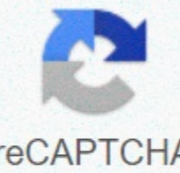I'm not robot

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# Shopify booster theme

There is no more critical interaction point for eCommerce companies than cart. For HubSpot customers using Shopify for their check-out experience, we have some welcome news. Groove, a partner of the HubSpot Platinum agency, built the first HubSpot and Shopify Integration, lovingly nicknamed HubShop.ly. HubShop.ly will leve shopping cart data to help marketers better understand their buyers, create highly targeted re-engagement campaigns, and drive more revenue. Note: This custom application costs $99/month and is the best solution for customers who are on HubSpot Professional or HubSpot Enterprise accounts. Here's how to make the most of it: Re-engage Abandoned Shopping Carts According to the Baymark Institute, nearly 68% of online buyers abandon their shopping carts while browsing for online products. HubShop.ly will allow eCommerce companies to use workflows to automatically activate follow-up emails to any potential customer who has left unpurchased items in their shopping cart. Groove found that customers using Shopify integration to send fetch-back shopping cart emails saw a decrease of 21% of the abandonment of the shopping cart. What are the tricks to send a good shopping cart recover email? Include relevant images: Add photos of abandoned products to remind users what caught their eye to begin with. These images can be automatically dragged by the HubShop.ly app. Make it easy to return to decision-making:a "session recovery" link that will leave customers right where they left their cart. Include an incentive: Consumers often abandon a cart because they are worried about shipping costs, delivery times or other obstacles. Incentives such as free shipping or a discount can compensate for some of these concerns and get the potential customer to buy. Segment and Report on your customers through the Behavior Shopping Cart Using HubShop.ly and the Contacts report together you can start reporting on your customers, channels and more performing content as it relates to shopping cart. The integration of purchase data in the analysis can close the sales/marketing cycle and help you see better what you are working for your company. Lifetime: See a report of your best customers and channels that brought them to your site. Average order value: See which of your marketing efforts have led to higher value purchases and get a better understanding of what people have average high value orders. Products purchased: See which products sell more successfully and to which person. Total purchase: Create a waterfall of your total monthly purchase to see if you are on the track to hit your goals. Create custom emails and triggered abandoned cart recovery emails are not the only way to optimize your eCommerce funnel. Feeding buyers through a number of well-time and relevant communications can accelerate both the purchase path and repeated purchaseEach email has its own tone, purpose and tactical corners to improve virality. Welcome series: An email triggered by a first-time purchase is designed to give the buyer the layman of the land when it comes to buying from your company. A personalized confirmation of purchase, shipping and return information are all standard in welcome emails. In addition, you may want to make the buyer's experience better and encourage future purchases by including a thank-you discount for their next purchase. Post purchases follow: Send the buyer a photo and description of their purchase and include items such as tracking codes or expected arrival dates. This email mainly serves as confirmation for their purchase, but, as the welcome series, it can also be used to encourage the buyer to spread the word about their purchase and your company on social media. Request for product review: A product review request can be sent at any time, but it is typically better within the month of purchase. The goal here is to make it as easy as possible for a customer to leave a product review they purchased and add "social test" for future potential buyers. Since product reviews are the main decision drivers for buyers, clean everything from email, except for requesting a review and email to review the flow of a one-step process whenever possible. I repeat purchase: Did the customer buy something that has a natural expiration or a exhaustion date? Set a workflowsend an email whenever that time period approaches. You can use HubShop.ly integration and reports to see how often your buyers are returning to repurchase and set your email reminders around that model. We have mainly talked about emails in this post, but of course if you have smart content you can use each of these triggers and data points to also adapt the content on your website. You can, for example, give priority to products that customers have a history of purchase or welcome back first time buyers with a banner or a special message. If you use Shopify on your website the options for the type of marketing you could do with HubSpot and Shopify just got far wider. We are pleased to answer any question about integration and we would like to hear your ideas about other ways to use Shopify and HubSpot together. Started with the HubShop.ly Shopify Integration from Groove Originally published 12 Feb 2015 12:30:00 PM, updated on 01 February 2017 shopify booster theme review. shopify booster theme examples. shopify booster theme demo. shopify booster theme discount code. shopify booster theme license key. how to install shopify booster theme. how to remove designed by booster theme shopify. shopify stores using booster theme

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