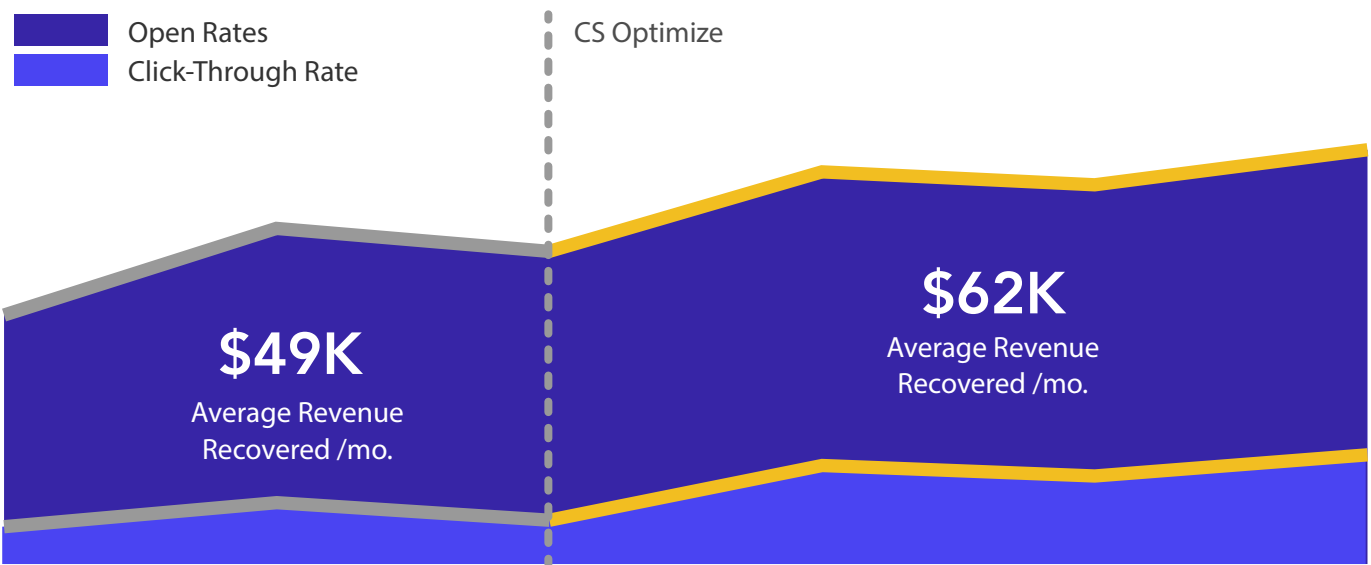


How Costway Increased Their Recovered Revenue with CartStack Optimize

After launching a successful revenue recovery program with CartStack, international online retailer Costway decided to take their conversion to the next level with **CartStack Optimize**. Through A/B split testing, email content updates and conversion nudges, we improved their overall open rate by 25%, click-through rate by 10%, and conversion rate by 15% to help them recover an extra \$13,000 per month, on average.



Launched A/B subject line split tests on all of Costway's abandoned cart & browse abandonment emails for a 25% increase in overall open rates.



Added a "Free Shipping" reminder banner and deployed social proof tactics in email campaigns to increase click-through rates by 10%+.

15% Boost

in Overall Campaign Conversion