YOUR  
LOGO

**COMPANY NAME**

CART ABANDONMENT RECOVERY STRATEGY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to develop a cart abandonment recovery strategy for your online store. We specialize in creating targeted solutions to recover lost sales, optimize conversion rates, and improve customer retention.  
  
This proposal outlines our approach to addressing [Client Name]'s cart abandonment challenges.

# Project Objectives

The primary goals are:  
  
- Reduce cart abandonment rates and recover lost sales  
- Improve customer engagement and conversion rates  
- Streamline checkout processes to minimize friction  
- Implement automated recovery workflows and campaigns

# Proposed Services

Our cart abandonment recovery services include:  
  
- Analysis of current abandonment rates and checkout process  
- Identification of abandonment triggers and friction points  
- Design and implementation of automated email/SMS recovery campaigns  
- Personalized retargeting ads and incentive strategies  
- Checkout flow optimization recommendations  
- Performance tracking and ongoing optimization

# Scope of Work

Scope includes:  
  
- Initial audit of cart abandonment metrics and website analytics  
- Development of recovery strategy and messaging sequences  
- Integration of automation tools and CRM workflows  
- Design and deployment of retargeting ads  
- Reporting on recovery performance and recommendations

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Audit & Analysis | Review current abandonment data and checkout flow | [Start Date] |
| Strategy Development | Create recovery workflows and campaign plans | [Date] |
| Implementation & Deployment | Launch automated recovery campaigns and retargeting ads | [Date] |
| Monitoring & Optimization | Track performance and refine strategy | [Ongoing] |

# Pricing

Estimated cost breakdown for cart abandonment recovery services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Audit & Analysis | Evaluate current abandonment rates and triggers | [Amount] |
| Campaign Development | Design and automate recovery sequences | [Amount] |
| Retargeting Ads | Create and manage personalized ad campaigns | [Amount] |
| Monitoring & Reporting | Track performance and provide insights | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a results-driven digital agency with a focus on e-commerce optimization and customer retention strategies.  
  
- Experience: [X] years in conversion optimization and retention marketing  
- Expertise: Cart abandonment recovery, email marketing, retargeting ads  
- Mission: To help e-commerce businesses recover lost revenue and build loyal customer relationships

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Cart abandonment recovery for a lifestyle brand  
- Outcome: Increased recovered sales by 30% within three months  
  
Testimonial:  
“[Your Company Name] implemented a recovery strategy that significantly boosted our conversions and reduced lost sales.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, balance upon project completion.  
Project Scope: Includes audit, strategy development, campaign implementation, and reporting.  
Client Responsibilities: Provide access to website analytics, CRM, and ad accounts.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this cart abandonment recovery strategy proposal and begin the project, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_