



personaclick



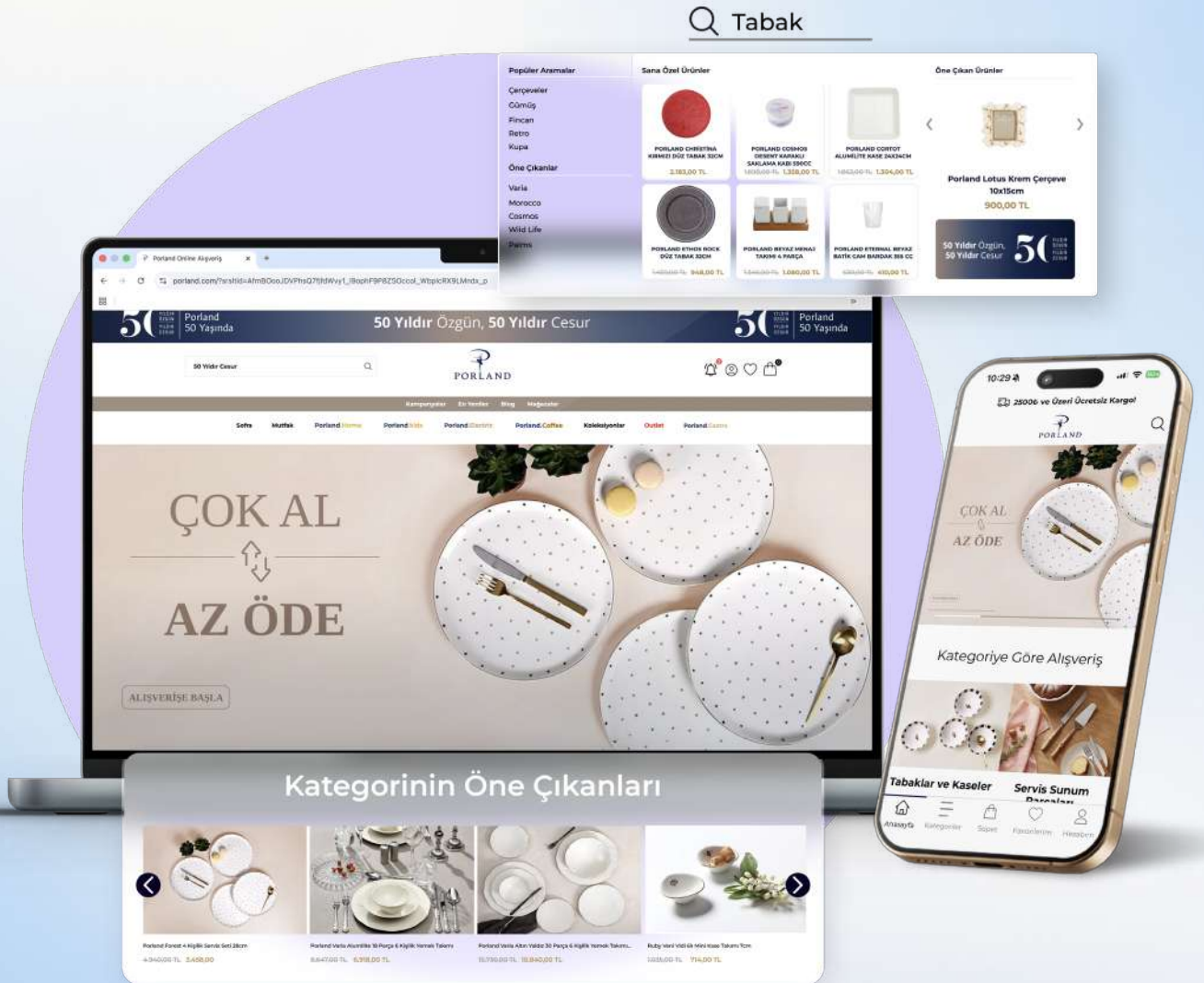
PORLAND®



Case Study

How Porland Re-Activated Abandoned Purchase Intent by Turning Price Drops Into Automated Cart Recovery Triggers

- Communication Chains
- Dynamic Segmentation
- Behavioral Triggers
- Omnichannel Messaging



Case Study

— Introduction —

*“**Porland** transformed delayed purchase decisions into renewed buying opportunities by automatically notifying customers when the products they had left in their carts became more affordable.”*

Porland is an internationally recognized porcelain and tableware brand serving both hospitality and retail markets. With a broad portfolio that ranges from professional horeca collections to consumer tableware products, the brand operates in a category where purchase decisions often involve comparison, consideration, and timing.

In e-commerce journeys for lifestyle and home products, customers frequently add items to their carts but postpone the final purchase. These decisions may depend on several factors, including price evaluation, seasonal campaigns, or the user’s immediate purchase readiness.

For **Porland**, these delayed purchase moments represented a significant opportunity: many users had already demonstrated strong purchase intent by adding products to their cart, yet the buying decision was not finalized.

The challenge was to determine how these users could be re-engaged at the exact moment when purchase motivation increases again.

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— Problem Statement —

*“**Porland** converted dormant cart activity into renewed purchase intent by responding dynamically to product price changes.”*

In many e-commerce journeys, users add products to their cart but postpone their purchase due to various reasons such as price sensitivity, comparison behavior, or simple decision delay.

Over time, these carts often become forgotten or abandoned.

For **Porland**, this behavior created a common but important friction point within the purchase journey. Customers who had already expressed interest in specific products were leaving the site without completing the purchase, even though the products remained in their carts.

When prices later changed or discounts were applied to these products, customers were typically unaware of the new opportunity. Without a mechanism to reconnect users with these price changes, the brand risked missing a moment when the user’s original purchase intention could easily be reactivated. Instead of relying on general campaign messaging, **Porland** focused on identifying a way to re-engage only the users who had already shown clear purchase intent.



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Solutions to the Problem by PersonaClick

*“**Porland** transformed price changes into behavioral triggers by activating the ‘Price Drop in Cart’ automation with **PersonaClick**.”*

To address this opportunity, Porland implemented a Price Drop in Cart automation chain within the PersonaClick platform.

This automation monitors products that users have added to their carts but have not yet purchased. Whenever a price decrease occurs for one of these items, the system automatically triggers a notification to the relevant user. The process operates in three steps:

Cart Behavior Detection

The system identifies users who added products to their carts but did not complete the purchase.

Price Monitoring

If the price of a product within the user’s cart decreases, the automation chain immediately detects the change.

Automated User Notification

The system then sends an automated message informing the user that the product they previously added to their cart is now available at a lower price.

This approach ensures that communication is delivered at the most relevant moment, when the perceived value of the product increases and the user’s purchase motivation is likely to return. Rather than sending generic reminders, the automation leverages a real behavioral signal combined with a real economic incentive.

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— Key Results & Highlights —

Trigger Engagement Performance

Following the activation of the automation, the system generated over **3,200 triggered messages**, reaching more than **2,400 unique users** who had previously abandoned products in their carts.

These notifications achieved strong engagement levels, with **over 1,000 opens and more than 170 clicks**, demonstrating that users responded positively to price-based reminders tied to their existing cart behavior.

Purchase Conversion

The automation generated a measurable recovery effect within the abandoned cart segment. Within the evaluation period:

- 15 purchases were directly attributed to the price-drop trigger
- This corresponds to a conversion rate approaching 9% from click interactions, indicating strong purchase intent among users who revisited their carts after receiving the notification.

These results confirm that price-sensitive customers who already placed items in their carts represent a **high-potential segment for automated recovery strategies**.

Behavioral Insight

The performance of the automation highlights an important pattern in e-commerce purchasing behavior.

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Key Results & Highlights

Customers who add products to their carts but delay the purchase often remain interested in the product. The decision is frequently postponed rather than canceled.

When the system reconnects these users with a **new price advantage**, it effectively converts dormant purchase intent into a renewed buying opportunity.

Customer Journey Impact

The “Price Drop in Cart” automation allowed Porland to turn a passive moment in the customer journey into a proactive engagement opportunity.

By combining behavioral signals with real-time price monitoring, the brand was able to:

- re-engage users who had previously shown purchase intent
- remind customers of products they had already evaluated
- deliver relevant communication at the exact moment
- when the value proposition improved.

This structure helps transform abandoned cart situations into conversion opportunities driven by timing and relevance rather than repeated promotional messaging.



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— Closing Notes —

One of the biggest challenges we faced in our e-commerce operations was customers postponing their purchase decisions at the cart stage. With **PersonaClick**'s Price Drop automation, we were able to transform this process into a proactive engagement model. By reaching customers with personalized notifications at the exact moment when the products they were interested in dropped in price, we successfully reactivated their purchase intent. This strategy not only helped us recover delayed demand but also contributed to improving our overall conversion rates (CR) and maximizing our sales performance.

Porland
Digital Commerce Team

Price changes are one of the strongest behavioral signals in e-commerce. When brands respond to that signal immediately and communicate it to the right user, they turn a simple price update into a powerful conversion opportunity. **Porland**'s implementation shows how automation can transform price sensitivity into measurable purchase recovery.

CEO **PersonaClick**
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