



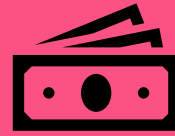
# Retargeting Campaign

Product Reminder Ad - Cart Fixer Recipe

By Michelle Gray

# Background

**KOHL'S**



Overall net sales were \$18.9 billion in 2019.



Digital sales represented 24% of net sales (\$4.5 billion) in 2019.



Shopping cart abandonment was 70%, approx. \$10.5 billion potential sales lost per year.

# Kohl's Typical Buyers' Journeys

## Sale Merchandise

- Home Page
- Select the category of sale merchandise (brand, category - housewares, apparel, jewelry, etc.) to go to that type of merchandise that is on sale.
- Select items to add to Cart

## Department

- Home Page
- Select Department (Womens, Mens, Kids, Bed & Bath, Housewares, Shoes, Jewelry, Beauty, etc.)
- Refine by Subdepartment
- Select items to add to Cart

## Style Event

- Home Page
- Click on Style Event
- Choose a Featured Outfit from the Style Page
- Select pieces of the outfit to add to Cart (or select the entire outfit)

The Kohl's logo is displayed in a white box in the bottom left corner. The word "KOHLS" is written in a bold, sans-serif font. The letter "K" is blue, "O" is orange, "H" is red, "L" is green, and "S" is purple. A registered trademark symbol (®) is located to the upper right of the "S".

# Retargeting Campaign on Facebook

1

This **Cart Fixer** campaign will retarget visitors who abandoned their shopping carts and encourage them to complete their purchase by offering incentives.

2

The **Target Audience** will be created using the pixel on the Shopping Cart page (Pixel Pool).

**Approx. 12.5 million visitors per month**

3

**Excluding Customers** who reached the Order Confirmation page (Burn Pixel).

**Net audience: 8.3 million visitors per month**

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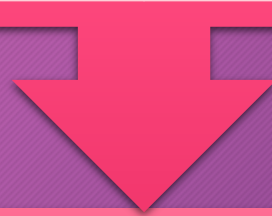


# Campaign Details

Items placed in the shopping cart are saved for 30 days using a cookie. The first 15 days, a split test will run with different offers based on whether or not the person was a prior Kohl's shopper:

20% off if  
they are a new Kohl's customer

\$20 Kohl's cash for every \$50 spent if  
they are an existing Kohl's customer.



For the remaining 15 days, an offer of 15% Off Plus \$15 Kohl's Cash for every \$50 spent will be presented to all persons who clicked on either of the split testing ads and who still have not completed their purchase.

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# Retargeting Campaign Landing Page - Shopping Cart

Upon clicking on the Facebook Retargeting ad, visitor will be taken to their shopping cart page, where they can check out or shop for additional items.

The screenshot displays the Kohl's website shopping cart page. At the top, there is a search bar with the text "What are you looking for today?". Navigation links include "Shop by Department", "My Store: Campbell", "Kohl's Coupons", and "Help". A promotional banner for "Memorial Day must-haves" is visible. The main content area is divided into two columns. The left column, titled "SHOPPING CART (5)", contains a "Checkout" button and a list of items. The right column, titled "ORDER SUMMARY", shows the subtotal, shipping, and tax, along with a "PURCHASE EARNINGS" section. A red circle highlights the "Your Savings \$65.24" text in the purchase earnings section.

**KOHL'S** What are you looking for today? Account \$122.65 Check Out

Shop by Department My Store: Campbell Kohl's Coupons Help

**Memorial Day must-haves.** SHOP NOW

**SHOPPING CART (5)** Need Assistance? Security & Privacy Policy Returns Shipping

Please review your Shopping Cart before you checkout.  
If items were saved to your Shopping Cart from a previous visit, product pricing or availability may have changed.

**Checkout**

**Women's Croft & Barrow® Capri Eyelet Pajama Set** \$21.99

Color: Purple Beach Huts  
Size: LARGE  
SKU # 77280948  
Sale \$21.99 Original \$38.00

Make this a gift

**FREE Store Pickup**  
Campbell

**ORDER SUMMARY**

Subtotal: \$115.70

Kohl's Cash & Promos: **APPLY** -

Shipping: FREE  
You've earned free shipping!

Estimated Tax: \$6.95

**TOTAL: \$122.65**

**PURCHASE EARNINGS**

**Kohl's Cash** \$20.00  
Only \$34.30 to next \$10 Kohl's Cash

**Your Savings \$65.24**

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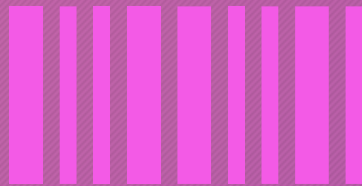
# Retargeting Matrix

<b>SEGMENT:</b>	<b>SHOPPING CART ABANDONERS</b>								
<b>DESCRIPTION:</b>	All visitors who put one or more items in their shopping cart but then abandon the cart without checking out								
<b>GOAL:</b>	Increase sales by getting abandoners to complete transactions								
<b>ACTION:</b>	Drive people to complete their original purchase and/or purchase new items								
<b>TARGET:</b>	Blue background								
<b>EXCLUDE:</b>	Pink background								
<b>PLAN</b>				<b>VISUALIZE</b>				<b>IMPLEMENT</b>	
				<b>Recency (Last X Days)</b>				<b>Target Audience (TA)</b>	<b>Exclude Audience (EA)</b>
<b>CHANNEL</b>	<b>REGENCY</b>	<b>HOOK</b>	<b>LP URL</b>	<b>7</b>	<b>15</b>	<b>21</b>	<b>30</b>	<b>TA1</b>	<b>EA1</b>
Facebook	0-15 days	<b>Promotion:</b> Offer them either \$20% off or \$20 Kohl's Cash for every \$50 spent	<a href="#">Cart Page</a>					Cart Abandoners	Order Confirmed
Facebook	16-30 days	<b>Bigger Promotion:</b> Offer them both 15% off and \$15 Kohls Cash for every \$50	<a href="#">Cart Page</a>					Cart Abandoners	Order Confirmed





# Avoiding Retargeting Mistakes



We will carefully use the data provided by the Shopping Cart pixel pool and ensure that we exclude the Order Confirmation burn pixel data.



Since shipping costs are the top reason for shopping cart abandonment, we will offer free shipping.

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# Campaign Budget

This CPC campaign will run for 30 days.

The daily CPC budget is \$5.9K/day for a total budget of \$177K.

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# Facebook Metrics

Frequency Cap: 3x/day, 21x/week - 9am-9pm, everyday

Estimated Facebook CPC = \$1.30 [Source: WordStream]

Estimated Facebook CTR = 1.7% [Source: WordStream]

Estimated Facebook retargeted conversion = 43%  
[Source: Criteo]

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# Estimated Campaign Metrics

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Reach: 8 million shoppers per month who abandon cart



8 million x 1.7% CTR = 136,000 shoppers who return  
136,000 clicks x \$1.30 CPC = \$176,800



43% conversion rate for retargeting [Source: Criteo]



Approx. 58K retargeted shoppers convert - average cart total \$100

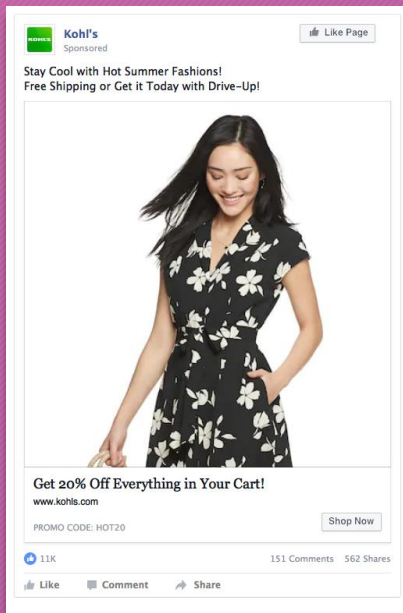


Increased revenue of \$5.8 million

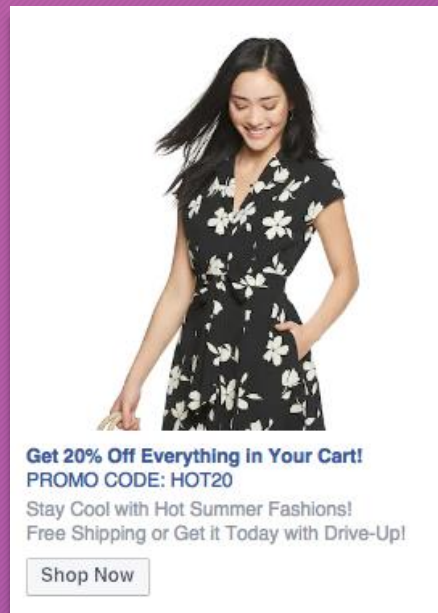


ROI is 31%

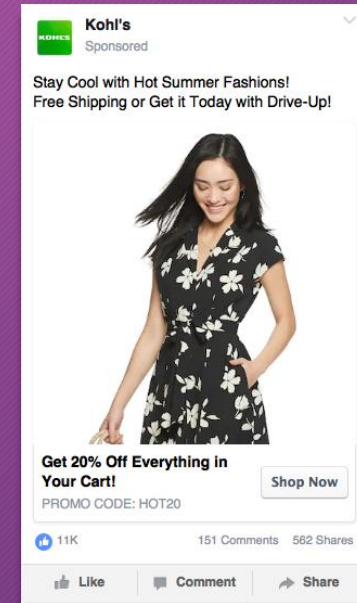
# Version A - 20% Off



News Feed



Right-Hand



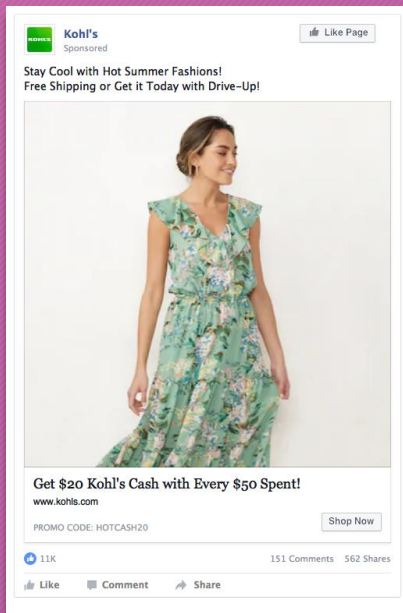
Mobile



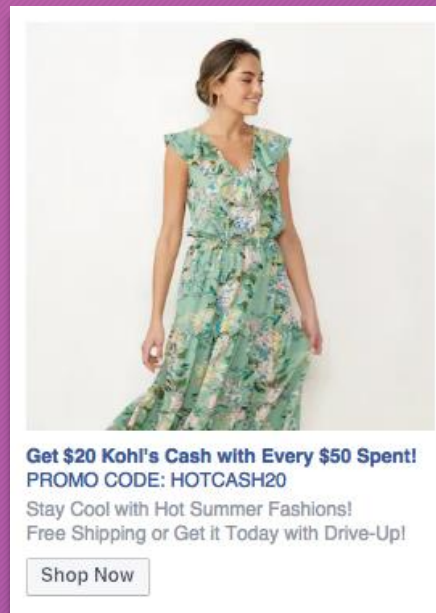
Promo Code: HOT20



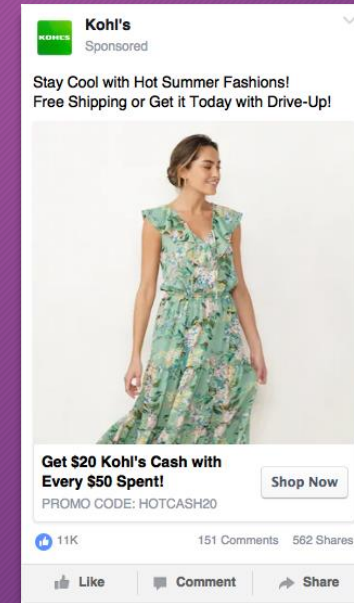
# Version B - \$20 Kohl's Cash for \$50 Spent



News Feed



Right-Hand

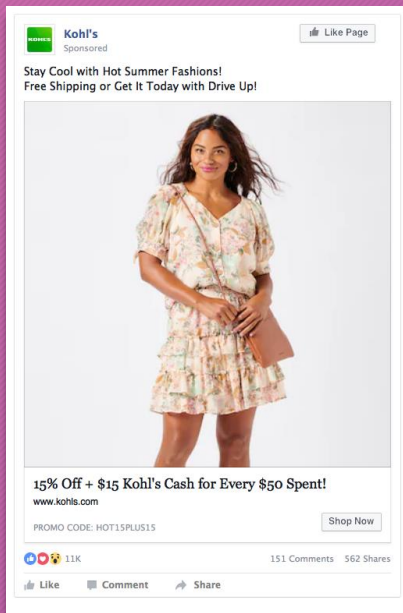


Mobile

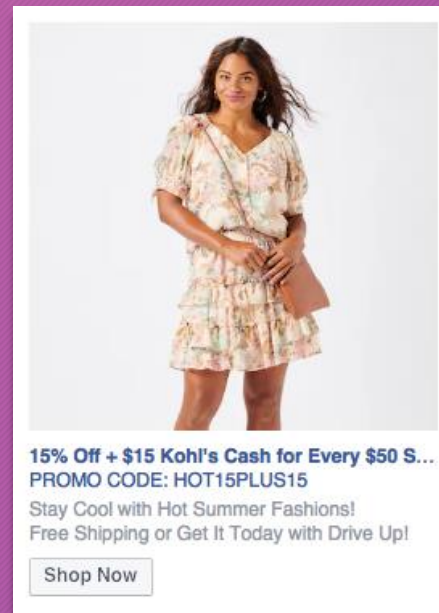


Promo Code: HOTCASH20

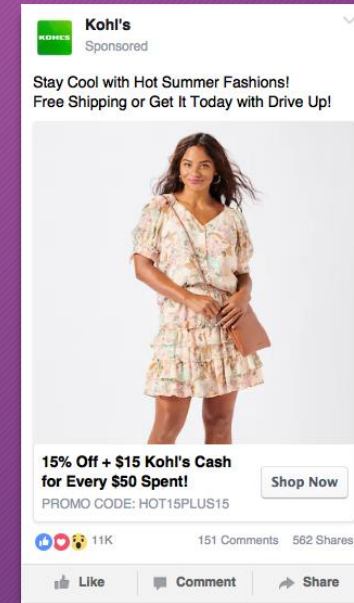
# Final Offer - 15% Off + \$15 Kohl's Cash



News Feed



Right-Hand



Mobile



Promo Code: HOT15PLUS15



# Questions?



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