



Retail: Abandoned Cart

B2C Cross-Cloud Solutions



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WHAT'S A SOLUTION KIT?

Salesforce solution kits are your go-to when you want to connect your clouds. By connecting your clouds you can deliver impactful, personalized shopping experiences that increase customer conversions, engagement, and loyalty.

Every solution kit gives you:

- A use case overview and the required products.
- A high-level workflow.
- Information about how cloud connectors fit in.
- Required configurations.
- Solution design considerations.

Every kit includes a unique use case that addresses a common cloud connection conundrum. The use case overview gives you a real-world example of the problematic situation that each solution kit solves.

For developers, we include the information needed to deploy the functionality so that you can deliver a perfectly personalized experience to your ecommerce shoppers. Share these kits with anyone experiencing a cross-cloud dilemma.

BENEFITS OF THIS SOLUTION KIT

This kit addresses the problem of abandoned carts. It helps you connect with shoppers who add items to their cart in Commerce Cloud but don't follow through with a purchase. Your Commerce Cloud data and Marketing Cloud tools can offer shoppers a journey that enhances their experience and encourages them to return.

This kit includes configurations for sending personalized behavioral messages. Use these messages to give shoppers the incentive to return and buy, or to gather important information about their overall shopping experience. This information can provide insights to help you develop communications tailored to your shoppers' needs.

The Abandoned Cart solution kit helps you:

- Increase completed purchases.
- Drive gross merchandise volume (GMV).
- Give your shoppers a personalized experience when you connect Commerce Cloud and Marketing Cloud.
- Gain insights into what your shoppers want.
- Increase shopper engagement.

USE CASE OVERVIEW



While *The Abandoned Cart* sounds like the title to a sad late night movie, abandoned carts are a critical issue that many companies face.

Our merchant, Northern Trail Outfitters (NTO), is an outerwear, apparel, and gear retailer for outdoor recreation and fitness. Lately, NTO has been experiencing a high level of abandoned carts. It gets many shoppers who add oodles of outdoorsy outfits and gear to their carts, but then never follow through with purchases.

NTO is concerned. It's evaluating how email can provide incentives to shoppers, thus increasing sales *and* customer satisfaction levels. By connecting Commerce Cloud and Marketing Cloud, NTO can create guided communications. For example, when a shopper abandons a cart, NTO can send an email with a discount or coupon to encourage the shopper to finalize the purchase.

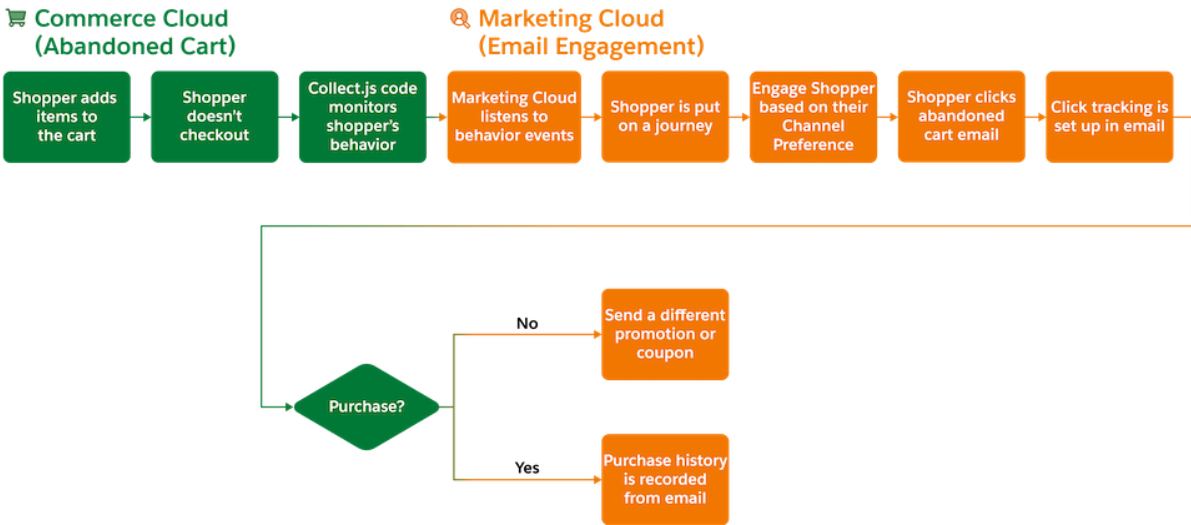
Let's look at potential actions after NTO connects Commerce Cloud and Marketing Cloud. If the shopper:

- Doesn't make a purchase, NTO sends an email message with a purchase incentive.
- Clicks the link in the incentive email message, NTO initiates click tracking.
- Makes a purchase propelled by the email message, NTO can record the data for future reference.
- Clicks the link in the email message but doesn't make a purchase within a configured wait period, NTO can send a second email message that offers a different incentive.

REQUIRED PRODUCTS

- Commerce Cloud ([SFRA](#) or [SiteGenesis](#))
- Marketing Cloud Enterprise 2.0
- Marketing Cloud Personalization Builder

WORKFLOW



CONNECTOR

The [Marketing Cloud Connector](#) for B2C Commerce facilitates the platform customizations necessary to integrate Commerce Cloud and Marketing Cloud.

Before implementing the connector, consider conducting an environmental audit with a Marketing Cloud representative to confirm that you meet the prerequisites for the use case. Also, keep in mind that triggers for Personalization Builder require a [paid services engagement](#) performed by Marketing Cloud Professional Services for every abandonment scenario and business unit combination.

Before implementing the configurations, sign in to GitHub and set up the Marketing Cloud Connector using the [GitHub repository wiki instructions](#). Are you a Commerce Cloud customer or partner and don't have access to the GitHub repository? If you have access to Xchange, you can get access to Github via this [XChange article](#).



Note: For access to Salesforce B2C Commerce XChange content, talk to your Success Manager.

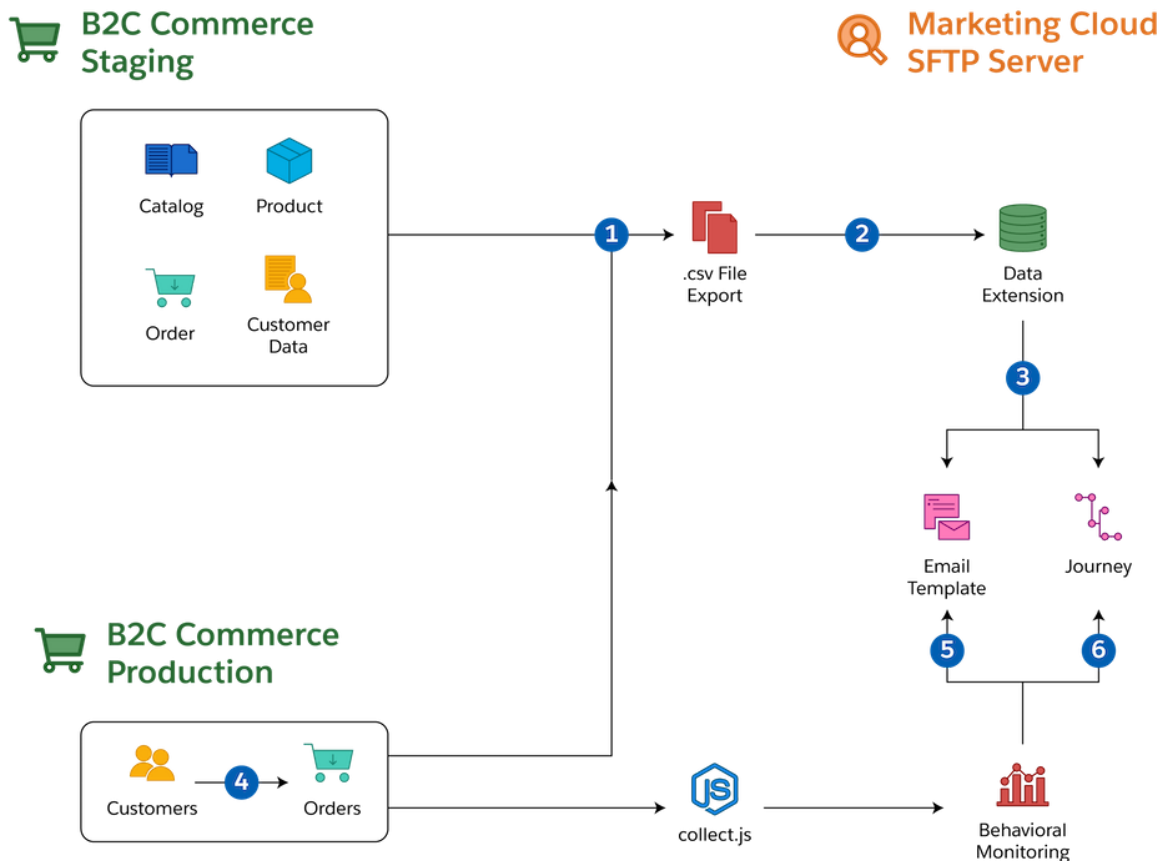
General Information About Connectors

- Connectors are developer-enablement frameworks that accelerate cross-cloud integration by providing code, configuration, and implementation patterns.
- Connectors support a core set of use cases that you can extend to support other customer-driven use cases.
- Connectors require customization and configuration in Marketing Cloud and B2C Commerce Cloud. The Commerce Cloud storefront requires customization as part of the connector integration.
- Implementation and validation require operational and administrative experience with Marketing Cloud.
- Plan your connector implementation as you would any other B2C Commerce Cloud feature by collecting requirements, capturing work tasks, and making task estimates.

What Your Company Can Do with This Connector

- Accelerate integration time to market for Commerce Cloud and Marketing Cloud.
- Simplify and centralize email authoring and content management.
- Improve marketing agility, efficiency, and campaign performance.
- Personalize engagement based on past purchases and shopper interactions.
- Capture revenue from cart, search, or browse abandonments by implementing storefront behavior monitoring and behavioral email delivery.
- Connect Commerce Cloud and Marketing Cloud using existing REST APIs exposed by Commerce and Marketing Clouds.
- Enable one-way sharing of customer, catalog, and order data from B2C Commerce Cloud to Marketing Cloud using the Connector's data feed framework.
- Trigger transactional email sends from Commerce Cloud that Marketing Cloud delivers.

Understand the Flow of Data



1. Collect the catalog, product, order, and customer [data feeds](#) from the B2C Commerce staging and production environments.
2. Move the data to the [Marketing Cloud SFTP server](#) so that Marketing Cloud consumes it on a schedule.
3. Use Commerce Cloud data in Marketing Cloud via data extensions during the authoring of email templates, creation of journeys, and development of personalized product recommendations.
4. Extend the Commerce Cloud storefront by replacing its email functions with the Marketing Cloud Connector's trigger-send features. Implement Marketing Cloud Connector customizations to trigger transactional emails for [common storefront scenarios](#).
5. Implement the Marketing Cloud collect.js through the storefront by using the Connector's reference implementation. This lets Predictive Intelligence handle abandonment

scenarios targeting search, cart, and checkout. To implement behavioral monitoring, ensure that Predictive Intelligence is licensed as part of Marketing Cloud.

6. Use the shopper behavioral data collected from `collect.js` to drive behavioral messaging, personalization, and segmentation in Marketing Cloud.

Functionality Considerations

- License Personalization Builder as part of Marketing Cloud to use [collect.js](#).
- The Marketing Cloud Connector enables email authoring via Marketing Cloud's Email Studio (instead of the developer storefront template model supported by Commerce Cloud).
- The connector enables transactional email delivery that Commerce Cloud triggers and Marketing Cloud generates.
- The connector supports delivery of Commerce Cloud-driven data feeds to Marketing Cloud through SFTP (customers, catalogs, and orders).
- Use data feeds that Marketing Cloud consumes to shape email content, including storefront product recommendations.
- A [collect.js](#) storefront implementation can monitor storefront shopper behavior and trigger email content for abandoned cart scenarios using Personalization Builder in Marketing Cloud.
- Extend the storefront to rebuild the customer's cart based on the cart definition from Marketing Cloud.

Performance Considerations

- Plan your Commerce Cloud data feed consumption to support your expected volume and Marketing Cloud use cases.
- Limit data imported via the connector feed framework to 1 million rows per import. If your data volume exceeds 1 million rows, consider multiple imports.
- Use data extensions to import data into Marketing Cloud for only two purposes (personalization or segmentation).
- Avoid importing data into Marketing Cloud for “pre-processing” or “data-lake” activities.

CONFIGURATIONS

These configurations help you connect Commerce Cloud and Marketing Cloud.

Implement and Customize the collect.js Code in Commerce Cloud

First, implement the [collect.js](#) tracking code in Commerce Cloud.



Note: This is customization work. Use the Marketing Cloud Connector [reference](#) implementation of collect.js.

After completing the collect.js implementation, validate the setup and [behavior tracking events](#). Ensure that the collect.js [track-cart call](#) is operating as expected. This call sends the entire cart every time.

Set Up Catalog Importing in Marketing Cloud

Use the [Marketing Cloud Connector](#) to import a catalog with many SKUs into Marketing Cloud using the SFTP import process.

For SKU imports that require constant product updates during the day, such as flash sales, configure [streaming updates](#) in Marketing Cloud to incrementally import catalog updates.

Set Up Behavioral Triggers in Marketing Cloud



Note: To set up the behavioral triggers that the abandoned cart use case requires, contact your Success Manager or [request a Marketing Cloud Services quote](#). Customers and partners cannot enable this on their own.

- Marketing Cloud Predictive Intelligence (Personalization Builder) listens for abandoned cart events using the behavioral data collected by the collect.js code. You can configure a custom schedule to evaluate abandonment events every one, two, or three hours.
- After the timer ends, Marketing Cloud Predictive Intelligence's behavior triggers generate an *audience* file with the shopper's cart details for use in the email.

Build an email template with the appropriate promotions for the target products (see [Getting Started with Email Studio](#)), then apply the following configurations to the template.

- Define the journey with wait periods
- Set up processes to put the customer on a journey
- Set up Marketing Cloud to listen for events based on a configured timeline
- Trigger the journey process when Marketing Cloud events are invoked

Deliver the Cart Abandonment Emails via Marketing Cloud

Author a journey in Marketing Cloud that delivers personalized abandoned cart emails to each identified customer.

- Check in Commerce Cloud to ensure that promoted products are in-stock and purchasable, for example product inventory.
- Consider blocking specific products in customer abandonment scenarios, such as sold-out products with no backorder plans.
- Include a URL-based definition of the cart contents in all email call-to-action URLs activated by customers. Rebuild the cart using the storefront.



Note: The Marketing Cloud Connector does not include logic to pass the contents of the abandoned cart to Commerce Cloud. It also does not include logic to rebuild the cart. Customers and Partners are responsible for implementing both of these capabilities.

- Extend the storefront experience to look for the cart definition provided by the Marketing Cloud Abandoned Cart email activation link. Use the definition to rebuild the customer's cart regardless of their authentication status in the storefront.

Re-Create Carts

- Define business rules to either add products from the email to the customer's cart or replace the cart. You can include this in the rebuilding code customization for the cart.
- Configure the cart logic to verify cart inventory via the abandonment email.
- Pass the cart contents to Commerce Cloud using URL variables. Extend the storefront to support that URL schema. Use that data to rebuild the cart. Verify that the abandoned cart email template adhered to the cart definition URL Schema expected by Commerce Cloud.
- When a shopper clicks a call-to-action link in an abandoned cart email, the call-to-action link should contain the cart definition following the supported URL schema. The storefront URL included in the call-to-action link should be extended to look for cart definitions in the URL and rebuild the cart if a definition is found.

Add Einstein Email Recommendations

- Get a licensed copy of Personalization Builder.
- Use the existing data from Commerce Cloud, such as customer and order data, to generate personalized recommendations using Einstein Block in Content Builder.
- For more information, see the [Personalized Marketing Recommendations Solution Kit](#).

- See [Einstein Email Recommendations](#).

Enable Click Tracking

To track shoppers who click abandoned cart email links, use your own click tracking solution. You can also use click tracking to:

- Track data in Einstein to predict behavior.
- Track data and create reports using a dashboard in Marketing Cloud.
- Get insights about shopper purchases using Google Analytics 360. See [Google Analytics 360 Audience Activation](#).

SOLUTION DESIGN CONSIDERATIONS

For the best outcomes, keep these design considerations in mind.

Configuring the Marketing Cloud Connector Data Feeds

- To add recommendations in email from Marketing Cloud, confirm that you've set up the required customer, catalog, and order feeds. See the [Marketing Cloud SFTP Guide](#).
- To generate the best recommendations, [customize the catalog feed](#) with product categorization data.
- Configure the data feeds in Commerce Cloud to deliver data to Marketing Cloud during periods of low traffic.

collect.js

- Use and extend the Marketing Cloud Connector's [collect.js reference implementation](#) to implement behavioral monitoring on Commerce Cloud storefront.
- Apply the reference implementation to accelerate the collect.js implementation through the storefront.
- To customize the data-layer exposed to Marketing Cloud, use the reference implementation's [configuration capabilities](#).

Subscription Preferences

The Marketing Cloud Connector enables customers to update their subscription preferences in Marketing Cloud via the Commerce Cloud storefront.

Catalogs

- [Streaming updates](#) isn't efficient for large numbers of product SKUs.
- Language, currency, multi-brand support, and inventory affect the catalog feed model.
- Extend the catalog feed model to support multiple languages, brands, and currencies.

Click Tracking to Revenue

- The Marketing Cloud Einstein base capability provides core functionality to track revenue.
- Evaluate Google Analytics as a mechanism to slice and dice the data. See [Google Analytics 360 Integration for Marketing Cloud](#).

Performance

- For best results when importing the flat file into Marketing Cloud, limit imported data-set sizes to 1 million rows.
- If your catalog includes more than 1 million SKUs, import the catalog using delta files.
- Import only the data you plan to use in Marketing Cloud. Use the imported data for one of two purposes: segmentation or personalization.
- If the volume or frequency of your catalog update concerns you, contact your Marketing Cloud representative or Success Manager.

Localization

- To support localization, customize the Marketing Cloud Connector.
- If you have different inventory for the same products, consider creating a different business unit. Contact your Marketing Cloud representative or Success Manager.

Multiple Brands

- Understand what your goals are for incentives, especially with shared carts across brands, and how best to present those incentives.
- Supporting Abandoned Cart with a shared cart across multiple brands increases the delivery complexity of this use case.
- Consider multiple business unit licenses to ensure balanced incentives and generation of the most relevant recommendations across brands.

RESOURCES

Configuration

[Google Analytics 360 Audience Activation](#)
[Implementing the Collect.js Tracking Code](#)

Email, Marketing, and Streaming

[Einstein Email Recommendations](#)
[Marketing Cloud Connector for B2C Commerce](#)
[Marketing Cloud SFTP Guide](#)
[Request a Quote from Marketing Cloud Professional Services](#)
[Stream Catalog Updates Through Collect Tracking Code](#)