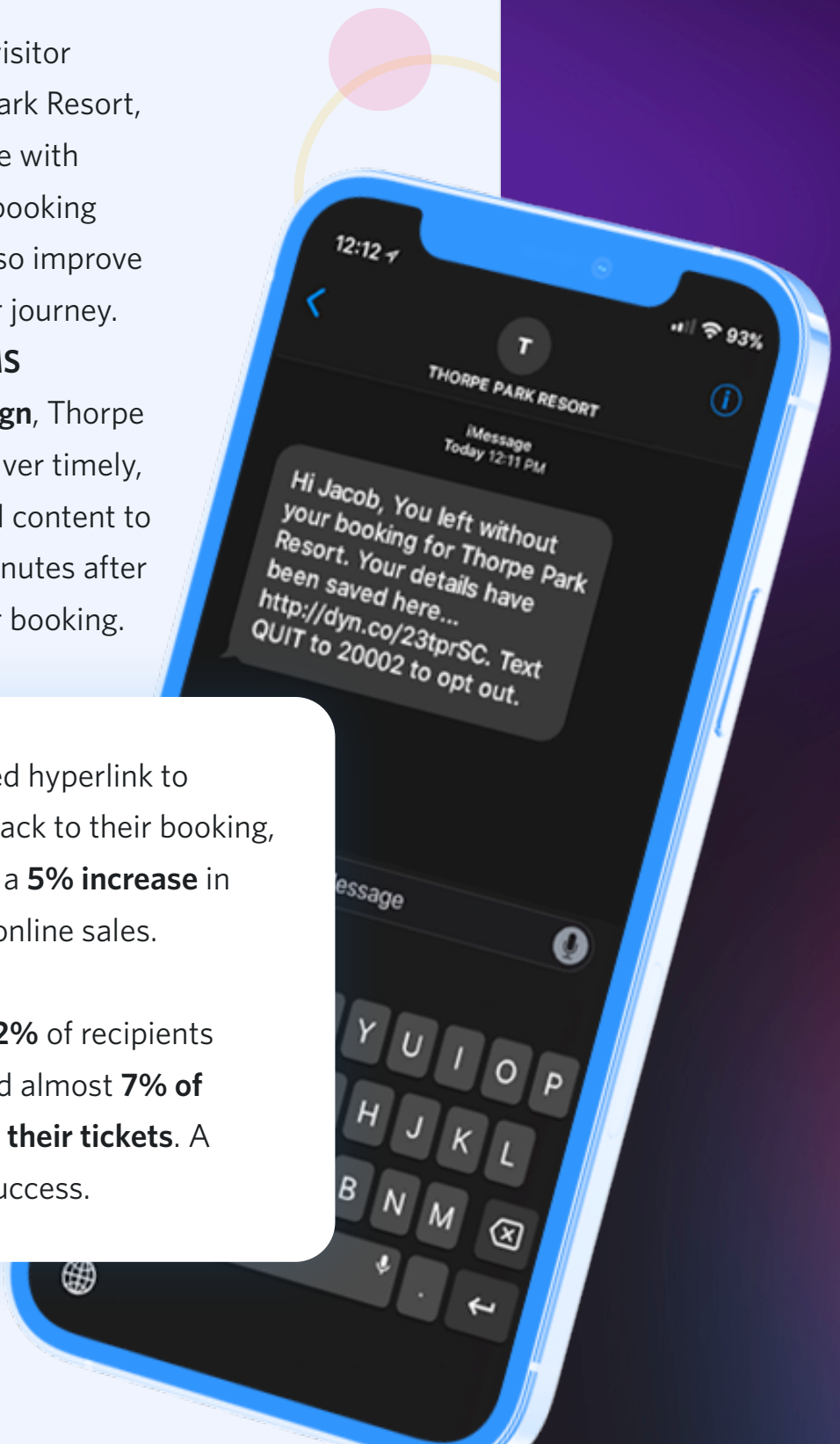
Thorpe Park increased sales by 5% with SMS Remarketing



One of the UK's top visitor attractions, Thorpe Park Resort, approached SaleCycle with the goal of reducing booking abandonment, but also improve their online customer journey. By introducing an **SMS Remarketing campaign**, Thorpe Park were able to deliver timely, relevant and personal content to customers just 30 minutes after they abandoned their booking.

Containing a shortened hyperlink to return the customer back to their booking, the solution delivered a **5% increase** in Thorpe Park Resort's online sales.

With an impressive **32%** of recipients clicking on the link and almost **7% of these going on to buy their tickets**. A rollercoaster ride to success.





New Era Case Study

New Era increased AOV with optimised abandonment email campaigns

New Era were looking to increase their online conversion rates and engage with customers who left their abandoned baskets behind. SaleCycle implemented an effective 2-cycle basket abandonment strategy with a **multi-territory campaign**.

Each email was optimised for maximum engagement. With features such as promotional banners and recommended products.

The results.

+3.14%

Online Sales

+40.90%

Email Open Rate

+27.22%

Average Order Value



Nous avons encore votre panier-d'achat

Bonjour,

Nous avons sauvegardé votre panier- d'achat de votre dernière visite.

Notre Stock est limité, donc nous recommandons à compléter votre panier avant qu'il ne manque pas les produits.



Wir haben Ihr Korb

Hallo,

Wir haben Ihr Korb von Ihr letzten Besuch unsere Website.

Wir empfehlen Sie Ihre Bestellung abschließen, um die Produkte nicht verpassen, weil unser Lagerbestand begrenzt ist.

WEITER SHOPPEN



We still have your bag

Hello,

We're still saving your bag from your recent visit to our website.

Our stock is limited so finish your order to avoid missing out.

CONTINUE SHOPPING

Your Bag

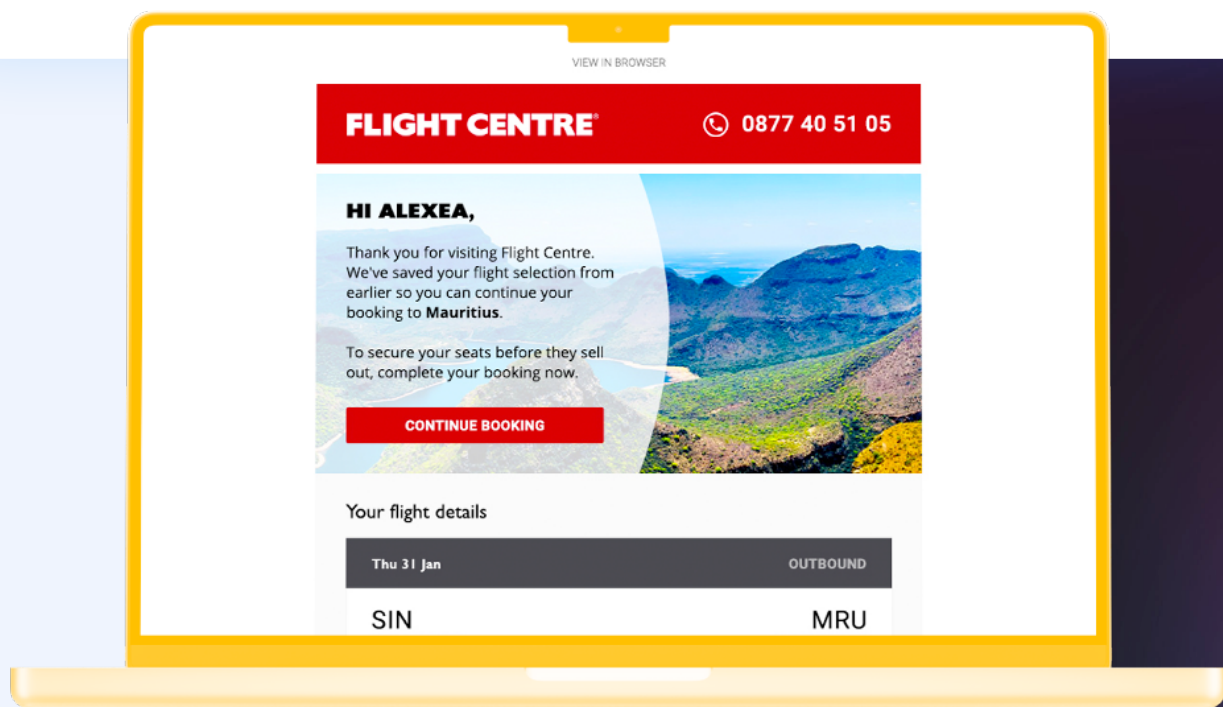
Flight Centre Case Study

Upselling & personalised abandonment emails to increase conversion rate

FLIGHT CENTRE

Flight Centre wanted to harness the power of a booking abandonment solution. SaleCycle reviewed the Flight Centre user journey and identified touchpoints to create an effective 2-cycle abandonment campaign. With retargeting and personalised messaging on the checkout page.

We identified the top 10 holiday destinations and designed bespoke templates to these locations. The optimised designs had a large impact with a **33% increase in conversion volumes**. From this initial success, the campaign was extended to further areas of the website, including car hire and experiences.





Tesco Mobile Case Study

Tesco Mobile gained valuable insights with abandonment surveys

Tesco Mobile approached SaleCycle with the goal of reducing cart abandonment, while also improving their customer journey and online service.

Thanks to a simple one click response system, Tesco Mobile's abandonment survey email was incredibly effective with over **20% of openers clicking and giving their feedback.**

Sent just seven days after an abandonment, the survey email proved to be an important addition to an impressive cart recovery program.

The campaign delivered a **5% increase in their online sales.** That's definitely something to phone home about!



HELP US IMPROVE YOUR SHOPPING EXPERIENCE.

We're passionate about ensuring that you have a wonderful experience with us.

We noticed that you didn't complete your order and would love to know why.

What stopped you buying a device from us today?



I was researching online to buy a phone in a shop

I found it cheaper elsewhere

Select

Select



I changed my mind and don't want it anymore

I was looking to upgrade

Select

Select

Select



Brands we work with.

PANDORA

DIESEL[®]
FOR SUCCESSFUL LIVING

BW | Best Western[®]
Hotels & Resorts

H&M

L'OCCITANE
EN PROVENCE


LACOSTE

BALENCIAGA



 **asics**

 **MSC**
CRUISES


Interflora


MONCLER[®]

Join SaleCycle's Partner Ecosystem.

- ✓ Proven open technology that **impacts the bottom line** of global enterprise brands.
- ✓ Deliver measurable impact and ROI for **over 500 brands** globally.
- ✓ Extensive experience in ecommerce from retail, fashion, to travel, hospitality and telecommunications.
- ✓ 13 years of expertise in **identifying, retaining and converting** website traffic.
- ✓ **Global reach**, from Europe to North America, LATAM, and APAC.
- ✓ ISO 27001 certified, we are a trusted partner that is **fully compliant** with data protection regulations globally.

Some of our partners.

amadeus

 **shopify**

MOVABLE **INK**


antvoice

Rakuten

 *affiliate*[™]

 **AWIN**

Tradedoubler

To find out how SaleCycle can help recognise, retain and re-engage your potential customers visit our website:

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