

# The Cart Recovery Protocol for eCommerce

## 1) Pre-Abandonment

- **Checkout Optimization** - minimize # of steps and fields, clear CTA, and progress bar. Collect SMS number with TxtCart for post-abandonment flow prep.
- **Guest Checkout Options:** Allow customers to buy without creating an account.
- **Mobile Optimization:** Ensure your checkout is mobile-friendly.
- **Payment Options:** Offer a variety of payment methods like credit cards, PayPal, Apple Pay, etc.
- **Upfront Shipping Costs:** Display shipping costs early in the process.
- **Clear Return Policies:** Make return policies clear and easy to find.
- **Total Cost/ROI Calculators:** Let customers see the total ROI or cost, including all fees.
- **Clear Delivery Timelines:** Provide estimated delivery dates.

## 2) Active Prevention

- **Exit Intent Solutions:** Use popups or offers to save a customer before they leave.
- **Smart Popups:** Trigger popups when the customer moves toward the exit button.
- **Time-Limited Offers:** Create urgency with time-sensitive promotions.
- **Abandon Cart Surveys:** Ask customers why they abandoned their cart.
- **Save Cart Options:** Allow customers to save their cart for later.
- **Real-Time Support:** Offer live chat or chatbot support for immediate assistance.
- **TxtCart conversational AI** handles customer queries like a real-life sales agent while saving 32x in costs.
- **Price Sensitivity Handling:** Use dynamic discounts, free shipping thresholds, or bundle offers.

## 3) Post-abandonment

- **SMS Recovery:** Use SMS to recover abandoned carts with personalized messaging.
- **AI-Powered Conversations:** Let AI handle inquiries and provide personalized offers like a human sales agent to drive sales while you sleep ([usetxtcart.io](https://usetxtcart.io)).
- **Email Recovery:** Send a series of email reminders for abandoned carts - 1 hr, 24 hrs, 72 hrs.
- **Retargeting Ads:** Use ads on social media and other websites to remind customers about their abandoned carts.
- **Customer Reviews:** Showcase positive reviews and testimonials to build trust.
- **Loyalty Rewards:** Offer exclusive discounts to loyal customers.

