Owen: Having thousands of conversations every day with shoppers around like, hey, you know, what happened? Why did you guys not purchase? Is there anything that I can help you with? Because we mentioned in our first message that we are a person, like, let me know if I can help you. We have about a 40% reply rate with our opening message.

Gavin: What's happening, listeners? Thanks for joining me in the AdLab. I'm your host, Gavin Flynn. And if you've got marketing questions, we've got marketing answers. Before we jump in, head over to adlabpodcast.com for a free marketing review from the team here at LP, plus a special listener discount if you decide that we're the right fit. Also, if the news hasn't made it your way yet, Logical Position has rebranded. We are now simply LP. Head over to our new website, lp.agency, to check out our new look and feel, and big shout out to all the internal and external teams that put in the work to make that happen. Really cool to see it all come together.

Gavin: Today, we are talking about abandoned carts, the incomplete buying process. Who among us hasn't added a product to a cart, got distracted, leave the website, and completely forget about what we were looking for? I know I'm guilty of that myself, and marketers and brands should have a clear plan with how to engage with shoppers just like myself. So later, I'm going to be joined by Owen Landon, CEO and founder at CartConvert to discuss why shoppers leave without buying and where human interaction fits into an increasingly AI-driven shopping experience. But first, I'm joined by Karly Scott, manager of client services here at LP for this week's Hot Headline where we're discussing ChatGPT's latest advertising measurement updates.

Gavin: Karly, thank you for coming on for this week's Hot Headline. Thanks for joining.

Karly: Thanks for having me as always.

Gavin: So this week's article is a announcement from earlier this month coming from the ChatGPT headquarters around bolstering their measurement efforts within ChatGPT's advertising platform. And OpenAI had a few pieces of this announcement that included some details that, frankly, I was less curious about in terms of new ad formatting options. Same. The real question, I think, on everybody's minds right now is what's happening with measurement Yeah. And what's happening with, specifically conversion tracking.

Gavin: Now reading through the article, I'm curious if you had any initial takeaways, initial reactions, if anything perked up your ear when reading through this big announcement.

Karly: Yes. Specifically, three things stood out to me. So, obviously, just to set the scene, as an agency, we've been testing, ad placements here, and results have varied. Visibility is tough. It's, you know, it's a new ad platform, so that's expected. So the fact that they are clearly leaning in hard to their measurement tools is obvious that the advertisers who are on there are just not quite seeing the results yet. They need to...

Karly: They need tools that help advertisers feel confident in the platform. And right now, I don't think a lot of advertisers do feel confident in the platform or at least the impact. we don't really have a way to measure it, but we know it's also ChatGPT and AI platforms that are similar are absolutely now the discovery point in shopping journeys. So it's very obvious what they're doing. They're introducing the three things that perked my interest was the brand resonance measurement. So they want to measure impact of how ChatGPT is impacting the brand long term. Incrementality, so similarly, they want to prove that incremental reach and revenue that ChatGPT does have. And then the third one, oh, shoot. What was it?

Karly: There was a third one. Incremental... Oh, they're just overall measurements. Like, they're they're partnering with other platforms like Triple Whale. Yeah. They clearly are not able to, as it exists right now, have strong data. That's really what this all boiled down to for me.

Gavin: Yeah. and and actually, I love that you brought up the triple whale side because I have been in talks on on the LP side. LP works very closely with Triple Whale on measurement. Love, love Triple Whale. They're a great platform. And I've heard through the grapevine that was going to be rolled out, but it still seems like we're looking very, very top of funnel.

Gavin: And it seems like in buried within this announcement to what from what I heard is that the conversion tracking tools aren't quite there yet. It's going to end. I'm just curious to see the ad platform launched in February.

Karly: Yeah, it's still so new. It's still so new. But we are coming into the holidays and it's going to be interesting to see if this time frame is looking to maybe have conversion tracking early next year to prep for the next holiday season. I don't think that we're going to get there in the next few weeks. This might be a way for ChatGPT to start collecting data on how users are interacting with the ad platform and the search function during this high buying season.

Gavin: Yeah, because brands, like you said, are having a hard time getting out of the testing phase. And that, I think, is across the board where it's still not viewed as any sort of a core channel for any of these brands. It's still viewed as, you know, a very small segment of budget for these enterprise brands compared to what they're still spending on Meta and on Google. I don't know if you've seen that or if that resonates from your conversations with brands over these last few months. It does. What's what's interesting is this is such a huge piece of the conversation of how, like, for the holidays specifically, how AI is going to impact the funnel.

Gavin: And what it really boils down to is discovery is now happening on these types of platforms. So this is going to be, I think, a year that ChatGPT is using as much of their measurement power as possible to, like you said, learn to try and build in the tools that don't exist. I think this is gonna be a pretty pivotal year because last year, it was so kinda cutting edge, these AI tools. They were, like, coming into the mix, and now they're really, like, integrated in our lives. So I...

Karly: It also kind of... It's... It echoes the same messaging that, like, platforms that, like, Google and Meta are talking about right now. They're all moving up the funnel. They're all moving to awareness. So, like Yeah. YouTube struggles with all of these things too, measurement, incrementality, improving the brand impact. And YouTube, and Google have been putting more tools and resources behind measuring YouTube, and all these other platforms are following suit with the same type of theme. So it's very Yeah. it it just kind of paints the picture as how consumer behavior is just getting harder to measure with all of the mixed platforms and how they're moving way up the funnel for discovery.

Karly: We have a lot less control over it, you know? Yeah. And the amount... And, you know, this isn't a new theme, but with the amount of screen time that the average American spend... Or heck, the average worldwide citizen spends on a screen, The amount of top of funnel opportunities are mind blowing a lot because the passive nature of a lot of these, especially social platforms where people will be on for hours and people will have YouTube on their TV just as a running stream. And Yeah. It's really, really hard to measure the impact of that type of marketing. And I think the platforms are still contending with that. Quick quick way to close this out here.

Karly: How has holiday prep been going internally on the LP front? We're in the thick of kind of that pre planning for the busiest time of year. Holding down the fort on the LP side, how have things been? This is a busy time. It's busy. Yeah. We've gotten through all of our all of our prep. I feel like, you know, It's busy, but it's also, like, this year, it feels almost anticlimactic because we've just been through so many holidays at this point that it's just... It's... We know what we're doing at this point.

Karly: I feel I feel like we're pretty prepared, but also, like, I'm kind of anticipating this holiday season being anticlimactic from a overall performance perspective, not just, like... I think collectively across, like, ecom online sales in general. I think we're just kind of expecting a more flattish kind of Maybe a quieter year than previous years. Yeah. It's not gonna be, like, you know, very, very busy. It's gonna be Black Friday, Cyber Monday, but, like, as far as what we're seeing from a consumer behavior perspective, I think that's kind of more what I'm anticipating. Yeah. Yeah. No. Ready to go. And it's not our first rodeo. we're up and ready. You know? That's what it's about. Having the processes in place.

Karly: Now that...

Gavin: That's why we bring you on, Karly, because we know that you're tapped into what's happening on the on the brand front.

Gavin: So, yeah, thanks for thanks for joining this week. That was great.

Karly: Absolutely. Glad to be here. Thank you.

Gavin: Thank you, Karly. Like I mentioned, I'm keeping my eyes peeled for those conversion tracking metrics in GPT's platform. Whenever that happens, that's going to be a big step in the right direction when it comes to solidifying OpenAI's ad platform and the full funnel strategies for a lot of brands out there. Now, let's jump into today's deep dive. Like I mentioned, I'm joined by Owen Landon, CEO and founder at CartConvert. Owen has a ton of informed insight on the roadblocks that stop customers from completing purchases. So CartConvert is a live agent messaging platform, which basically means he's looking at big picture data from those conversations and the sentiments around why and the why of cart abandonment.

Gavin: He shares a ton of smart tips during the conversation. I don't want to give away too much, but we take a serious look at discount offers and basically do you really need them? And we also talk big picture about balancing human to human interactions with brands versus those old AI agents that we all know about. Come, let's head into the lab with Owen. Owen, thank you for coming on AdLab. Thanks for joining today.

Owen: Yeah, thanks for having me.

Gavin: So to kind of start with a relevant topic for these last few months, you were at KBOS recently. Am I saying it right, by the way? Because I... It's such a cool name combining the Klaviyo and the Boston thing. First off, am I pronouncing it right? And second, how was it? How was the event?

Owen: It was great. You were pronouncing it right, KBOS. It was a great event right in my backyard. So I'm in Boston, so right down the road from where I work and where I live. Yeah, it was a great event. Every year, KBOS gets bigger and bigger and bigger. You know, my first KBOS was probably a few years ago. And now it's like they rent... You see them rent out, like, more and more rooms, more and more customers, more and more partners. It's a great event. So... Yeah. Because it it was a it was a good time.

Gavin: Yeah. Well, some of the videos I saw, heck, it looked almost equivalent to the HubSpot event that HubSpot holds every year with kind of like the dual big screens. The production quality looked like it's been just going up and up and up Crazy. which seems to tie in with Klaviyo's trajectory as such a... Like, obviously, they've been a major player for a long time now, but it seems like they've really stepped up their game with a number of integrations. I'm kinda curious hearing either from speakers from Klaviyo or maybe other people who were presenting on topics. Yeah.

Gavin: Were there any... Obviously AI, I'm sure came up 1,000 times, but any specific use cases or maybe updates to the platform or just industry trends that you thought, hey, that's kind of interesting or anything that stood out?

Owen: Yeah, it was cool. Like, I remember my first KBOS was probably like five years ago, think it was six And years there was one, I was at another company. And I remember it was basically like the new email platform for Shopify brands. And it was right when they became the premier email partner with Shopify. So I remember that and they're just talking about how it works with Shopify. It was all Shopify brands presenting. Year, now it's upgraded to like, kind of rented out the whole convention center in Back Bay, which is great. And yeah, tons of new updates, lot of like agentic buying experiences.

Owen: They talked about potential like new CX support, agents that are helping kind of manage your email and SMS flows and campaigns, and also doing like live conversations with shoppers directly from an email or SMS, and doing that whole agentic buying experience they're really doubling down on. So it new and you can tell there's a little buzz at the conference for sure because obviously they wait to announce these things at the conference, but you can tell a lot of the brands and partners that you're sitting with wheels spinning a little bit on how they can utilize it. So yeah, it was great. It was really exciting. Yeah.

Owen: I'm actually curious because I think CartConvert sits in an interesting position, specifically in the service offering, how that relates to AgenTik shopping, because CartConvert's such a big kinda core foundational piece of your tool is the live agent messaging side. And I'm kinda curious, you as a kind of owner, cofounder, how you how you think about CartConvert's positioning and the user's interest and interaction and interacting with a live agent versus an agentic agent. Do you think there's specific times when it's good to lean into one versus the other? I wanted your thoughts on that balance between the two.

Owen: Yeah, definitely. So like for people who are listening, we are peer-to-peer checkout recovery platform utilizing live humans rather than AI agents.

Owen: Reason why we use the humans versus the AI agents because compliantly, TCPA guidelines we follow, peer-to-peer messaging, as long as the person that's messaging the shopper, compliantly can reach all those shoppers, not just ones that are opted in. For Klaviyo, since it's automated flows and trigger events, you have to message the shoppers that are opted in to receive those messages. But with that, they can utilize AI agents to interject and help the shop with the buying experience. Klaviyo was talking more using those agents in the top of funnel.

Owen: So when a shopper is having a question on a product pre before they add it to the cart or anything like that, they would figure out like a trigger event that would happen, whether they go to like a certain amount of pages or click on certain amount of products. That agent will pop up either whether it's on their phone, if they're an opted in user or whether it's directly on the website. So that was really interesting. And one thing that was though kind of interesting to see though was I think it depends on the type of brand you are and the buying experience.

Owen: Like if you're a high AOV, more of a thoughtful purchase that you might want to compare pricing to with other websites, yeah, it's probably not going be the best fit. But if you're an apparel brand that's selling $50 t shirts or dresses, you want to understand how it fits on you. You want to understand whether it's in stock or not, or whether this color goes well with this or whatnot. That's when it comes in really effect. And that's when a lot of those agentic AI shopping experiences work really well because you're basically cutting through the noise and you don't have to utilize the humans to answer these straightforward questions.

Owen: And then they were also talking about too around utilizing the agents when it comes to CX support. So it's like, where's my order for this? Oh, hey, I want actually a refund for that. Using those agents to handle those type of conversations. So that's what it works really, really well. I think when it comes to actual human agents themselves, those are best fit when it comes to more of that thoughtful buying experience.

Owen: When you're talking about like buying a potential car park for your company or for your car, or when you're thinking about buying a furniture for your house or mattress or something like that, you actually want to actually talk to a sales consultant that understands what they're going through, understands what you're going through. So from our experience itself, like so when we message shoppers, we always mention, hey, by the way, we're human. Do you have any questions on this? Almost always their guard breaks down, that wall kind of falls short, and they respond back like, Oh my god, thank you so much. I've been trying to get a hold someone. Yes, I would love to talk.

Owen: Here's what I'm looking to do. Here's what looking to try to do.

Owen: I think there's a balance there, right? You want someone who understands what you're going through. And if you're having a tough decision or a tough buying process, you want to talk to someone that actually understands the pain you're going through. AI agent will never understand the pain that humans are going through a buying decision. Might make it seem like they do. They might be able to say, I feel your pain, but do they really? Not Exactly. And to jump in here, because I think that this is such an interesting conversation that I think has some larger implications here. And I also think about this particular user openness to interacting with an AI agent.

Owen: I also think it's different on text versus phone calls because we, at LP, work with a lot of lead generation clients and lead generation brands that are looking to generate phone calls. Somebody's openness to interact with an AI agent on a phone call might be different than via text. It might be a more smooth interaction if it's a text environment versus a live phone call. Even in my own life, you know, talking to people I know, there's still hesitancy from user groups around interacting with AI agents, you know, and that's gonna change over time.

Owen: And also, I think use cases around after hour interaction where there isn't a human available, but you still want your question answered is also different than during open hours. A human could talk to me, but they just aren't. There's so much nuance and I think what you mentioned around knowing your brand, knowing your potential audience, are we selling to an older demographic, young, younger demographic? That is all in play And I think specifically in text, there's gonna be more openness to it if you're doing back and forth messaging. It's a great point you brought up. So Klaviyo is launching a voice agent as well, which is really cool. And it sounds really cool. It looked really cool.

Owen: They did a demo at KBOS, one of the breakout rooms. And it was great. Almost scary on how accurate it sounds. So they did a show of hands, but this is the really interesting part, this kind of all things with AI, it always takes time to adopt it and get used to it. They asked the room, can I get a show of hands of who would want to use this? Zero hands went up. Really? Oh, interesting. Interesting. The new head of product said, well, why is that? And then all his hands went up to talk about it. One of the feedbacks Did you raise your hand, Owen? Did you say I've got some... Or were you just waiting?

Owen: I was being a good partner. I was sitting on the side and I wanted to listen. And one of the feedbacks was from one of their customers was we have live humans that are handling these conversations. And it's one of the competitive advantage that we have compared to our competitors is because we have that phone line that customers can call into and talk to a real person and develop that relationship with our sales reps. And so he asked them like, why would I want to replace those sales reps with an AI agent that doesn't understand who my shoppers are exactly and what they typically go through with us? And the head probably had a good response.

Owen: He was like, yes, this is the perfect reason why you use an AI agent. You're not replacing the humans on this. You can use the AI agent in the after hours when your humans are going home or when your customers are at a different time zone, they want to ask about the question. That's the perfect example where you implement them. So there's use cases for everything, but for the people who are scared of this, I think honestly, they're getting so accurate and the agents are getting so well at speaking to shoppers, especially with voice too, which is crazy, that it does work. And it's just going get better and better and better.

Owen: But I don't think the fear of replacing humans obviously rightfully so there, but this is the reason why I don't think it's going to actually replace the humans. It's actually going to make everyone more efficient in the back end of everything. But yeah, we talked about texting too. Again, texting and email is usually the channel that it performs really well in just because it's less robotic and honestly less intrusive in that sense too. Actually this is maybe a little bit of a stretch of an analogy, but bear with me. I was down in San Francisco a couple weekends ago, and the amount of Waymo's that are on the street is wild. They're all over the place.

Owen: And in my mind, it's a very similar situation to agents taking, you know, roles in the e commerce space or kind of the digital marketing space. And I think that Waymo's are a great example where I think there are use cases where Waymo's are really smart. Say that there's a grandpa who's maybe vision... The vision's going, the reaction time isn't great, but he still wants the autonomy to get around the town Right. You know, have a Waymo do it for you. You know, you don't need to drive the car yourself.

Owen: That actually might help the safety of those around you, but there's still cases where it's like, hey, it's still good to have a human driving a car, you know, and there's still plenty of times where it's more practical to have a human drive versus Waymo. So I think that there's kind of parallels there that I think are interesting where it's all about use case, and it's where about when the technology can hopefully enhance the overall experience and provide value where there's actually value to provide. It's tricky though because I feel like now the... In the interest of companies developing the technology as such to push it, and they're marketing their own technologies.

Owen: And it's important to, I think, look at it from all angles and understand that there's gonna be a variety of circumstances when to tap in and when not to. So, yeah, for any brands listening, really keep those ideas in mind.

Gavin: And actually speaking of speaking of the live agent messaging side specifically, CartConvert sits in an interesting spot where you have a lot of insight that you can gather from those conversations. And this ties into the larger conversation around converting on a website, you know, where identifying those snags in the funnel that are maybe preventing somebody from completing checkout. I was kinda curious. For... First off, give me a little overview on how you see those insights and where those insights are coming from from the cart convert side.

Gavin: And then I was curious if you've seen any trends over maybe the last five years in terms of new things that have popped up that might be an indication of how users are interacting with d to c sites specifically and how users are doing research and checking out. Yeah, tell me a little bit about how CartConvert's interacting and finding those insights and also what those insights have been and maybe what you've seen on your side of

Owen: Yeah, yeah, definitely. So again, like I said, we're peer-to-peer, checkout recovery, peer-to-peer humans texting other humans. So we're having thousands of conversations with shoppers every day. So essentially what happens is we focus on the abandoned checkout side of things just because it's the kind of police intrusive area. And we see the most improvement when it comes to the site experience because on average, DTC sites have about a 70% abandoned checkout rate as a whole, which is still a crazy number to me. That hasn't changed in the ten years I've worked in this space. So what happens is shopper will abandon that checkout, that lead will get sent through a filter.

Owen: If that shopper is opted into like a Klaviyo flow or something like that, it can get sent over to Klaviyo. If they're not, it gets into our team. We have a team of live agents. They'll then text that shopper directly. And the whole point of interaction is to try to incentivize that shopper to come back and complete the checkout, whether it's off discount, answering product related questions, shipping, pricing, whatnot. We only get paid when we recover that checkout for the brand. So we're incentivized to really understand the problems that the shoppers are going through and try to convert them from there. So we're having thousands of conversations every day with shoppers around like, hey, what happened?

Owen: Why did you guys not purchase? Is there anything that I can help you with? Because we mentioned in our first message that we are a person, let me know if I can help you, we have about a 40% reply rate with our opening message. We've A/B test a bunch of different messages, but by adding that we are human, which is kind of funny to say, but in today's day of age it's rare, the reply rate skyrockets. We're So about a 40% reply rate. And so with these conversations that we're having with the shoppers, most of the time the guard immediately goes down because they know they're talking about a person, and they literally will just break down, okay,

Owen: I'm looking at this competitor, or this went wrong in the checkout, or I'm looking at this product and trying to see if it fits with this type of product, or do you have this in stock and so on.

Owen: So basically we'll break down all those conversations with those shoppers and we built an NLP in the back end that basically analyzed all the thousands of conversations that we're having with these shoppers and showed to the brand, hey, here are the top reasons why the shoppers are abandoning and here's how you should fix it. So with those conversations that we're having, the biggest thing that we typically see or we always ask brands like, Hey, what's the top reason why you think people are leaving your website? Almost always no one knows, but their gut instinct is always, I think maybe because pricing's too high or shipping's too high.

Owen: We'll run a test for them for about a month using all the conversations that we're having from the actual shoppers themselves. Usually 99% of the time, it's the pricing shipping cost is usually the third and fourth reason they abandon. Interesting. So it's usually not number one, even though brands think that's the reason. Yeah, it's crazy. Most of the time, number one is usually product fit, whether it's a fitment into like my home or my person, like whether the dress fits me, pants will fit me, or it's will this, like how is it will interact? When I say product fit, like is it a supplement company, how this will fit with my body, will I break out or something like that?

Owen: Or if it's a car thing, how will this fit in my car? And usually the second one comes back to technical error. So it's always either credit card was rejected, coupon code doesn't work, I'm looking for different payment options that you don't have, my PayPal got rejected for some reason, can you help me with that? That's usually the second reason. And then the third reason is usually the pricing and the shipping is usually fourth. Yeah. So it's interesting to see, like, we'll break that down for brands and they always, always guess it wrong. And then we'll show them the conversations they're actually having with the shoppers themselves about it.

Gavin: Yeah. Where it's actually more structural issues that it might be less on, Hey, my product is at too high of a cost. No, there's actually things on your website that need fixing that are I preventing somebody from completing think that's an important takeaway here.

Owen: A 100%. And usually a lot of times it's like, we'll go on the website and you'll look, okay, where are people dropping off? On this reason, let's look at their products and their SKUs and the descriptions that they're having in here. It's just not very descriptive. They're not explaining like, here's how this will fit with a certain item in your house, here's how this car part will fix with your truck, all that different stuff. They don't really show that. For example, we work with a lot of auto part companies that use us. A lot of off roading vehicles, car parts, stuff like that. And the ones that have hey, put in your vehicle, put in the year, make, model. Okay.

Owen: Here are the parts that go with that. Here's the ones that fit with that. Their conversion rates are almost like 2x versus the sites that are, okay, here's a blanket site. Here's a bunch of car parts that we have. Find the ones that work well for you. And a lot of those shoppers that don't have the fitment page on there, the feedback we get from those shoppers is they're comparing to other websites as much as they possibly can. And you wanna avoid that as much as you possibly can. If you have the shopper on your website, you wanna try to convert them as quickly as you possibly can.

Gavin: I'm curious if you've ever seen any responses, and this is really dependent on how honest somebody's going to be in that text conversation. How often do you think people are adding items to the cart waiting for that discount? Do you think that there are custom... Because I will admit, I'll do that. I'll do that. Heck, even if it's on maybe like an Etsy or another platform, even if you're doing maybe like a purchase of something vintage, you know, that idea where it's like, hey, the consumer's expecting if I put something in the cart, take my hands off the wheel, that I might get an email or a message here later today offering a 10%? Is...

Gavin: Are people actually saying that in the in the in the responses or is there maybe an implied mass implementation of that strategy on the consumer side?

Owen: So I think consumers are expecting that discount. What brands don't realize is that they don't actually need that discount to convert. So we A/B test a lot of discounts with our customers and we always have them start out with don't offer discount. Like, let's see if we can convert these shoppers without throwing a discount at them. Because you're also just watering down your offering. You're losing margins there. And so when the abandoned checkout come through, we'll send them a message, Hey, how can I help you? And like I said before, most of the questions, the top two questions that come back are usually around product and fitment. How does this work? Will this work with this?

Owen: Or will this fit me? And so on. And then when we answer their questions accurately and we help them, they buy. We send them a link, they'll convert typically within twenty four hours. So it's interesting. So A/B test it, we compare the checkout conversion rate with brands that are offering like 10% to 20% to ones that are offering 0%. There's not a huge difference when it comes to checkout conversion rate there. It was really interesting to see. So I do think consumers are so used to getting that discount when they abandon the checkout or abandon that cart, but they don't need it. And they don't technically need it.

Owen: They just need that little bit of nudge to get them over the sharing her insights on how brands can use Pinterest to reach customers early in their buying journey and build a Before we wrap up today, don't forget to visit adlabpodcast.com to claim your free marketing review and special discount. If you're wondering where your biggest growth opportunities are, we'd love to help you find them. Be sure to subscribe and leave a review.

Gavin: Premium offer is that discount gonna undercut the qual... The perceived quality of the item. Margins on those particular products, pie... Price points, lifetime value, all of that should play in. And hopefully, Brent, that gives brands a little confidence to go, hey, we don't need to throw out the discount first thing that we that we can, you know, hold if the brand is a fit for that because I do think that there is kind of like an expectation on the consumer side for discounts. Now It's it's a pretty interesting nuance conversation and dependent on the makeup of the brand. There's so many different avenues to avenues to go down. Okay. This is flown bio, and this has been great.

Gavin: So actually, we're gonna close things out with a little bit of kind of a future focus question. Again, I know you've been working in this industry for... I mean, with cart convert on, you know, past five years ballpark and even longer than that prior.

Gavin: But when when you're thinking to the future, specifically with cart convert, tell me a little bit on what you're cooking over there. Anything that we can expect in the coming months or in 2027? Any larger trends that you think that we're gonna see in the ecommerce space that you would suggest brands keep an eye out for, keep an ear out for? I'm kinda curious if there's any trade wins that you've seen and that you think are gonna be blowing blowing for brands in these next, you know, twelve to eighteen months.

Owen: Yeah, so big focus for us has been, we have so much conversational information and conversational data around why shoppers leave checkout. Like I said before, I think abandoned checkout is a huge issue in this space that hasn't been solved yet. There are tools like Shop Pay, there's One Click Checkouts that are out there that work well that will lift your checkout conversion rate. But if you're not utilizing that, abandoned checkout rates are usually around 68% to 70%. And a lot of times people just accept that. And when the shopper's abandoned, they kind of just let them go. But the issue though is like you're... These are the lowest hanging fruit shoppers that you have today.

Owen: You spent the money to get them to come to the website. You've had a good enough product offering. They want to add it to the cart and start the checkout flow. But something... For a reason, something happened along that, that way where they just abandoned, do you understand why they left? And that's what we're collecting here for us today.

Owen: So originally we started out as the checkout recovery tool, but we really wanna focus on next is solving the abandoned checkout issue of how can we lift your checkout conversion rate as high as possible while lowering your abandoned checkout rate, utilizing the customer feedback that we're pulling from the conversation. So what we're launching next is what we're calling our voice of customer platform. And with the voice of customer platform, basically we'll have the NLP in the backend kind of comb through all the conversations that we have. And the reason why we use NLP is because based on it's really good at pulling in the sentimental analysis, so the conversational data.

Owen: Then we'll have AI reference all that data that NLP is pulling in and then break down to the brands. Okay, here are the top reasons why shoppers are abandoning. And then here's how you should fix it with our North Star being again, how can we lift your guys' conversion rate as high as possible, utilizing the customer feedback from brands. And so up until this point, most brands to collect shopper feedback, you're doing like post purchase surveys, you're doing Google reviews, product reviews, which are all great. But you're pulling in feedback from shoppers that have already purchased.

Owen: And it's almost a little bit of selective feedback where if they haven't returned the item, most likely they're happy with it and they're getting four and five star reviews. Where with us, from a marketer's perspective, you probably wanna pull the information of why someone didn't buy in the first place so you can fix that. So that's where we're launching next to the voice of customer piece.

Owen: And then with that voice of customer piece, we're launching our new survey tool as well, where we can pull in, if the shopper does want a discount, can send them a smart survey around, have them answer specific questions that we want around like the whole buyer journey and so on so they can get that discount. If it's a brand that's not really offering a discount or so on, you want to push them a little bit, get something at least in return to get that discount. So working on that right now. We're launching that and we have right now in beta. We're launching that in about two weeks to go public with everything and yeah, excited to get that going.

Owen: From a I was gonna say too, that this is gonna be perfect timing with the episode dropping. This is good timing, but you were gonna mention, keep going. No, was gonna say for future tools too, think big thing, think you guys nailed it too at the LP event, the agentic shopping, specifically shopping, utilizing ChatGPT and Claude and all that. It's preparing your brand to be shopped on tools. And so making sure you're putting out content as much as possible. You're making it AI ready because it's coming. It's already here. It's already came here. So It's working and we're seeing a lot of shoppers doing that now.

Owen: So yeah, preparing your product offerings, SKUs, all that, pretty ready for the kind of shoppers start moving, not so much away from the website, but they're going be utilizing the ChatGPT, the Claude as another engine to be looking at new products.

Gavin: Yeah, it's interesting. I haven't used the tools for agentic shopping myself in my own purchasing behavior, but it seems to be where the platforms are aiming, and brands need to work within those parameters, whether or not a brand uses it themselves, if the owner of the brand feels like they do their shopping on the tools. If consumers start to move that direction because of that... Because of the platform direction, the brands that don't are gonna fall behind. And if a brand believes in the product and wants to have it out on the market, you have to make sure that you're restructuring things to be prepared for that. So I think that's a good, yeah, kind of...

Gavin: If not, maybe a PSA, just a reminder for everybody out there to, yeah, keep an eye out for that on the horizon. We've seen it already with our conversations. And we collect the data around who the shopper is, who's buying, and mostly comes from Gen Z millennial shoppers. But we've already seen in the conversations around, hey, how'd you guys find us, by the way? We'll ask that question. Someone say, oh, I looked you up and I looked up this and like Chatuchiki had popped up, which is really crazy to see. So Yeah. Yeah. Yeah. No. It's a good good thought to end on here. Owen, thank you so much for coming on. This has been a ton of fun.

Gavin: Thanks for joining. Yeah. Appreciate it, man. A big thanks to Owen for joining us and sharing his insights on what brands can learn from abandoned checkouts and how to turn those insights into more sales. Don't forget to visit adlabpodcast.com for your free marketing review and special listener discount. Subscribe, leave us a review, and we will see you next week in the lab.