



Case Study – SeeWhy Conversion Manager Connector for NetSuite

"To be honest I wasn't sure Shopping Cart Abandonment was that big of a problem. Until we were able to see actual figures, I was somewhat skeptical. As we continue to gather data the numbers continue to impress. The partnership that we have entered with SeeWhy is proving to be very valuable. For example based on our abandonment rate of 40% (which is probably low across the board), with the help of SeeWhy we have been able to recover about 50% of the identifiable abandoned carts. Real Time marketing to customers that have just left our site will prove to be an incredible tool and we look forward to our continued partnership with SeeWhy."

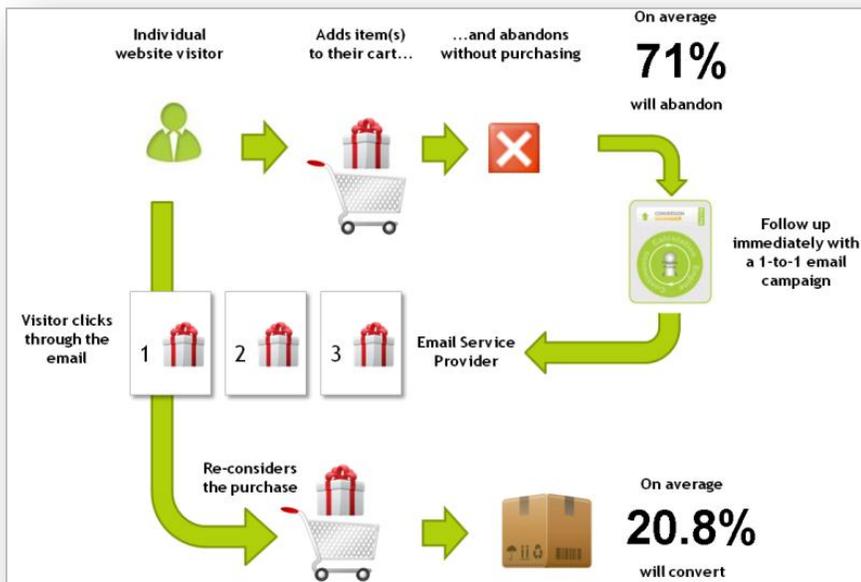
- John Stauffer, Outback Toys

Background: [Outback Toys](#) is your best source for farm equipment. An offshoot of the Binkley & Hurst Brothers agricultural equipment supplier, Outback Toys knows farm equipment/toys. Whether looking for name brand, hard to find collectible farm toys, or 1/64th to 1/16th scale die cast metal or plastic, Outback Toys has it.

[SeeWhy](#) is the market leader in real-time, automated website remarketing. Their SeeWhy Conversion Manager tracks a website visitor's onsite behavior and triggers automated email follow-ups to initiate personalized, multi-stage remarketing campaigns resulting in an average conversion uplift of 20.8%.

Issue: In eCommerce today, seven out of every 10 customers start the shopping cart process but fail to complete it. As part of their overall online strategy to increase revenue, Outback Toys chose to implement the [SeeWhy Conversion Manager Connector for NetSuite](#) solution to recover abandoned carts and increase revenue.

Solution: Explore Consulting worked with SeeWhy to develop the SeeWhy Conversion Manager Connector for NetSuite. This integration allows you to tap into the powerful SeeWhy service directly from your NetSuite account, and completely automate the remarketing process.



If the customer doesn't purchase within a specific timeframe and abandons the cart, a multi-step email campaign begins to entice them to return and purchase the abandoned item(s). If the first offer isn't enough incentive to convert to purchase, then a second offer is sent with additional enticements. The entire process is aborted if the customer purchases.

Key features include:

- Improves abandoned item conversion up to 30%
- Conversion Manager Dashboard shows activity and projected revenue recovery
- Increases revenue and your bottom line
- The only real-time email abandonment follow-up solution
- Customizable emails that can be sent to customers with incentives
- Error handling and logging
- Email notification of failures

Results: Outback Toys has a powerful tool, built right into their NetSuite website to capture email addresses, identify abandoned carts and convert those abandoned carts into real revenue that would otherwise have been

lost. Multi-step campaigns triggered immediately after cart abandonment can be easily modified to appeal to either groups or individuals.

Using the SeeWhy Conversion Manager Dashboard, Outback Toys is able to see the impact of their remarketing campaign offers. With up to date information, they can adjust their offers and immediately see the impact of those changes.



"The Explore Consulting group is professional, talk in my language, and take the time to help me understand what is going on. They are different than a lot of companies, in that it seemed to be just as important that I understood what was happening within my system as much as making sure the implementation was successful."

Kreg Stewart, Warehouse Manager, Outback Toys

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.