

Jilt, Rebuilding the Cart Abandonment App

By Eric Davis | www.LittleStreamSoftware.com

TABLE OF CONTENTS

General Upgrades and Rebuilds	5
Email sophistication	7
One App, Multiple Platforms	10
Importing millions of orders	12
Pricing Update	14
App Library	17
End Result: Big Investment, Big Return	19

Case Studies give you the chance to peek behind the screen into Little Stream Software and take a closer look at specific projects that come across my desk and how they can improve your Shopify experience.

When the estimated rate of abandoned online orders hovers around 70%, every merchant wants to know how to capture more of those potential sales.

One of the first 3rd party apps in Shopify was called Jilt, and it was dedicated to nudging customers who put items in their shopping cart but didn't follow through with a purchase. This shopping cart abandonment app automatically emails these customers-to-be and reminds them about their not-quite-purchases, which captures significant amounts of revenue. To put a nice number on it, Jilt has recovered over \$12,000,000 in lost revenue in its few years of existence.

While the app had functioned pretty well for years and built a loyal following, it was more than overdue for an update. Based on my previous work in general, and my work for [ShopStorm](#) specifically, they asked me to help Jilt start over and rebuild the entire app after they purchased it from the original developer.

Over several weeks, I was able to take an app that needed an overhaul, start fresh, and get it 70-80% complete (thought with more features than the original Jilt). We stopped there not because of any specific problem, but because we didn't want to launch a newly revised app just before the Christmas retail crush, which could be a huge support issue.

Here's an overview of the work I completed, along with time-frame info and insights I had along the way.

General Upgrades and Rebuilds

GENERAL UPGRADES AND REBUILDS

I was essentially given this project to complete as a solo developer, and my work covered everything from UX, screen visuals and functionality, how features would work, and how data was organized. I mimicked areas and workflows from the original Jilt but with an eye for improvements and optimizations.

There were many elements that got a solid rewrite, but one of the most important was the email section.

Email sophistication

EMAIL SOPHISTICATION

In the original Jilt app, there was a limit of seven emails that could be sent to customers from a single store who left items in their shopping cart. That was handy and somewhat useful, but not really the leading model for a shopping cart experience.

The upgrades I put in place allow a merchant to send unlimited emails to customers across multiple stores.

Want to send the standard three emails? No problem. Want to send the standard emails and then follow up emails for weeks and months afterwards? Can do.

In addition, I built in variations to account for different types of email campaigns to handle a wide range of situations. Here are just a few of the email features:

- > A series of email campaigns scheduled for specific hours and days after the cart was abandoned
- > Full merchant control over the email messages

EMAIL SOPHISTICATION

- > Dynamic email content using Liquid. e.g. specifically stating what products were left in the cart instead of a general “you didn’t complete your purchase” message
- > Live previews of email drafts along with a visual email editor
- > Emails can be sent in full HTML and/or plain text
- > Publishing workflow that allows scheduling and reviewing before release
- > Staggered scheduling algorithm that prevents email overload (and customer resentment)

One App, Multiple Platforms

ONE APP, MULTIPLE PLATFORMS

Under the previous incarnation, store owners could only use the Jilt app on Shopify. If they operated on other ecommerce platforms like BigCommerce, WordPress Ecommerce, WooCommerce, Etsy, and Magento, they had to look for other apps to manage those. This also extends the Shopify integration to allow one Jilt account to manage multiple Shopify stores making it easier on multi-store merchants.

The revised version of Jilt allows merchants to pay for Jilt once but use its features on every platform where Jilt has been integrated with.

Importing millions of orders

IMPORTING MILLIONS OF ORDERS

Jilt built an impressive following during its first phase, which meant that there was a mountain of data on orders placed and customer information that had to be preserved and transitioned carefully. Mistakes would mean disappointing loyal customers and a very rocky start for the relaunch.

Not only did I have to bring over data, but I had to preserve some legacy items, like an email template editor that had unique tags for fields like names and greetings. Keeping the existing customer campaigns compatible with the new version was a top priority.

I've handled several large databases before, but Jilt's is probably in the top two. Even then I was able to create a reusable migration program to take care of all of the necessary import and migration issues in under a week. This gives ShopStorm the ability to run as many test imports as they like, safely, before the launch.

Pricing Update

PRICING UPDATE

The extensive upgrade certainly wasn't going to leave the legacy pricing structure untouched. Yes, some plans were grandfathered in, but in addition to the new features, the ShopStorm team had some bigger ideas for billing.

In addition to the monthly fee, ShopStorm added a 5% recovered revenue fee for sales over \$1,000 per month. Instead of charging for the number of emails sent or individual sales or number of stores integrated, the recovery commission was pegged to the overall sales recovery amount. The more revenue Jilt recovers for a store, the more Jilt earns.

With some merchants reporting recovery rates of 15-25%, not only does this app pay for itself quickly, but it provides a two-part income stream that provides stability for ShopStorm through the subscription rate and significant profitability through the recovered revenue. Because merchants are getting

PRICING UPDATE

such a huge sales boost via the app, they don't mind turning a sliver over to the developers.

App Library

Unfortunately, because of legacy issues, I wasn't able to use **the ShopStorm platform** that I had just established for ShopStorm on a previous project. It would have been much easier to use some of the plug-and-play code I'd developed for Shopify integration, but it just wasn't possible for this project's relaunch.

End Result: Big Investment, Big Return

END RESULT: BIG INVESTMENT, BIG RETURN

Tearing down such a notable app like Jilt was a significant risk, but the rebuild has brought significant improvements for customers and the app owners.

- > Better control over content and frequency of emails
- > Upgraded features for a large, loyal customer base
- > Win-win pricing for merchants and developers
- > Integration with multiple ecommerce sites
- > Fast turnaround

If your bread and butter Shopify apps need an upgrade or even just a good clean-up but you're not sure where to start, [contact me](#) to discuss your needs and your dreams.

Thanks to Justin at ShopStorm for permission to share this case study with you.