

# Retargeting Strategies to Recover Lost Sales in E-commerce



Every ecommerce store has felt that a shopper adds items to their carts, browses a few pages, even starts to checkout then suddenly they vanish ,without any explanation .They just fade away. But no worries this is not the end, it's the start of the new bond.you always have a golden opportunity to bring your customer back.welcome to the world of **retargeting for e-commerce**.

In this guide,we'll explore strategies that you can use to re-engage those customers who abandoned their carts ,how you can achieve more sales,and make the most out of your traffic .

## What Is Retargeting for E-commerce and Why Does It Matter?

Retargeting your audience is one of the crucial parts of your Business. If you ever felt that a product is following you everywhere then you have already experienced retargeting . [Retargeting for ecommerce](#) refers to digital tactics that are used to reconnect with people who have interacted with your online store and did not complete their purchase.

This strategy is used and matters as it targets warm audiences .People who already know your brand and have seen your product are introduced again to your products .These people have already chosen their product or added their carts ,all they need is a little nudge .Retargeting helps you in nudging them on right time .

## **Abandoned Cart Recovery: Reclaiming Lost Sales**

Shopping carts left behind or abandoned by the customer is a huge challenge in e-commerce. Almost over **70% of online carts are left behind**. That's a lot of sales that are unclaimed .But let us tell you some good news:with a smart [Abandoned cart recovery strategy](#) , you can bring most of the shoppers back.

Start with reminders of email .A friendly, personalized message perhaps with a discount or free shipping really impresses the client .dont think emails alone will handle it. Combine them with SMS and even push notifications to rich customers wherever they are. Timing is key .Follow up with your client in a few hours,and then again a day later to catch their attention .

## **Facebook Remarketing: Reconnect on Social Media**

People are usually spending their time on social media platforms ,and [Facebook marketing](#) is one of the best ways to bring back customers.[Facebook](#) helps you in showing ads to people who visited your website or performed a particular action like viewing your product or adding it to their cart.

Facebook shows ads to the audience and magic happens .You can target a particular Facebook's Custom Audiences feature is where the magic happens. You can target a particular audience based on their past behavior,then you can deliver compelling visuals and messaging tailored to where they left off.you can highlight your customer reviews to build trust .

Don't forget [Instagram](#) ! Since it's part of the same ecosystem, your ads can appear seamlessly across both platforms.

## **Google Display Ads: Stay Visible Across the Web**

If you want to make your business rise then you can not take the risk of visitors leaving your site ,[Google Display ads](#) are your go-to tool .These ads appear on millions of websites and apps,this helps you in reconnecting and engaging more audience for your websites.

What makes Google Display ads powerful are they are visually representable and attract an audience.Use banners ,animations,and product images to capture attention .Try to mix smart audience segmentation Like targeting users who viewed a specific category and your ads will feel less like interruption and more like reminders of what shoppers already want .

You only pay when someone clicks ,making it a cost effective strategy to rearrange and convert.and it's the finest bonus by google.

## Segment and Personalize: Smarter Retargeting That Works

Not all Visitors are the same ,no one has the same personality.Everyone's choice is different then why should our ads be the same. We need to be creative and segment our audience according to their behavior.Same ad for everyone barely works in **retargeting for ecommerce** do study on there behavior how much time they spent on your website,did they add product in cart.

Everyone needs follow ups or messages of their choice. If there is a person looking for shoes you can not send them a message about jewellery.and if someone is looking for a luxurious handbag you can not send them a message about shoes. When you tailor your approach you increase the chances of turning interest into action.

## Cross-Channel Retargeting: Reinforce the Message Everywhere

The modern shoppers are confused by devices and platforms .They see your product on a laptop,then search it on mobile and then they forget it until the weekend .That's why [cross-channel retargeting is crucial](#)\_.It keeps your brand in front of the customers no matter where you are.

Imagine : a shopper adds something to the cart ,but then forgets to shop it ,then they see your Facebook Ads ,gets an email reminder and then Google display ad few hours later .then your strategy will work sure its a full funnel approach that drives result ,when your strategy is smart everything will work seamlessly.

If you want your message to vary then you can avoid being repetitive ,this will help in sending different messages on different channels.

## Timing Is Everything: When to Retarget for Maximum Impact

When and how are the most important parts for timing.retargeting too soon ,you might seem spammy to your customer .Waiting too long can cause customers to forget about your brand .The first 24 to 48 hours are most important for reminder and follow ups.

Based on shopper actions .Set up automated workflows that trigger ads or emails. Someone who abandoned the cart will get a reminder in two hours,then a follow up message with a

discount the next day. For people who are just viewing your product viewers, you will wait a little longer. By just sparking some interest without overwhelming them.

Remember, retargeting works best when it's subtle and strategic—not spammy

## Measuring Success: How to Know Your Retargeting Is Working

It's very easy to fall into the trap of "set it and forget it" .but you need constant monitoring for successful **retargeting for ecommerce**. keep an eye on key performance indicators (KPIs), such as click through rates (CTR), return on ad spend (ROAS) ,and conversion rates.

A/B testing is your Best friend here. Experiment on your ads ,creative variations, and timing schedules to find what interests the audience most and when they are engaging the most. Even small efforts can make a big change . Even if you put a simple image or call to action can bring lots of gains.

Keep on tracking your customers journey. Sometimes retargeting won't help you with immediate sale but contribute to a future purchase .Use tools like Google Analytics or Meta Pixel to analyze your audience and understand the true impact of your campaign.

## Final Thoughts: Turning Almost-Buyers into Loyal Customers

The path from maybe to yes of your customer is rarely a straight line ,but with smart **retargeting for ecommerce** ,you can lead your buyers back and give them the gentle push they need to convert. whether you are choosing **Facebook remarketing** ,**Google Display ads**, or an effective abandoned cart recovery email, your options are powerful and plenty.

Marketing is one of the most important parts for our business ,by planning the best marketing strategy you can gain more sales and trust of people .

But if it seems hard then you can manage your business and let [Growwithba](#) handle your Marketing .With a team of experts for your ecommerce .

## FAQs

### What is retargeting in ecommerce?

Retargeting focuses on the audience who have already visited your website before and searched for a product then added it to cart but then vanished .and they are your warm

customer you need to show them ads or send them emails for follow ups. All these methods of bringing back your customers is called retargeting.

### **How can e-commerce increase sales?**

E-commerce can boost your sales by implementing strategies like personalized marketing ,easy to use , and can be used in mobile and laptops ,anywhere you can choose your product.

### **How to recover from low sales?**

If you want to recover from low sales ,businesses should first analyze the reasons for the slump, then implement strategies to address them.Then this might involve revisiting sales strategies ,enhancing skills and leveraging networks.

### **How to get over a lost sale?**

Find the reason for the lost sale then create a proper plan on how to get the sales back then implement your strategy.Then you can ask for feedback from the stakeholder for feedback about your product .then use this feedback to solve the problem.