

Free Ebook Email (Retail)

Subject Headline:	{Contact.FirstName}, you're losing shoppers right now. 📦 Here's how to fix it. Free.
Preheader text:	We've done the research. You get the benefit. And it doesn't cost a thing. Read on.
Body:	<p>Here's a couple <i>completely exasperating</i> online shopper statistics:</p> <p>83% of shoppers need help to complete a purchase¹</p> <p>55% are likely to abandon their cart if they can't find a quick answer to their question.²</p> <p>Your customers are flighty! They need their questions answered <i>before they even know they have them!</i></p> <p>But that doesn't have to keep you awake at night. Because we already did the legwork. We researched:</p> <ul style="list-style-type: none">- Unknown causes stopping customer purchases- The best way to fix them (according to the data)- Unexpected ROI opportunities from those fixes <p>You'll find it all in "<i>Advancing the Digital Journey</i>" — a delightful 22-page book bursting with helpful advice. And it's free for you to download right now. No catch. No gotcha. It's really 100% free.</p> <p>Made For Your Busy Schedule</p> <p>You don't want to waste time with another boring ebook. So we made it simple to digest:</p> <ul style="list-style-type: none">● Get What You Need & Get On With Your Day. It's the sweet-spot length you can finish over an afternoon coffee.● Fun Visuals. Colorful design and graphics make it an easy read.● Further Guidance Beyond. Use the interactive links to get more information — when you're ready.

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¹ ibid

²“[Accenture Global Consumer Pulse Research](#),”

Accenture. 2013.