

ECOMMERCE PLAYBOOK

Browse abandonment Playbook

Most stores only react once something reaches the cart. But a shopper who views the same product four times in one session has already told you what they want — they just have not committed. That gap is where browse abandonment journeys work.

At a glance	
Trigger	Repeated product views, no cart after 4 hours
Goal	Restart the product conversation
Primary KPI	Product return rate
Messages	1–2
Setup time	Under 20 minutes

What is browse abandonment?

Browse abandonment is when a shopper views products with clear intent — repeated views, long sessions, category depth — but leaves without adding anything to their cart. A browse abandonment journey follows up on that behaviour, usually with product context and an open question rather than an offer.

Key takeaways

- Browsing intent is weaker than cart intent, so the message should be more helpful and less commercial.
- Filter by intent depth, not just any product view, or you will message everyone.
- Recommendation works better than urgency at this stage of consideration.
- Suppress anyone already in a cart or post-purchase journey.

Why this leaks revenue today

1. The signal is invisible to most tools

Email platforms see opens and clicks. They rarely see that someone returned to the same product page three times in an evening.

2. Retargeting ads shout at everyone

You pay again for attention you already had, and the shopper sees a banner instead of an answer.

3. Nobody asks the obvious question

Something stopped them before the cart. A follow-up that asks outperforms one that pushes.

Entry conditions

The journey only starts when all of these are true. Entry conditions matter more than message copy — most underperforming journeys are mistargeted, not badly written.

- Product viewed 3+ times
- Session over 90 seconds on a product
- No cart created in 4 hours
- Known contact with WhatsApp consent

What has to be connected

Browsing events	Which products and categories, how often, how recently
Customer history	Previous orders, average order value, category preference
Catalogue	Related products, stock status and price for a useful recommendation
Suppression list	Anyone already in a cart, post-purchase or support conversation

The journey

Product viewed 3+ times → Wait 4 hours → No cart created → Send helpful follow-up

Then it branches on what the customer does:

Asks about the product	AI answers from catalogue and policy
Wants alternatives	Journey sends two related products
No reply	Journey ends — no second push

Goal: Adds to cart or purchases — journey stops

A journey without a stop condition is a journey that gets your number blocked. Set the goal event before you write a single message.

The messages

Starting points, not scripts. Rewrite them in your own voice — and note the reasoning, because that is what transfers to your catalogue.

4 hours

Saw you were looking at the {product}. Anything you want to know before you decide?

Why: Helpful, not commercial. At browse stage the shopper has not committed, so an offer reads as pressure.

48 hours

If the {product} was not quite right, these two are the closest alternatives: {links}

Why: Reframes from one product to a choice. Often the original product was simply wrong, not too expensive.

What it looks like to the customer

Saw you were looking at the walnut desk. Anything you want to know before you decide?

Is it big enough for two monitors?

It's 140cm wide, so two 27-inch monitors fit comfortably with room for a laptop stand.

Do you have it in oak?

Yes — same dimensions, in stock. Here's the oak version.

Illustrative conversation. Not a customer transcript.

What to measure

Metric	Definition
Product return rate	Customers who come back to the product page after the message.
Assisted revenue	Orders that occurred after the journey, inside the agreed window.
Reply rate	The strongest early signal that the message was welcome rather than intrusive.
Suppression accuracy	How often someone was messaged who should not have been.

Keeping the numbers honest. Agree the attribution window before launch. Report direct and influenced conversions separately. Where volume allows, hold out a control group. Do not claim every order that happens after a message.

Set it up

1. Connect your store and events

Product view events need to reach ConvoHut, which usually means the storefront pixel or app connection.

2. Set the intent threshold

Three views in a session is a sensible starting point. Lower it and you will message browsers with no real intent.

3. Build the suppression rules

Exclude anyone with an open cart, a recent order or an active support thread.

4. Write one helpful message

No discount, no urgency. Ask a question you can actually answer.

5. Launch to one category first

Prove the message works on your highest-margin category before you widen it.

Then tune it

Raise the threshold before you lower it

If reply rates are poor, you are usually messaging people who were never that interested.

Test question versus recommendation

Some catalogues convert better on 'anything you want to know', others on 'here are two alternatives'.

Cap the journey at one message

Browse intent does not justify a sequence. A second message is a test, not a default.

Questions this raises

How is this different from abandoned cart?

Cart abandonment follows a commitment. Browse abandonment follows interest. The intent is weaker, so the message should be more helpful and much less frequent.

Won't this feel like I'm watching them?

It can, if the message is worded as surveillance. Reference the product, not the behaviour: 'saw you were looking at the walnut desk' reads fine, 'you viewed this three times' does not.

What data do I need for this to work?

Product view events tied to a known contact. Without identity resolution you cannot message the browser, which is why this journey usually runs on logged-in or previously-known customers.

Should I include a discount?

Generally no. At browse stage there is rarely a price objection to answer, and a discount trains customers to hesitate deliberately.

How many messages should this journey send?

One, sometimes two. If a browse abandonment journey runs to three or four messages, it has stopped being helpful.

Does it work for considered purchases?

It works better. Longer consideration cycles produce more repeat views and more genuine questions, which is exactly what a two-way channel is for.

Want this built with you?

ConvoHut is working with a small group of early access customers. We configure the first journey together, review it weekly, and agree the success metric before anything goes live. convohut.com/early-access

ConvoHut is pre-launch. This playbook contains no customer results, and any interface figures shown on our website are sample data. Version 1.0, August 2026.