



## JD WILLIAMS ABANDONED CARTS

In the fight to lower abandoned carts, UK retailer JD Williams used direct mail to understand if physical mail could improve retargeting response rates and deliver greater cut through than digital.

Each piece of direct mail was tailored to each customer based on items left in their abandoned carts.

**14%**  
ABANDONED  
CARTS  
REDUCED BY

**6%**  
INCREASE  
IN RESPONSE