



THE CONVERSATION GAP

Blast and Pray Isn't a Strategy. A Conversation Is.

Most abandoned-cart flows are standardized and generic. CART starts an actual conversation over SMS, **the channel shoppers actually respond to.**

White-Glove, Boutique-Managed Service • Live in 5-7 Days

	STANDARD FLOW (EMAIL / SMS)	CART
Conversation	One-way blast, over once the message sends	Two-way and live, answering real follow-up questions
Accuracy	Generic copy that can't answer product or policy specifics	Pulls real answers from actual catalog & policy data
Discount Timing	Often included early on, regardless of context	Can be held until a genuine "I'm leaving" signal
Adaptability	Same fixed message no matter how the customer replies	Responds to objections, product pivots, and questions
Trust & Safety	Fixed and pre-written, so it can't confirm anything that's changed since setup	Confirms live facts before answering, hands off to a person instead of guessing
Compliance	Opt-out / TCPA handling often inconsistent or bolted on	Built into the core logic: opt-out, wrong number, no manufactured urgency
Visibility	A message log, with no sense of where each lead stands	Stage-tracked funnel: New Lead → Responded → Qualified → Recovered
Ownership	Brand has to build, monitor, and debug it themselves	White-glove, boutique-managed by SalesLead.ai, start to finish
Order Value	Margin eroded by an automatic discount code on every order	Increased AOV through a genuine trade-up, not a blanket discount
Scale	Treats SMS as reminder infrastructure, one blast at a time	Treats SMS as a relationship channel, personal at full-list scale

CART, BY THE NUMBERS

10-15%

Recovery Rate

90%+

SMS Open Rate

15 Min

Time to First Touch

\$0.55 - \$1.00

Avg. Cost Per Engaged Cart

RECOVERY RATE: SHARE OF ABANDONED CARTS RECOVERED, BY FLOW TYPE

Email Flow		2-5%
Generic SMS Blast		2-4%
CART (Two-Way SMS)		10-15%

Email and SMS flow recovery rates reflect typical program performance per Klaviyo Email Benchmarks 2026 and the Attentive Mobile Report 2026. CART's 10-15% reflects SalesLead.ai's own live testing results, not the same benchmark set. Illustrative ranges, not a guarantee. Actual results vary by store, traffic, and offer.

Ready to see this on your store?

Schedule your Revenue Proof Call. No cost, no commitment.

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