WeatherPod®

WeatherPod + JumpFly
Cincinnati, OH, USA
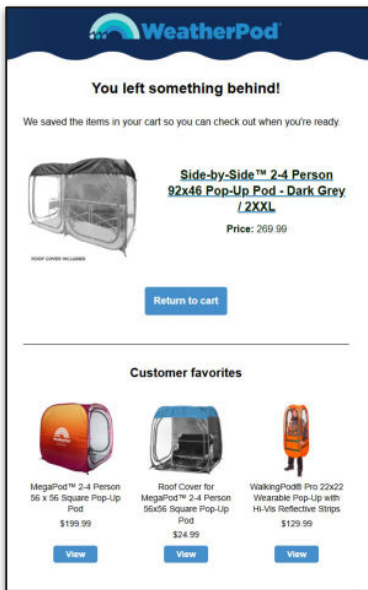https://shopweatherpod.com

JumpFly Helped WeatherPod Turn Abandoned Carts Into Conversions


The challenge

WeatherPod, a brand known for its **protective outdoor pods and gear**, was experiencing strong site traffic but **struggled with** a common eCommerce challenge: **cart abandonment**. Without a structured follow-up strategy in place, shoppers who left items in their carts often failed to complete purchases. WeatherPod needed a **solution that could re-engage these customers** in a way that felt natural and supportive.

The approach

To address this challenge, JumpFly **developed a three-part automated abandoned cart email series** within WeatherPod's email service provider Klaviyo, that **pulled shoppers' cart data from Shopify into email templates to re-engage and guide** them back to purchase. The first email gently nudged them about the items left in their cart. The second email showed the items in the cart, and linked to reviews that showed why customers love WeatherPod. The final email highlighted the items in the cart, and included a link to a video explaining WeatherPod's value propositions that differentiate them from their competitors.

The results

After **running for five months**, it was clear that the abandoned cart series was a success. It quickly became one of WeatherPod's **highest performing automated flows**, leading to **strong open rates (43.0%)** and **click-through rates (3.1%)** that exceeded industry benchmarks. It also successfully **recovered a significant portion of lost revenue ($21k)**. By combining automation with strategic messaging, JumpFly helped WeatherPod turn a common challenge into a reliable and scalable source of growth.
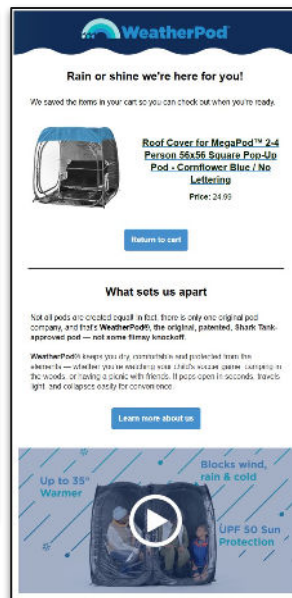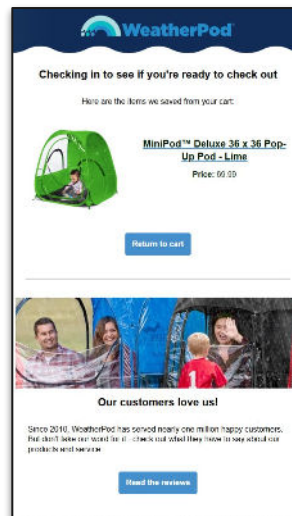
"Our goal was to create a series that felt helpful rather than pushy, and guided customers back to purchase in a way that built trust."

— Mike Chanpong, Director of Email Marketing, JumpFly

43.0%	3.1%	$21k
Open Rate	**Click-Through Rate**	**Revenue Retained**