

# WHAT'S NEXT?

RETHINKING YOUR DIGITAL ROADMAP FOR THE NEXT 60 DAYS

Presented by:



**Tim Curtis**  
President & CEO  
cohereOne



**Michelle Houston**  
COO Strategic Services  
cohereOne



**Erik Martinez**  
CEO & Co-Chair  
bluecangine



**Philip Mejia**  
Senior Product Specialist  
bluecangine



---

**Even Though Shopping Habits Are Changing**

# **Consumers are Still Spending**

---



---

# **Every Day is Black Friday**

**Consumers are responding to promotions by buying more for less.  
Traffic and transactions are up, but average orders are down.**

---



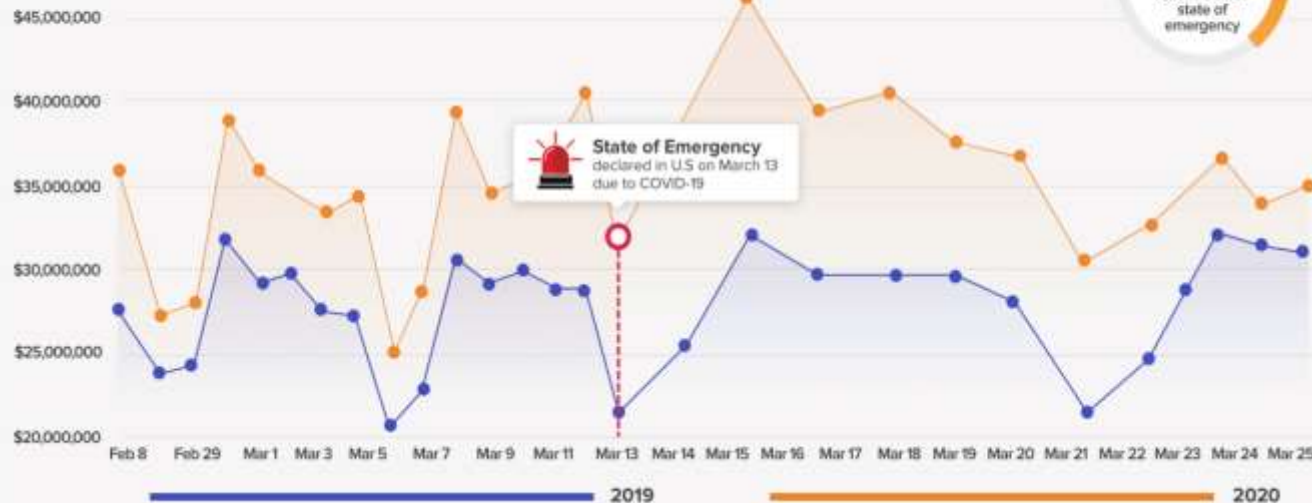
# STATE OF THE INDUSTRY: RETAIL

## e-Commerce in the Wake of COVID-19



### e-Commerce Revenue from over 850 U.S. e-Commerce Stores

Analysis Of More Than 850 U.S Retail E-Commerce Domains – Total E-commerce Revenue



### Winners



Firearms  
↗ +200%



Toys/Sporting  
Goods/Camping  
↗ +200%



Industrial  
↗ +150%

### Flat



Housewares/Home  
Hardware  
↔ 0%



Auto/Boat/  
Motorcycle  
↔ 0%

### Losers

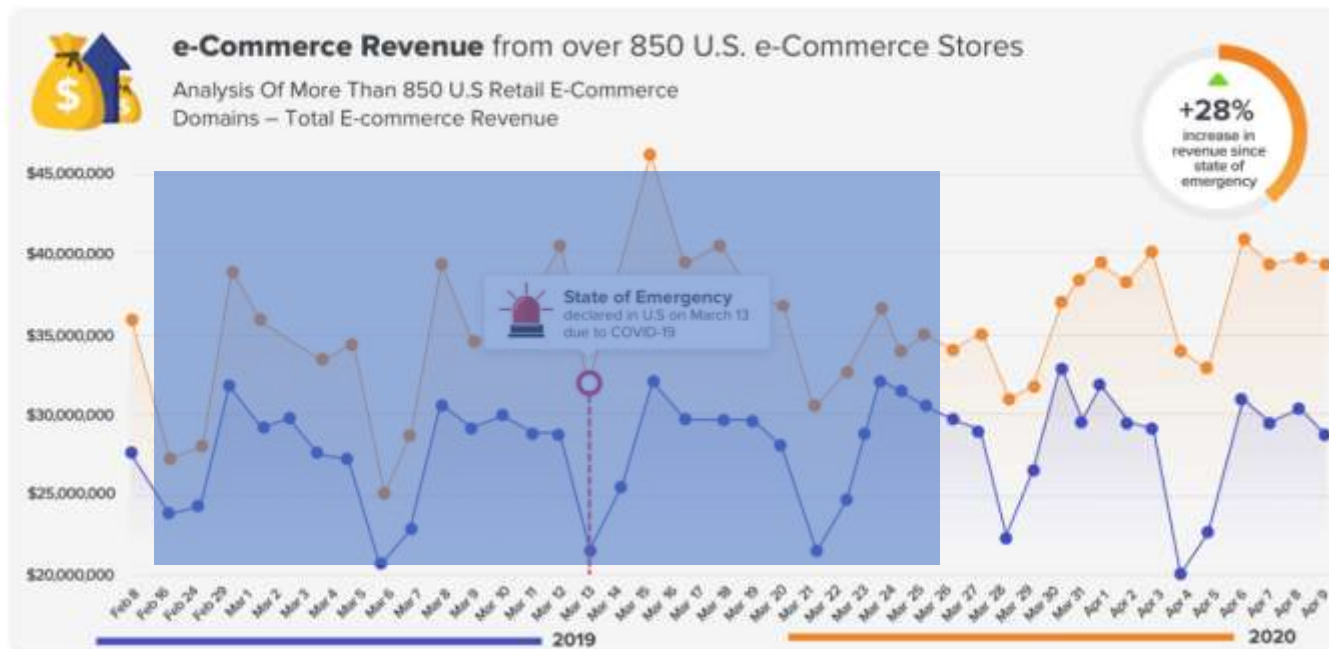


Apparel  
↘ -15%



# STATE OF THE INDUSTRY: RETAIL

## e-Commerce in the Wake of COVID-19



### Gains



Firearms  
↑ +66.2%



Toys/Sporting  
Goods/Camping  
↑ +15.9%



Industrial  
↑ +5.8%

### Flat



Houseware/Home  
Hardware  
↔ +10.1%



Auto/Boat  
Motorcycle  
↔ +17.5%

### Decline



Apparel  
↓ -16.6%



# Marketing Cost Comparison

---

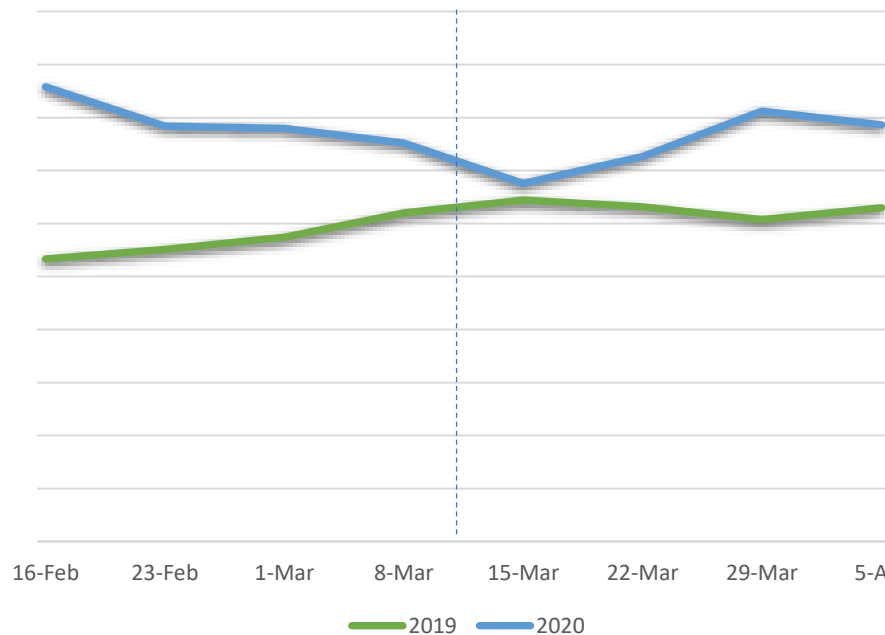




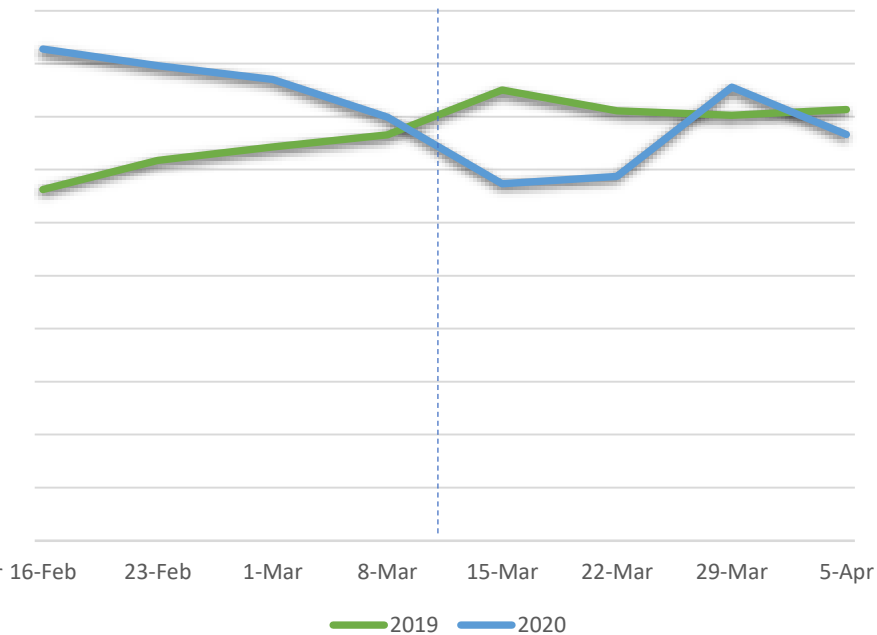
# STATE OF THE INDUSTRY: HOME BUILDERS

---

## All Traffic: User Visits



## Direct + Organic Search: User Visits





# STATE OF THE INDUSTRY: HOME BUILDERS

---

- Fannie Mae announced yesterday that home sales would decline by 15% in 2020 due to COVID-19 coronavirus. Driving the decline will be a downturn in existing home sales.
- Homebuilder confidence index takes the biggest monthly dive ever as coronavirus slams the economy.
- The National Association of Homebuilders/Wells Fargo Housing Marketing Index, builder confidence for single-family homes, plunged 42 points to a reading of 30 in April



# Paid Search Advertising





# #1 - 5

## Picking the Right Programs to Optimize

- ✓ Brand Search
- ✓ Non-Brand Search
- ✓ Remarketing
- ✓ Shopping

### Optimization Areas

1→ Automated bidding

2→ Devices

Mobile  
Desktop  
Tablet

3→ Competition

Auction Insights

4→ Audiences

Demographics  
Location  
Customer Lists  
Google Remarketing Lists  
Affinity/Custom Intent

5→ Networks/Apps

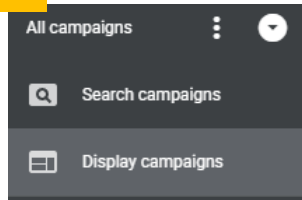
Search Network  
Partner Networks  
Display Networks  
Apps



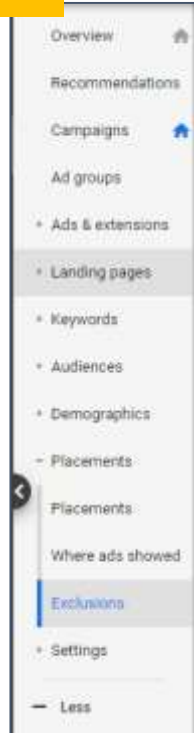


# HOW TO: OPTIMIZE APPS

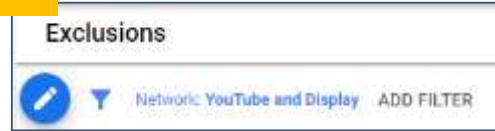
A



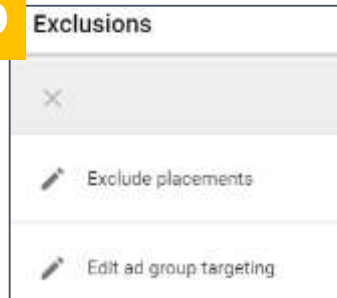
B



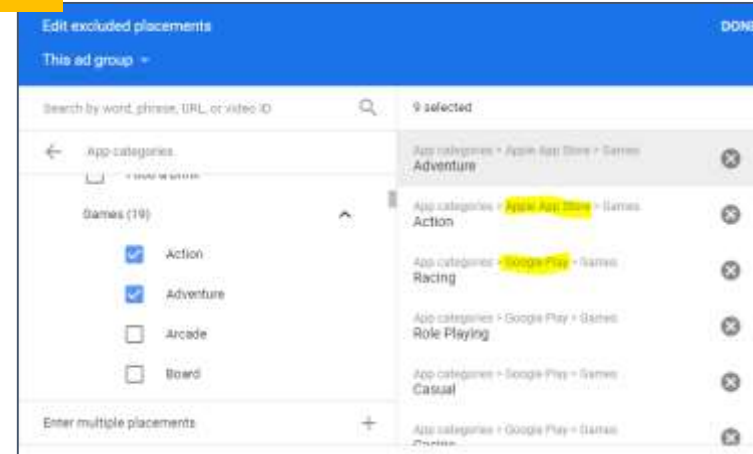
C



D



E



Initial results

Clicks	CTR	CVR	CPC
-10%	11%	29%	-6%



# #6 – 7

## Choosing Keywords to Go After or Suppress

- ✓ Brand Search
- ✓ Non-Brand Search
- ✓ Remarketing
- ✓ On-Site Search

### Keyword Areas

#### 6→ Search Query Report

- Review reports for high cost, no conversions terms (negatives)
- Create a COVID19 negative keyword list
- Test campaigns on top converting keywords

#### 7→ On-Site Search

- Set-up tracking
- Create new campaigns to test

### Example: COVID-19 Negatives

- Viral
- Virus
- Wipes

- Toilet paper
- Thermometer
- Paper towels

- Surgical masks
- Surface cleaner
- Social distancing



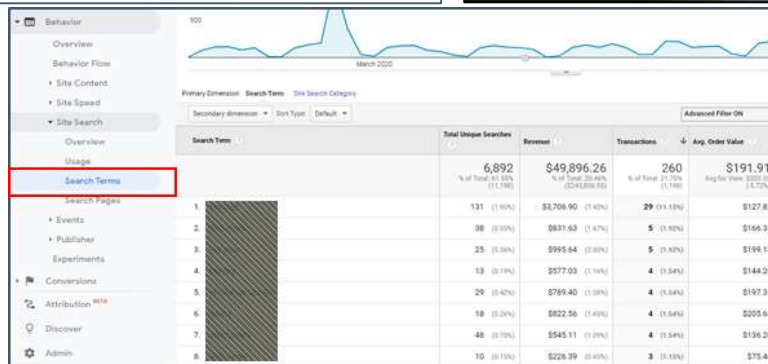
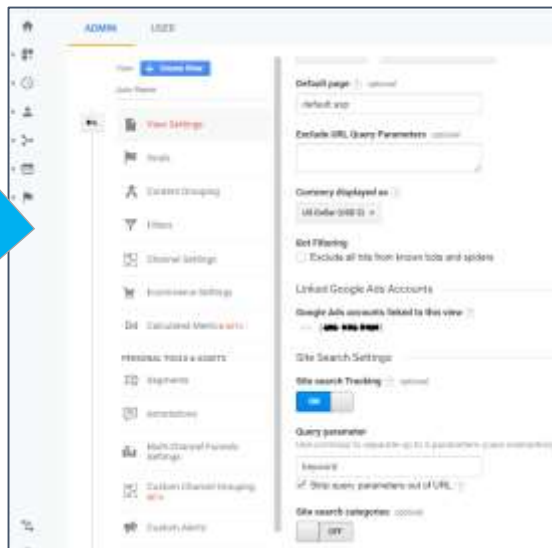


# HOW TO: SET UP ON-SITE SEARCH TRACKING

→ Find out what visitors are searching for using on-site search tracking.

→ Create new test search campaigns based on these highly converted terms.

Bonus: You can use for remarketing as well.





# #8 – 10

## Utilize Audience Lists

Audience lists is a section in the Audience manager where you can create and manage your remarketing lists.

You have control over which audiences see your ads across YouTube, Gmail, Google Search, and the Google Display Network through remarketing campaigns.

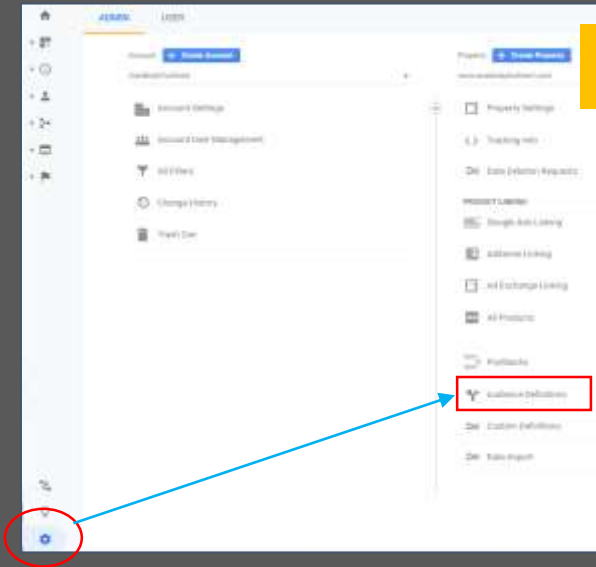
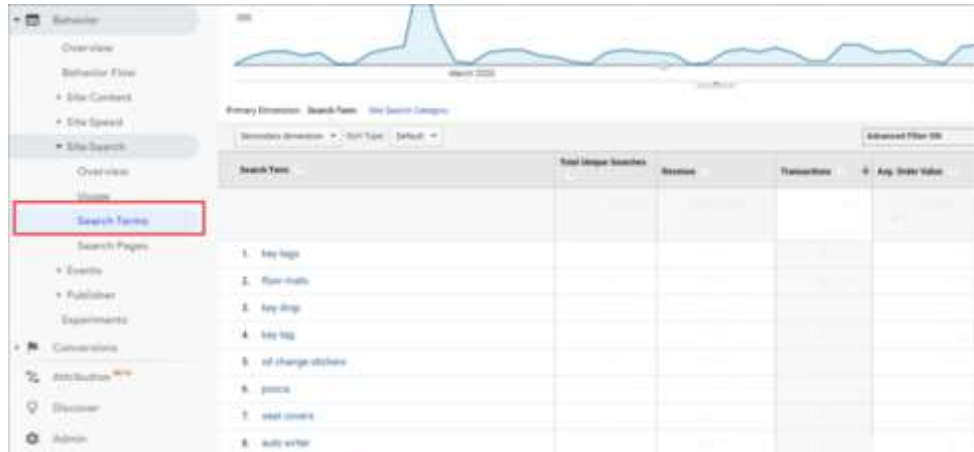
Type	Usage
8→ Customer Lists	<b>House file:</b> Upload your house file to Google Ads and layer onto your campaigns. Be sure to include FName, LName, eMail, Phone, State, Zip code. The more info, better the results. Segment house file by recency, high value, reactivation, etc.
9→ Google Remarketing Lists	Review existing remarketing lists, updated/create new lists. <ul style="list-style-type: none"><li>• Google ads remarketing lists</li><li>• Google analytics remarketing lists</li></ul>
10→ Custom Affinity/ Custom Intent Lists	Review, Layer & Test: <ul style="list-style-type: none"><li>• Custom Affinity lists target users based on search history</li><li>• Custom Intent lists based on same history, but more granular</li></ul>





# HOW TO: CREATE ON-SITE SEARCH AUDIENCE

Remember those on-site search keywords?  
Here's how to create an audience list to remarket those searchers







# HOW TO: CREATE ON-SITE SEARCH AUDIENCE

**Audiences**

Create audiences to target with your next campaign through targeted audience identity responses that determine who the audience is and who they are not. Use the left-hand controls to create the audience through the Audience Builder.

**Audience Builder**

**Audience Definition**

**Demographics**

**Technology**

**Behavior**

**Site of First Session**

**Traffic Sources**

**Enhanced Engagement**

**Advanced**

**Conditions**

**Sequences**

**Search Term**

**Search**

D

**Audience Builder**

**Demographics**

**Technology**

**Behavior**

**Site of First Session**

**Traffic Sources**

**Enhanced Engagement**

**Advanced**

**Conditions**

**Sequences**

**Search Term**

**Search**

E

**Audience definition**

**Conditions**

Search Term: contains "tag"

**Users over last 7 days**

25

**Membership duration**

30 days

**Eligibility**

Google Ads (Display)  
Google Ads (Search)  
Google Analytics  
External Partners (Salesforce Marketing Cloud)

F

**Audience Builder**

**Demographics**

**Technology**

**Behavior**

**Site of First Session**

**Traffic Sources**

**Enhanced Engagement**

**Advanced**

**Conditions**

**Sequences**

**Search Term**

**Search**

G



## #11

# Enhancing Shopping Feeds - Disapprovals

For ecommerce sites, shopping feeds generally drive a high percentage of new visitors to websites.

→ Review your merchant center error messages for increased disapprovals due to **Offensive or inappropriate content (Capitalizing on sensitive events)**

Algorithms have changed and you'll want to stay on top of disapprovals.

## Update to Inappropriate content policy

March 2020

In March 2020, effective immediately, Google will update the inappropriate Content policy to clarify the position on Sensitive Events.

### Updated Sensitive Events policy

The following is not allowed:

- Products that potentially capitalize on or lack reasonable sensitivity towards a natural disaster, conflict, death, public health emergency, or other tragic event

**Examples (non-exhaustive):** Appearing to profit from a tragic event with no discernible benefit to users; price gouging or artificially inflating prices that prohibit/limits access to vital supplies; sale of products or services (such as personal protective equipment) which may be insufficient for the demand during a sensitive event; using keywords related to a sensitive event to attempt to gain additional traffic.

Posted March 2020

### Status

Violated policies	Offensive or inappropriate content (Capitalizing on sensitive events)
Shopping ads	Disapproved or invalid
Surfaces across Google	Disapproved or invalid

### Item status

Item	Affected feed(s)	Action
Offensive or inappropriate content (Capitalizing on sensitive events)	Shopping ads, Surfaces across Google	REQUEST REVIEW
Violation of Shopping ads policy	Shopping ads, Surfaces across Google	Review Shopping ads policies and update your feed to meet the requirements Learn more

### Why is this item disapproved?

- Due to precautionary health measures we're taking in light of COVID-19, you may experience temporary delays in our process of reviewing your items.

We use automated systems to identify items that are violating our policies and the Products Feed Specification. If you disagree with our decision to disapprove this item, you can request a manual review. Before requesting a manual review please ensure that this item complies with our policies and the Products Feed Specification. If the item is submitted for manual review but does not comply with these requirements, your ability to request manual reviews will be disabled in your account for the next 7 days. Please note that changing the item in your product data (specifically id, title, description, link and image/link attributes) might reset the result of the manual review.

☒ I have ensured that this item complies with Shopping Ads policies and the Products Feed Specification

CANCEL

REQUEST MANUAL REVIEW



# #12

---

## Enhancing Shopping Feeds - Optimizations

- Product Titles
- Product Descriptions
- Priority Level
- Automated Bidding
- Product Segmentation
- Locations
- Smart Campaigns







Action : title

▼ 1. Edit text ▼ Add to the left ▼ Cookie Gifts -

Where: title ▼ Does Not Contain ▼ cookie Whole words only ▼ X

+ Condition

▲ 2. Edit text ▼ Add to the right ▼ - Freshly Baked Cookies Delivered

+ Condition

+ Action

Save Cancel Clear

Black Cookie Gift Boxes with Heart Ribbon (Count: 42) - Freshly Baked Cookies Delivered
Black Cookie Gift Boxes (Count: 36) - Freshly Baked Cookies Delivered
Black Cookie Gift Boxes (Count: 24) - Freshly Baked Cookies Delivered
Black Cookie Gift Basket (Count: 18) - Freshly Baked Cookies Delivered
Cookie Gifts - Black & White Dots Blue Ribbon (Count: 18) - Freshly Baked Cookies Delivered
Cookie Gifts - Black & White Dots Blue Ribbon (Count: 36) - Freshly Baked Cookies Delivered
Gold Cookie Gift Boxes (Count: 9) - Freshly Baked Cookies Delivered
Gold Box Cookie Gift Tower: Congratulations Ribbon (Count: 30) - Freshly Baked Cookies Delivered
Gold Cookie Gift Boxes (Count: 12) - Freshly Baked Cookies Delivered
Gold Cookie Gift Boxes with Happy Birthday Ribbon (Count: 48) - Freshly Baked Cookies Delivered
Gold Cookie Gift Boxes with Thank You Ribbon (Count: 24) - Freshly Baked Cookies Delivered
Gold Cookie Gift Boxes with Thank You Ribbon (Count: 9) - Freshly Baked Cookies Delivered
Gold Cookie Gift Boxes with Thank You Ribbon (Count: 36) - Freshly Baked Cookies Delivered
Gold Cookie Gift Boxes with Congratulations Ribbon (Count: 30) - Freshly Baked Cookies Delivered





8: Edit text: [Document] [SteamPunk]

Where id: [Value List]

Contains [Whole words only]

Value List:

- 25 HT 2528825
- 25 BR 2520253
- 2520695
- 2529787
- 2520629
- 25 HA 2520799
- 2524267
- 2528718
- 25 HT 2528808
- 2530447
- 2528004
- 2530448

Action: title

1: Edit text: [Add to the left] [SteamPunk]

Where id: [Value List]

Contains [Whole words]

Value List:

- 25 HT 2528835
- 25 BR 2520252
- 2520695
- 2529787
- 2520629

title
Steampunk Silky Lace Camisoles (Cabernet & Chocolate Set) 2X
Steampunk Silky Lace Camisoles (Cabernet & Chocolate Set) Ex
Steampunk Queen Anne'S Lace Stiletto Boots 8
Steampunk Sheer Stockings (Black, Gray, Ivory)
Steampunk Venetian Cape
Steampunk Gothic Equestrienne Top Hat La Femme
Steampunk Aviator Goggles Top Hat
Steampunk Mary Frances Queen Of Heart Purse
Steampunk Elegant Soiree Clutch
Steampunk Silky Lace Camisoles (Cabernet & Chocolate Set) 1X
Steampunk Silky Lace Camisoles (Cabernet & Chocolate Set) Ex
Steampunk Queen Anne'S Lace Stiletto Boots 12





Top 10

---

Email Road Map



# #1

---

## Review Automated Emails

As customer behaviors continues to shift (especially geographically), be sensitive and mindful of the tone of your automated emails – they aren't updated as frequently.





# #2

---

## Automated Feeds – Are they On?

You'd be surprised about how frequently feeds go "down".





# #3

## Segmentation

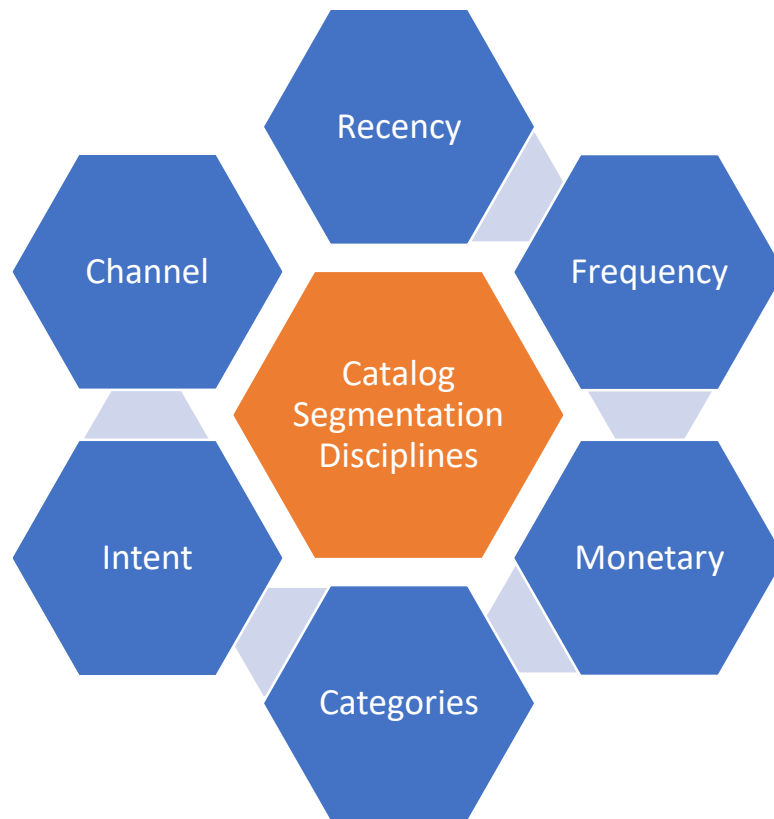




# Core Print Principles

---

Incorporate  
Traditional DM  
Tactics with Email  
Segmentation.





# SEGMENTATION

---





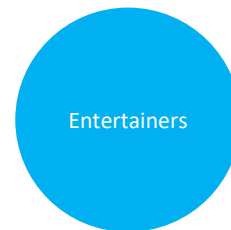
# SEGMENTATION CASE STUDY

---



- Buyers and subscribers comingled
- Product diversity and customer preferences were strongly categorized into 2-3 main areas, yet marketing couldn't target.

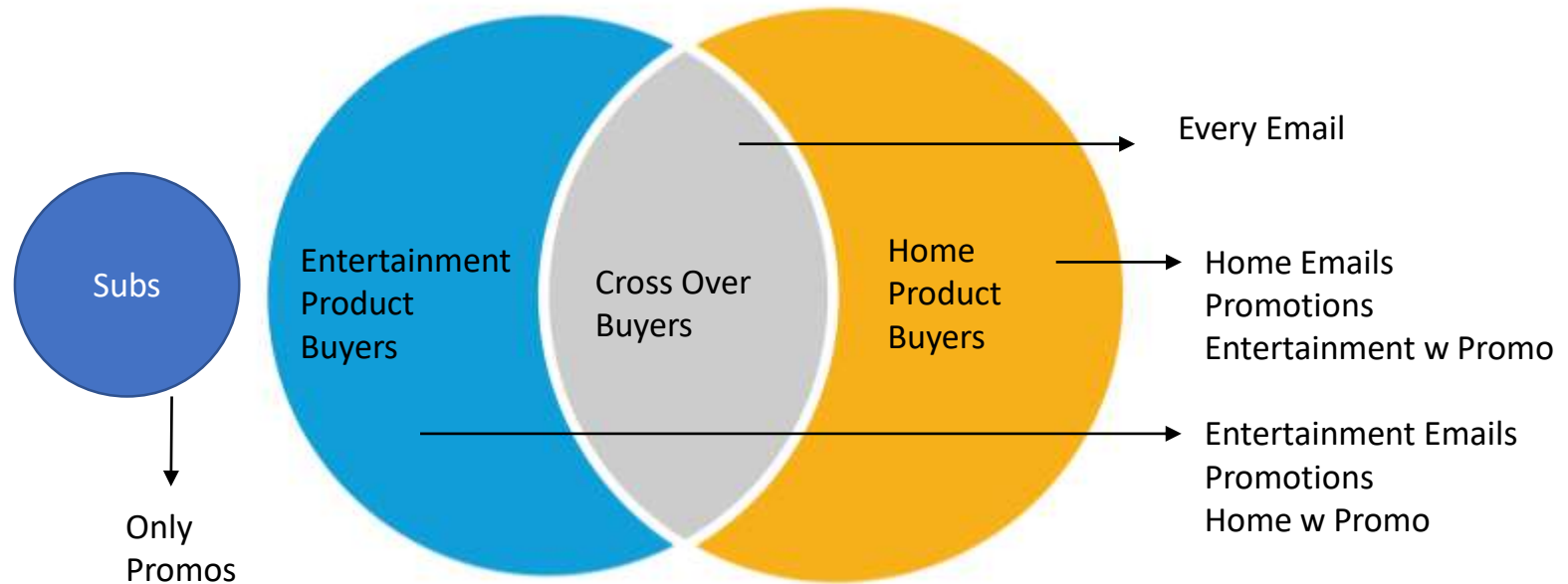
SOLUTION WAS TO SEGMENT





# SEGMENTATION CASE STUDY

---





# SEGMENTATION CASE STUDY

Year	Delivered	Orders	Demand	OPEN %	U CLICK %	AOV	CONV %	Profit PER
No Segmentation	34,084,633	18,766	\$ 2,489,311	11.31%	11.63%	\$ 133	4.19%	\$ 0.073

Year	Delivered	Orders	Demand	OPEN %	U CLICK %	AOV	CONV %	Profit PER
Cross Over	5,112,695	4,363	\$ 719,911	17.53%	18.03%	\$ 165	6.49%	\$ 0.141
Home	8,521,158	5,864	\$ 979,351	14.14%	14.54%	\$ 167	5.23%	\$ 0.115
Entertainment	9,202,851	5,827	\$ 856,546	13.01%	13.37%	\$ 147	4.81%	\$ 0.093
Subscribers	8,945,612	2,931	\$ 366,913	8.71%	8.96%	\$ 125	3.18%	\$ 0.041
	31,782,316	18,985	\$ 2,922,720	11.11%	10.39%	\$ 154	4.84%	\$ 0.092
	-7%	1%	17%	-2%	-11%	16%	16%	26%

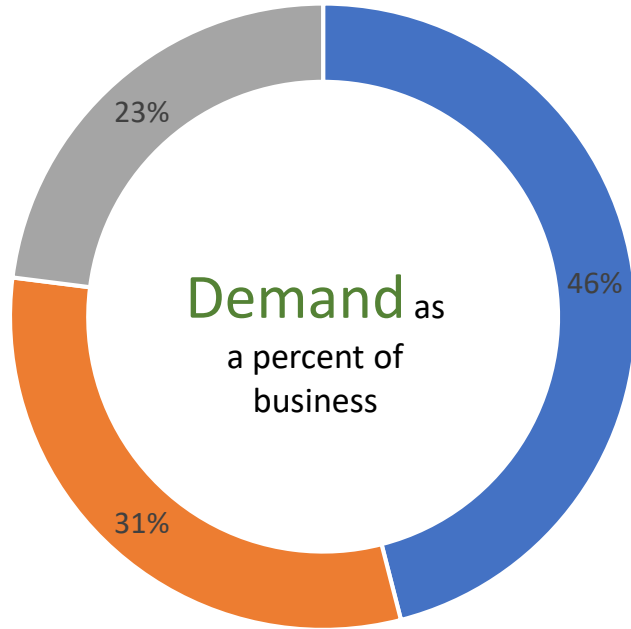


# Shift Happens

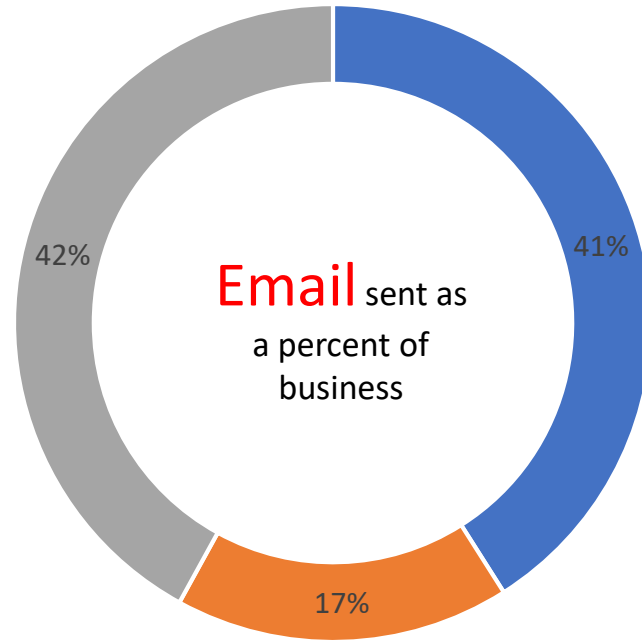
A collage of various objects including two teal polo shirts, a brown pencil, a blue pen, a brown notebook, a blue mug, a red cup on a saucer, a red thermos, a yellow umbrella, a pair of goggles, a magnifying glass, and a blue mug. The objects are arranged in a collage-like fashion on a white background.



# Aligning Marketing with Behavior!



■ Category 1 ■ Category 2 ■ Category 3



■ Category 1 ■ Category 2 ■ Category 3



WILDFANG



CAUSE WHO'S WEARING PANTS RN...



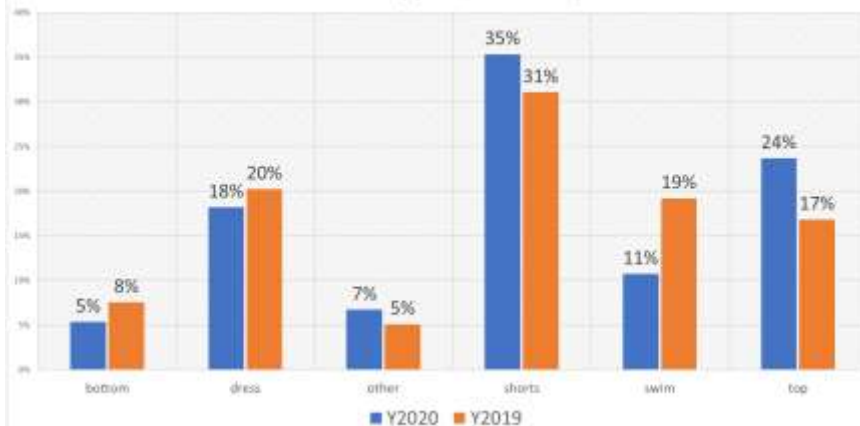
BUSINESS  
ON TOP

NOTHING  
ON BOTTOM

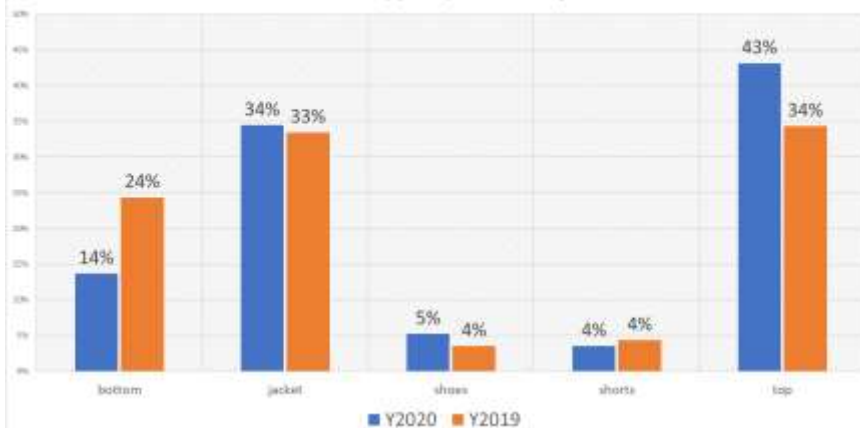


ZOOM CALL... BUT MAKE IT FASHION.

Category Shifts  
Women's Apparel, Last 30 Days



Category Shifts  
Men's Apparel, Last 30 Days







# Merchandising is Changing





# Embracing the Reality





# Quarantine Living



**YETI** SHOP CUSTOM SHOP THIS IS YETI



## BACKYARD BASECAMP

Whether it's setting up a tent or a balcony or making coffee on a camp stove—getting to use the gear that reminds us of our favorite places is a good way to feel a little better these days. YETI knows, you inspire us every day. Keep up the wild-inspired ingenuity.

[SHOP YETI NATION FAVORITES](#)

---

## ESSENTIALS FOR HOME AND AWAY

**OSPREY**

BACKPACKS TRAVEL LIFESTYLE GEAR

TRAVEL GEARING & ADVICE FOR ALL TRAVELERS



## Dream Now, Travel Later

We're using this unexpected downtime to untold our plans. Take virtual tours of far-away destinations, create packing lists and dream big. How about you? This storm will eventually pass and when it does, we want to be ready to go places. Now through the end of April, take 25% off travel—and take a break from binge-watching.

[SHOP FOLDABLE](#)


**SITKA**

WEAR WOMEN YOUTH GEAR


## SITKA FILMS

HERE'S A LIST OF SOME OF OUR MOST-POWERED FILMS.  
GET BACK, RELAX AND STAY HEALTHY.

[WATCH NOW](#)



### SAY WHEN



### THE LINGUISTS

# Get them Dreaming Again





#### SWEET! HOW DO I TUNE IN?



Weekdays at noon (PDT), look for this icon at the top of your Instagram feed and tap to watch!

Can't make it at noon but still want to crush it with us? No worries, we'll keep the videos posted to the @titlennine profile for 24 hours.



## Adventuring At Home

With families spending extended time at home these days, it's no surprise that many of us are looking for fun activities to do at home. Watch as we explore the backpack - adventure with the OSPREY - and discover how we can find adventure in our local backyard.



# Engage with Activity



# #5

---

## Abandon Cart

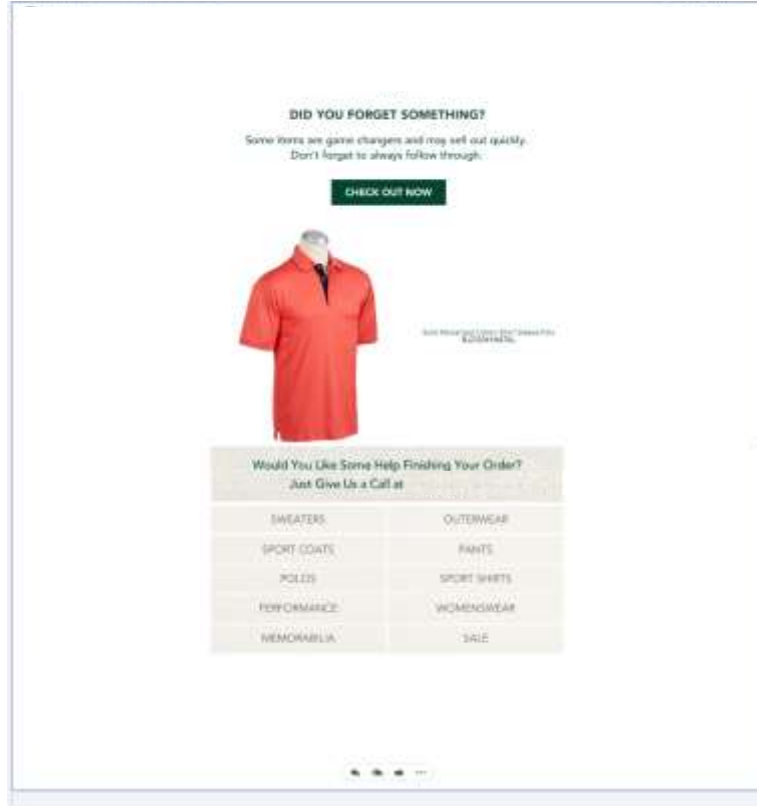
Generates the highest engagement and conversation rates.

Should equal to 1% of topline sales





# Case Study



- Only one email
  - No cross selling
  - No incentives
  - No branding



Within 6  
Hours

Within  
24 hours


Within  
72 hours

Within  
96 hours

15% OFF + FREE SHIPPING

**FINISH THE ROUND**

*This would look great on you...*




100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT


**TAKE US TO MY CART**

15% OFF  
*(plus free shipping)*

100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT



*We think you'll also like...*




100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

STILL IN PLAY


*This would look great on you...*




100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

**TAKE US TO MY CART**



*We think you'll also like...*



100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

100% COTTON POLO SHIRT  
SHORT SLEEVE POLO SHIRT

DON'T MISS YOUR CHANCE

FOR A LIMITED TIME ONLY

**20% OFF YOUR NEXT ORDER  
+ FREE SHIPPING**

**SHOP NOW**



POLO	SPORT SHIRTS
SWEATERS	PANTS
SPORT COATS	OUTERWEAR
PERFORMANCE	WEDGECLOTHES
COLLECTIBLES	REQUEST CATALOG

LAST DAY TO TAKE 20% OFF

YOUR LAST SHOT

**20% OFF  
YOUR NEXT ORDER  
+ FREE SHIPPING**

**SHOP NOW**

OFFER ENDS TONIGHT AT 11 PM

POLO	
SWEATERS	
SPORT COATS	
PERFORMANCE	
COLLECTIBLES	

40%



# Supersize it with another case study!

---

Monthly Traffic	Conver %	Mo. Transations	AOV	Monthly Demand	Annual Demand
250,000	5%	12,500	\$ 175.00	\$ 2,187,500.00	\$ 26,250,000.00

ESP Trigger ESP & 3rd Party	Email Capture	Monthly Sends	Monthly Transations	AOV	Monthly Demand	Annual Demand
	25%	3,125	156	\$ 175.00	\$ 27,343.75	\$ 328,125.00
	55%	6,875	344	\$ 175.00	\$ 60,156.25	\$ 721,875.00
						120%



# #6

---

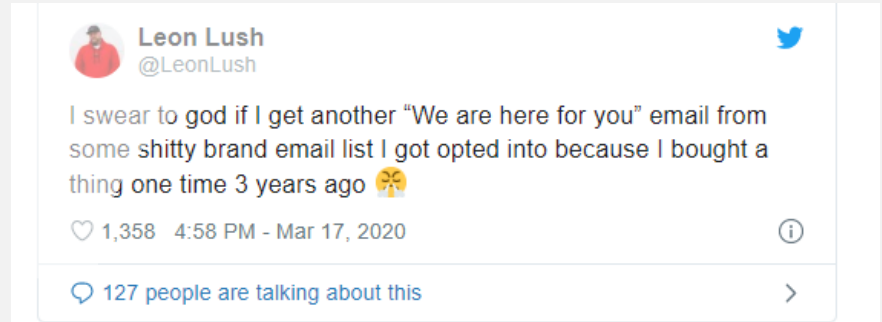
## First Time Buyer Nurture Series

Do you know that nearly 70% of first time customers will never buy from you again?

The first purchase is just the start! Think of your customer lifecycle beyond that initial purchase.







Think multi-channel perspective

30 window = low offer

60 window = middling offer

90 window = best offer



# Utilize Both Channels



Client	Delivered	Orders	Demand	Marketing \$	Net Demand	OPEN %	U CLICK %	AOV	CONV %	ROAS
Email	253,019	261	\$ 45,635	\$ 5,060	\$ 40,575	14.78%	9.31%	\$ 175	7.49%	9.018
Postcard	500,000	5,500	\$ 1,089,000	\$ 370,000	\$ 719,000			\$ 198	1.10%	2.943



# #7

---

## VIP Shoppers

Don't forget about your best customers! Every company has its core group of returning customers, and you should do everything in your power to keep these customers happy and loyal.





# #8

---

## Celebrate Anniversary

Using only the first order date, you can automate an anniversary message to customers one year from the date of their first online purchase. This message should explain the anniversary, thank the customer and invite them to come back with a special offer.





# #9

---

## Birthday

According to Experian, birthday emails are one of the most effective emails you can send. They have 481% higher transaction rate, 342% higher revenue per email and 79% higher CTR.





# #10

## Confirmation Emails

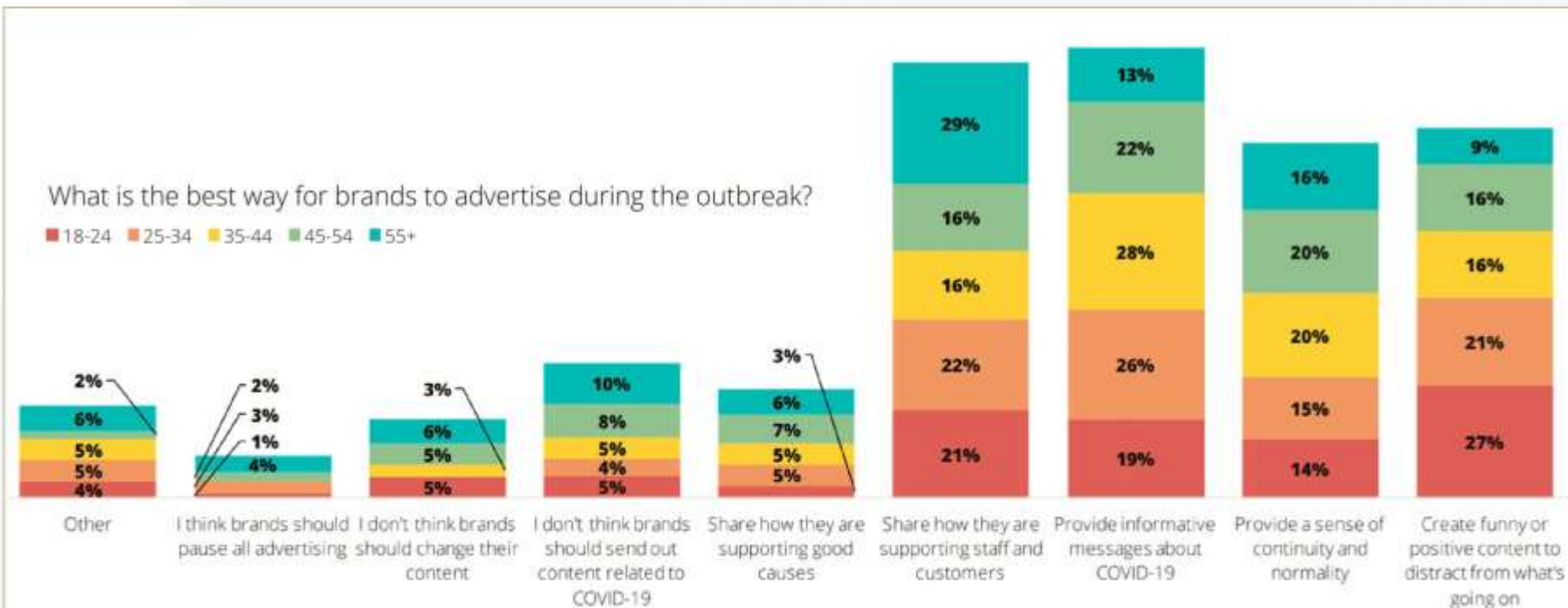
The upsell tactic is something every ecommerce business should incorporate into their transactional or confirmation emails. There is no wrong time to turn a first time customer into a returning one, or a visitor into a customer.





## There is a clear desire across all age groups for brands to provide a sense of continuity and normalcy

Younger consumers are looking for brands to create content that provides a positive distraction, while Older consumers want to know how brands are supporting their staff and customers





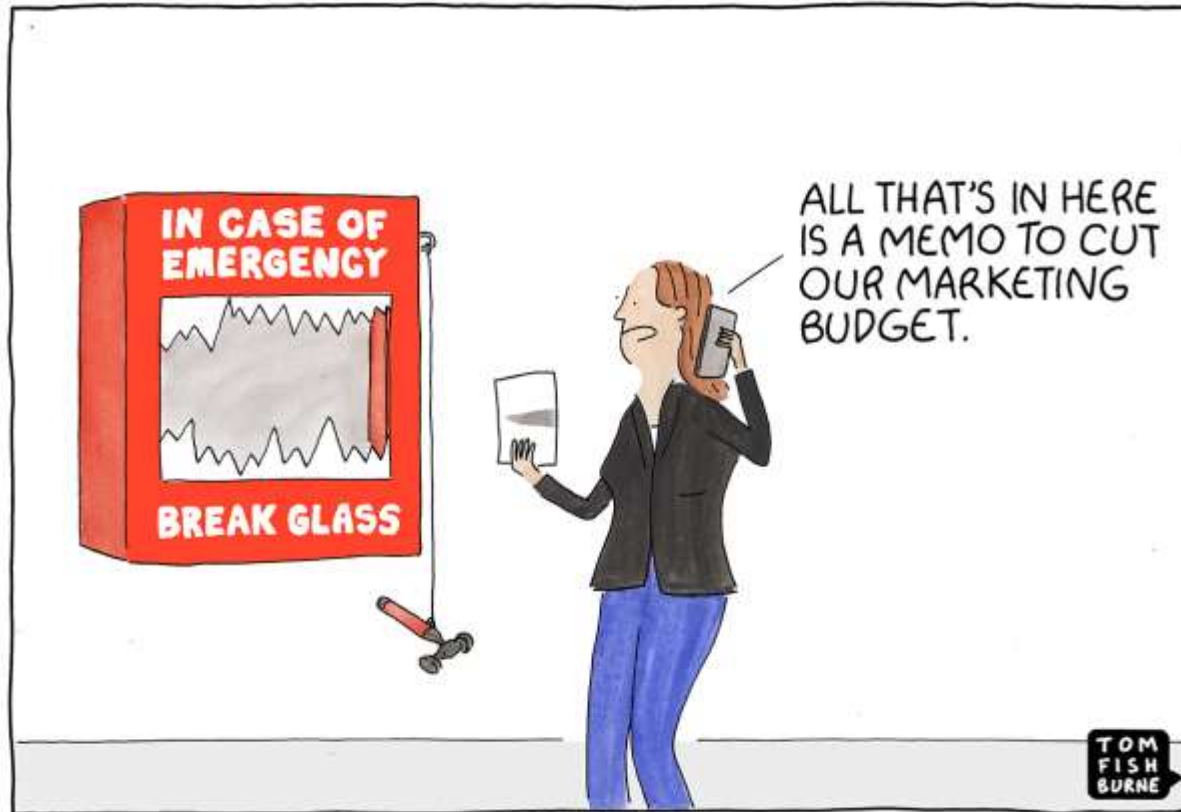


Be helpful  
Be relevant  
Be authentic!



# WHERE WE WERE

---





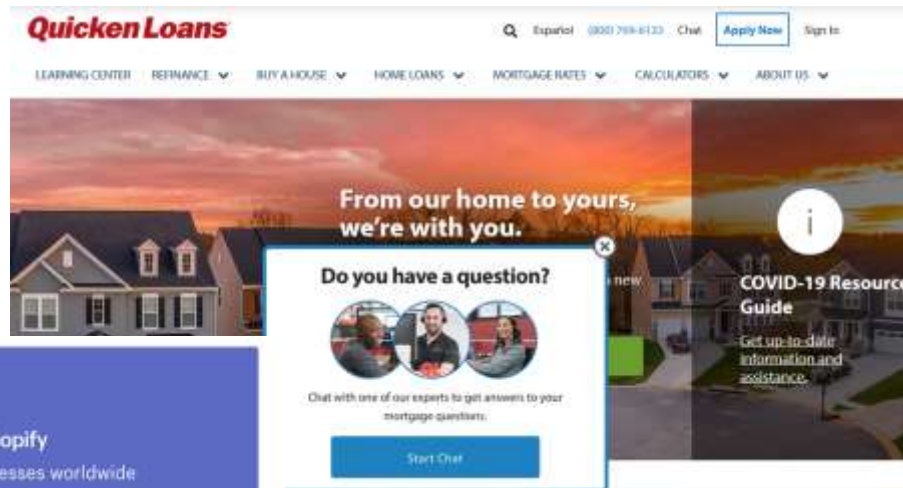
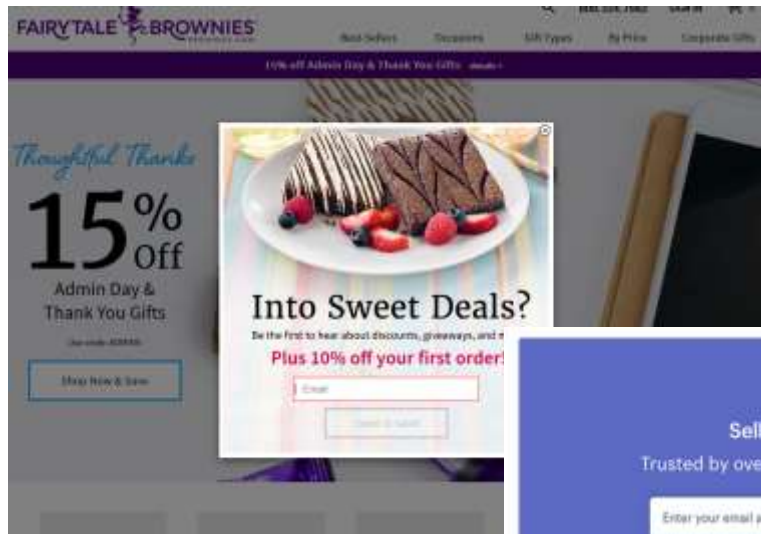
# WHERE WE ARE NOW

---





# BONUS TIPS: Capture them on Arrival







# BONUS TIPS: Engage when they are about to leave

---

The screenshot shows the David Weekley Homes website. A modal window is open in the center, titled "Get the Latest from David Weekley Homes". The modal contains a list of newsletter topics, input fields for "First Name", "Last Name", "Email Address", and "Market of Interest", and a "Sign Up" button. The background website shows the company logo, navigation links, and a contact number.

Find your new home at c

Building Dreams. Enhancing Lives.  
**David Weekley Homes**

Find a Home The David Weekley

We are here for you. We remain ready  
You may tour our models and Gu

Real Estate Agents Contact Us

guests and Team Members feel safe  
market, or [schedule a private tour](#)

Get the Latest from David Weekley Homes  
Sign up for our Newsletter and you'll discover...

- Current Sales and Promotions
- Maintenance Advice
- DIY Projects
- Seasonal Tips
- Home Design Trends
- Homebuyer Incentives

First Name (Required) Last Name (Required)

Email Address (Required) Market of Interest (Required)

Market of Interest

Sign Up





# BONUS TIPS: Surface Your Reviews

See chocolate chip cookies delivered



Cheryl's  
Chocolate ...  
**\$16.99**  
Cheryl's Cookies  
Special offer



Mrs. Fields  
Round Shaped  
**\$39.99**  
Mrs. Fields Gifts  
Special offer



Pick 12  
Homemade ...  
**\$19.99**  
Harry & David  
★★★★☆ (33)



Milk Bar  
Cornflake-Mars..  
**\$20.00**  
Milk Bar  
★★★★★ (35)



Flower Delivery  
by 1-800 ...  
**\$22.99**  
1800Flowers.co..

Sponsored ⓘ



new homes denver co

Rating ▾ More filters

Verify info with places  
Hours or services may differ due to COVID-19

Tealight Portfolio at Midtown  
by Brookfield Residential ▾  
4.0 ★★★★★ (1)  
Corporate office · Denver  
Open until 6:00 PM · (720) 519-1397  
Website Directions

Stonewalk at Stepping Stone |  
Shea Homes ▾  
3.8 ★★★★★ (9)  
Home builder · Parker  
Open until 5:00 PM · (303) 841-2090  
Website Directions

Avion at Denver Connection by  
William Lyon Homes  
3.8 ★★★★★ (65)  
Home builder · Denver  
Open until 6:00 PM · (720) 370-8130  
Website Directions

Lennar at Stapleton  
4.6 ★★★★★ (7)  
Home builder · Denver  
Temporarily closed · (303) 569-4142  
Website Directions

Thrive Home Builders  
4.0 ★★★★★ (30)  
Home builder · Denver  
Open until 5:00 PM · (303) 707-4400  
Website Directions





# BONUS TIPS: Retarget Abandon Carts with Paid Ads



Google Ads



facebook Ads

## E-COMMERCE

### SHOPPING CART ABANDONMENT



**78%**

of the time, shoppers will abandon cart in any given visit.



**41%**

of shoppers that abandon cart are not yet ready to purchase.



Be there when they're ready to buy.  ReachDynamics

Sources: Statista, HubSpot - 2017

## LEAD FORMS

### ABANDONMENT

#### Most People Have Abandoned at Least One Online Form

Online form abandonment is a common experience. The majority (81%) of people have abandoned at least one online form, with over half (59%) indicating that they have done so within the last month.

**81%**

of people

have abandoned **at least one** web form.





# WHERE WE ARE HEADED

---







# THANK YOU!

---