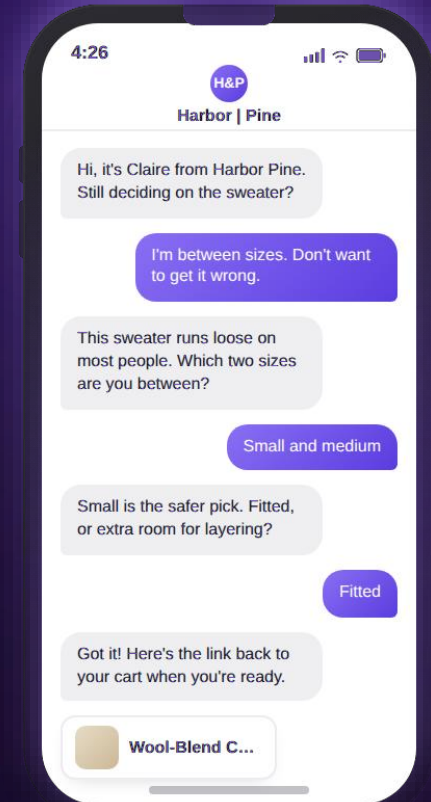


The Sale Was There. The Conversation Wasn't.

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



THE PROBLEM

Revenue Is Being Lost at the Moment of Hesitation.

70%

of carts are abandoned, on average

20-30%

email open rate, hours after abandonment

1 hour +

typical time before a shopper hears back from you

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

High-intent shoppers still have questions. Is this the right size? Will it arrive on time? Can I return it? Your tools send reminders. Nobody answers.

The sale isn't lost for lack of interest. It's lost for lack of conversation.

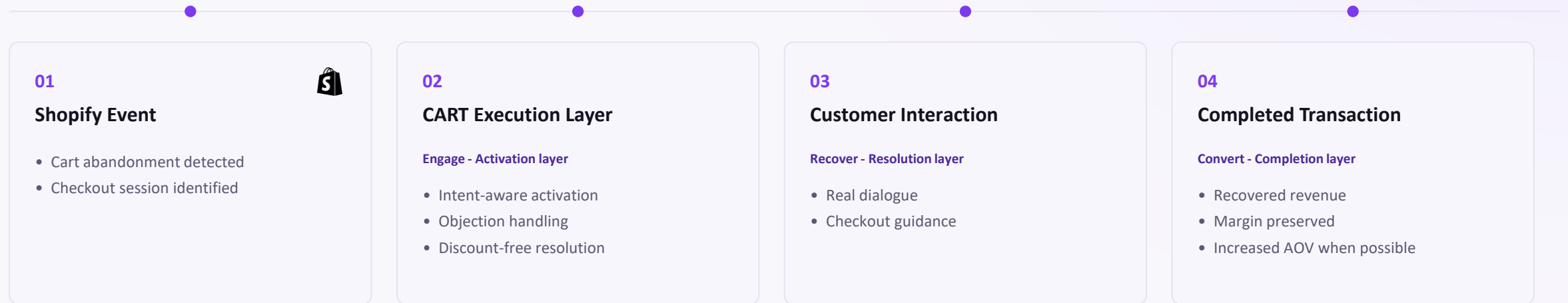


WHAT IS CART

Managed Revenue Execution Infrastructure.

CART (Conversational Automated Revenue Technology) is managed revenue execution infrastructure, purpose-built for the US SMS channel. It activates on high-intent signals like checkout abandonment, engaging the shopper to move the transaction forward.

CART moves a shopper through all three layers (engage, recover, convert) in a single conversation. No handoffs, no separate tools.



Stress-tested against real Shopify storefronts: real catalogs, real checkout flows, real edge cases.



CART Runs Alongside Klaviyo. It Doesn't Replace It.

Metric	Klaviyo (Email)	CART
Channel	Email flows and campaigns	SMS, two-way conversational
Open rate	20-30% average open rate	90%+ average open rate
Answers questions	No, one-way automation	Yes, real-time two-way dialogue
Recovery timing	1 hour + later, once queued	15 minutes, while intent is active
Recovers non-openers	No, once dismissed	Yes, SMS reaches non-openers
Delivery model	Brand-managed flows	Fully managed by SalesLead.ai

CART targets Shopify checkout abandoners via SMS. It doesn't touch your Klaviyo email flows, it runs in parallel and recovers incrementally on top of whatever they already capture.



THE NUMBERS

What CART Delivers.

10-15%

Incremental recovery

90%+

SMS open rate

45-60%

Response rate

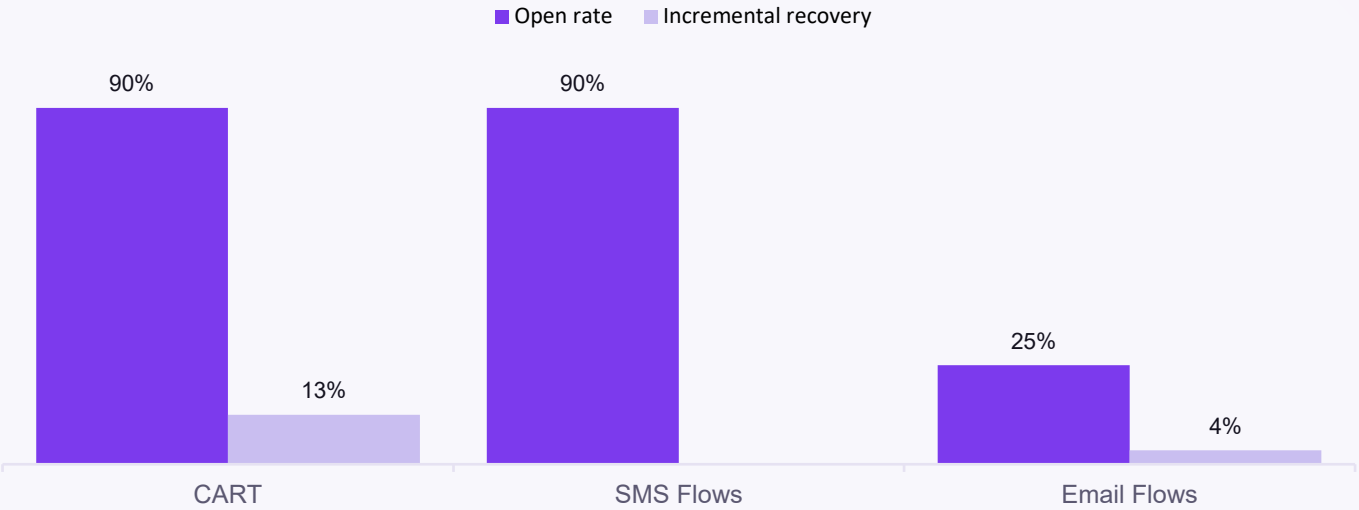
2-5x

vs. email-only

~\$1.00

Avg. cost per cart

CART vs. SMS Flows vs. Email Flows



Resolves hesitation via

Conversation, no discount needed

vs. discount codes for SMS and email flows

Conversation type

Two-way AI dialogue

vs. one-way, automated for SMS and email

Actual recovery and revenue lift are measured for your store through the Revenue Proof Program, not estimated in advance. SMS Flows lift isn't shown, one-way SMS doesn't have a quantified incremental rate.



This Is What Managed Execution Looks Like.

Shopify setup

Custom integration with your storefront and checkout events. No dev work required.

A2P 10DLC registration

SalesLead.ai manages A2P 10DLC registration and carrier requirements end to end.

AI agent configuration

Trained on your catalog, tone, and objection patterns across 9+ ecommerce categories. Discloses it's AI immediately if asked.

Ongoing management

Performance monitored and tuned continuously. No dashboard for you to manage.

Stack coordination

CART runs alongside your existing Klaviyo flows without stepping on them.

Operates within client consent

Built and maintained on TCPA-compliant infrastructure from day one.

You say yes. We handle the rest.



Built on Enterprise-Grade Infrastructure.

Direct Shopify integration

Custom-coded, native integration with Shopify Plus and Advanced checkout events.

Built for high throughput

Engineered for concurrency, so CART holds up under real Shopify Plus traffic.

Real-time data layer

A Supabase (PostgreSQL) real-time data layer keeps every cart and message in sync.

Load-balanced architecture

Containerized and load-balanced infrastructure, built to scale with your store.

Autoscaling & failover

Autoscaling and failover contingencies keep CART running through traffic spikes.

SOC 2 Type II certified

Built and maintained on SOC 2 Type II certified infrastructure by our engineering team.

Enterprise-grade infrastructure. Managed end to end.



How CART Gets Deployed.

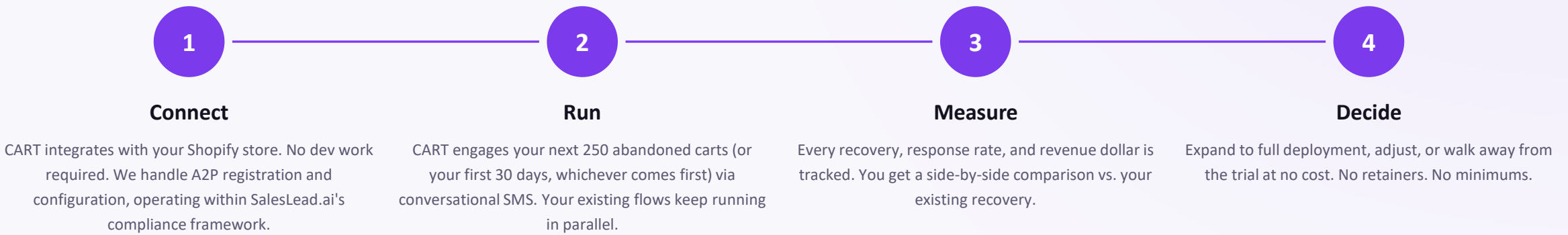
	Direct deployment	Agency-integrated deployment
Who it's for	Qualified Shopify Plus & Advanced brands	Runs inside an existing agency stack
Time to live	5-7 days, depending on A2P approval	Up to 2 weeks, depending on agency requirements
Qualification	Structured qualification process	No disruption to current systems
Integration & setup	Managed integration and setup	Integrated into your existing agency workflow
Performance oversight	Ongoing performance oversight	Shared performance visibility with your agency
Support	Backed by SalesLead.ai infrastructure	Support through your agency, backed by SalesLead.ai
Economics	Standard usage-based pricing	Same usage-based pricing. Your rate doesn't change.

Fully managed, whether you come to CART directly or through an agency deployment. No disruption to what's already running, and every deployment is backed by the same performance and uptime standards.



Zero Risk. Real Results.

Run CART on your store at zero cost, and see what it recovers before you commit to anything.



Fully Built for Your Store

Trained on your product catalog, tone, and objection patterns.

250 Carts, Zero Cost

Your first 250 carts, or 30 days, whichever comes first, at no cost.

Shape What's Next

Your feedback shapes which engine we release next.

No setup burden, no long-term commitment, just a real picture of what CART recovers for your store.



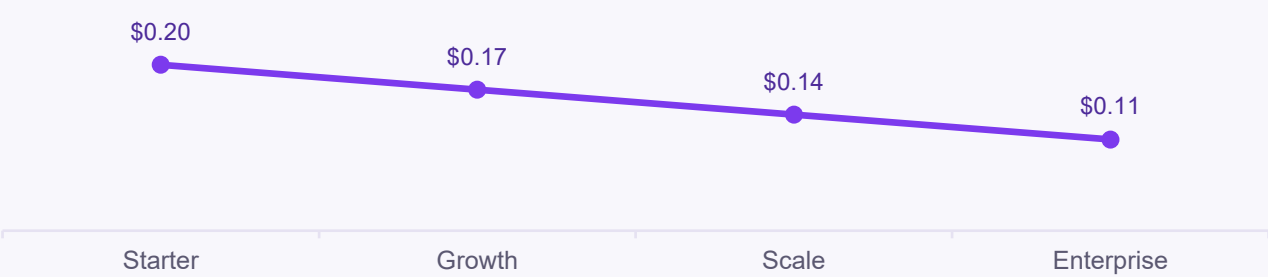
USAGE-BASED PRICING

Pay Per Interaction. Costs Drop as You Scale.

You only pay when CART actively engages a shopper. No minimum volume. Month-to-month, cancel with 30 days notice.

Starter Up to 2,500 carts/mo \$0.20 per interaction ~\$1.00 avg. per cart	Growth 2,501-7,500 carts/mo \$0.17 per interaction ~\$0.85 avg. per cart	Scale 7,501-20,000 carts/mo \$0.14 per interaction ~\$0.70 avg. per cart	Enterprise 20,001+ carts/mo \$0.11 per interaction ~\$0.55 avg. per cart
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Effective rate per interaction, by tier



Rates are graduated like a tax bracket. Your carts move through each tier as monthly volume grows, so most stores span more than one tier.

~~\$500 setup fee~~ (waived for a limited time)



THE VISION

One Infrastructure. Six Engines.

Most brands stitch together a different tool for every stage of the funnel. CART is the opposite: one infrastructure, one data layer, a growing set of engines that all run on the same rails.

CART Infrastructure one data layer, six engines, all running on the same rails

Abandoned Cart Recovery

LIVE

Browse Abandonment Recovery

ROADMAP

Checkout Assistance

ROADMAP

Conversion-Focused Support

ROADMAP

Post-Purchase Upsells & Cross-Sells

ROADMAP

Win-Back & Reactivation

ROADMAP

We call this Revenue Execution as a Service (REaaS). CART is the infrastructure. Abandoned Cart Recovery is the first engine running on it.



Why I Built CART.

Scott Overbeck

Founder & CEO

For 25 years, I watched big companies leverage their resources to provide their customers with a high-touch experience, real attention at the moments that mattered. Ecommerce brands rarely got access to any of that. Their customers got a follow-up email an hour later, maybe.

That gap is what CART exists to close.

If you want to talk through whether it fits your store, I'm the one you'll actually talk to.

Fast facts

Founded

2024

Platform

Shopify Advanced & Plus

First engine

CART Abandoned Cart Recovery

Delivery model

Fully managed service

Getting started

250 free carts, no commitment



READY TO STOP LOSING REVENUE TO SILENCE?

Let's talk.

Book a Revenue Proof Call. We'll get your next 250 carts running on CART, free, no commitment.

book.saleslead.ai/revproof

Email: hello@saleslead.ai Web: www.saleslead.ai

Shopify-native · Fully managed · Built on TCPA-compliant infrastructure · No long-term contracts

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