



The Sale Was There. The Conversation Wasn't.

Every tool fires. The shopper still leaves. CART is what happens next.

10-15%

Incremental Recovery

45-60%

SMS Response Rate

~ \$1.00

Cost Per Cart Engaged

Revenue Is Being Lost at the Moment of Hesitation.

70%

of all e-commerce
carts are abandoned.

18-22%

Email open rates. One-way SMS isn't the
answer, either.

1 hr+

before your tool reaches
a shopper who already left.

The gap isn't disinterest. It's hesitation.

High-intent shoppers leave with real questions: Is this the right size? Will it arrive in time? Can I return it? Your tools send reminders. Nobody answers. The sale dies - not from lack of interest, but from lack of conversation.



Conversational Automated Revenue Technology.

CART is a two-way conversational SMS engine and middleware layer, purpose-built for the US SMS channel where conversational recovery has the highest leverage. Built exclusively for high-volume Shopify brands.

- Fires 15 minutes after abandonment - while intent is still active
- Opens a real two-way AI conversation - not a blast, not a reminder
- Answers product questions, resolves objections, guides back to checkout
- Runs alongside your existing email and SMS stack - zero interference
- Fully managed Revenue Execution as a Service (REaaS) - zero lift on your team

Stress-Tested: Built and tested against live Shopify storefronts - real catalogs, real checkout flows, real edge cases.

How CART Executes

- 1 Cart Abandoned**
Shopify event fires. CART detects the abandonment
- 2 CART Fires at 15 Min**
AI SMS initiates a real two-way conversation
- 3 Hesitation Resolved**
Questions answered, objections handled in real time
- 4 Revenue Recovered**
Purchase completed - often at a higher AOV through in-conversation upsells



CART Does What Klaviyo Wasn't Built to Do.

	Klaviyo (Email + SMS)	CART
Channel	Email / one-way SMS blast	Two-way conversational SMS
Response rate	18-22% email open rate	45-60% SMS response rate
Answers questions?	No	Yes - real-time AI
Recovery timing	Email: 1+ hour / SMS: minutes, no reply	15 minutes post-abandon
Recovers non-responders?	No	Yes
Delivery model	Brand manages flows	Fully managed by SalesLead.ai
Works alongside each other?	✓	✓

Klaviyo runs your campaigns. CART fills the gap Klaviyo wasn't designed for - a real conversation at the exact moment hesitation kills the sale. Not a replacement. The missing piece.

Klaviyo sends SMS to US numbers and WhatsApp to international. CART is purpose-built for US SMS, the channel where conversational recovery has the highest leverage.



What CART Delivers.

10-15%

Incremental recovery
rate on top of existing recovery

45-60%

SMS open &
response rate

2-5x

More recoveries
vs. existing recovery

~ \$1.00

Avg. cost per
cart engaged

Sample ROI - 5,000 Eligible Carts/Month

Conservative 9% recovery rate · \$120 AOV · Stair-stepped pricing · AOV shown is intentionally conservative - most clients will see higher returns

Recovered Carts (9% of eligible)	450 carts
Gross Revenue @ \$120 AOV	\$54,000/mo
CART Cost (stair-stepped)	\$4,625/mo
Net Revenue Lift	~ \$49,375/mo
ROI on CART Spend	~ 10x

* Excludes incremental AOV lift from in-conversation upsells - actual returns will be higher



This is What REaaS Looks Like.



Shopify Setup

SalesLead.ai handles all Shopify integration. No developers needed. No code touched.



A2P 10DLC Registration

We manage all SMS carrier compliance and TCPA registration. Live in 5-7 days.



AI Agent Configuration

CART is trained on your product catalog, tone, and objection patterns.



Ongoing Management

SalesLead.ai manages deployment, monitors performance, and optimizes recovery rates. No added headcount required.



Stack Coordination

We configure CART to run alongside existing flows with no interference or overlap.



Compliance Built In

SOC 2 Type II and TCPA compliant. US carrier infrastructure only - no overseas relay. Opt-out honored instantly. Consent-only outreach. Tight guardrails. All managed by us.

Minimal Footprint: We only access what's needed to run. Nothing more.

You say yes. We handle everything else.



Prove the Revenue Lift on Your Next 250 Carts.

Start risk-free. Measure real, indisputable lift. Scale on proof - zero commitment required.

1

Deploy

CART integrates with your Shopify store. No dev work. We handle A2P registration, compliance, and full setup.

2

Run

CART engages the next 250 abandoned carts via conversational SMS. Your existing flows keep running in parallel - untouched.

3

Measure

Every recovery, response rate, and revenue dollar is tracked. You get a side-by-side comparison vs. existing recovery.

4

Decide

Scale to full deployment, adjust the program, or walk away. No retainers. No minimums. 100% your call.

250 carts. Your store. Your shoppers. Your data. Results speak for themselves.



PRICING

Pay Per Interaction. Costs Drop as You Scale.

Transparent usage-based pricing - you only pay when CART actively engages a shopper.
Averages ~ 5 interactions per recovered cart. No monthly minimums. No contracts.

Launch

Up to 2,500 carts/mo

\$0.20

per interaction

~ \$1.00 average / cart

Build

2,501 - 7,500 carts/mo

\$0.17

per interaction

~ \$0.85 average / cart

Scale

7,501 - 20,000 carts/mo

\$0.14

per interaction

~ \$0.70 average / cart

Enterprise

20,001+ carts/mo

\$0.11

per interaction

~ \$0.55 average / cart

How pricing works:

Pricing is stair-stepped - first 2,500 carts at \$0.20/interaction, next tier at \$0.17, and so on. ~ 5 interactions per cart engagement on average. You only pay when CART actively engages a shopper - each message sent or received counts as one interaction. No minimums, no contracts.



Revenue Execution Infrastructure for the Shopify Ecosystem.

CART is the first Conversion Engine. The roadmap expands the same execution model across every high-intent revenue moment.

LIVE NOW

Engine 01

Abandoned Cart Recovery

Two-way conversational SMS that fires 15 min after abandonment. Recovers incremental revenue that existing tools don't capture.

ROADMAP

Engine 02

Browse Abandonment Recovery

Re-engages shoppers who viewed products but never added to cart. Captures intent earlier in the funnel.

ROADMAP

Engine 03

Win-Back & Reactivation

Reactivates dormant customers with personalized conversational outreach tied to prior purchase behavior.

ROADMAP

Engine 04

Post-Purchase Upsells

Conversational upsells immediately post-purchase while buyer intent and trust are at their highest.

EXPLORATORY

Engine 05

Conversion-Focused Support

AI-powered support designed to preserve and recover conversion opportunities - not just resolve tickets.

EXPLORATORY

Engine 06

Checkout Assistance

Real-time conversational help during checkout to reduce friction and hesitation at the final step.



Built From a Gap We Couldn't Ignore.

SalesLead.ai

High-intent shoppers land on Shopify stores every day. Most leave without buying - not from disinterest, but from hesitation. A question nobody answered. A friction point nobody resolved.

After spending 16 years building and scaling software and SaaS companies, we've seen how properly leveraging technology solves real-world problems. That experience led us to solving for this gap - real buying intent dying in the moment between interest and action.

The gap existed because intent and purchase were being left entirely to email and one-way SMS blasts. Both are slow or impersonal, and both get ignored. CART is what happens when that gap finally gets infrastructure.

SalesLead.ai is revenue execution infrastructure for the Shopify ecosystem. CART is the first engine. It won't be where we stop.

We work with high-volume Shopify Advanced and Plus brands.

Fast Facts

Founded	2024
Headquarters	USA
Focus	Shopify Advanced & Plus
Product	CART - Conversational Automated Revenue Technology
Delivery	Fully managed service
Entry point	250 free carts
Contact	scott@saleslead.ai



READY TO STOP LOSING REVENUE TO SILENCE?

Let's talk.

Book a discovery call. We'll get your next 250 carts running on CART - free, no commitment.

book.saleslead.ai/scott30

Email

scott@saleslead.ai

Site

www.saleslead.ai

CART is live and growing. Early brands shape what it becomes - and get our full attention while they do.

