Spur × Daivik

CUSTOMER STORY · D2C JEWELLERY · ABANDONED CHECKOUT · INDIA

Daivik won back 225 abandoned orders worth 5.3 lakh in 30 days

Most abandoned cart flows go remind, discount, discount harder. Daivik sells jewellery, where hesitation at checkout is about confidence in the piece and the brand. Its WhatsApp journey on Spur sends a reminder, then what other customers said about that piece, and only then a small, time limited offer.

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5.3 lakh
Attributed revenue
30 day snapshot

225
Orders recovered

~4,500
Messages delivered

5%
Recovery rate
As reported, rounded

Reporting window
30 days · published 25 August 2026

Daivik makes and sells South Indian, temple and antique style jewellery from its own Shopify store. Orders are taken through the website only, and the brand reaches customers on WhatsApp and Instagram through Spur.

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The standard cart flow answers the wrong objection

Daivik did not have a price problem at checkout. It had a confidence problem, and the usual remind, discount, discount harder sequence does nothing for that.

Daivik sells South Indian, temple and antique style jewellery, the kind bought for weddings and festivals and kept for years. A customer who has put a necklace in the cart and stopped is rarely stopped by ten percent. They are wondering whether the piece looks in person the way it looks in the photo, whether the plating lasts, whether a brand they found on Instagram will deliver what it shows.

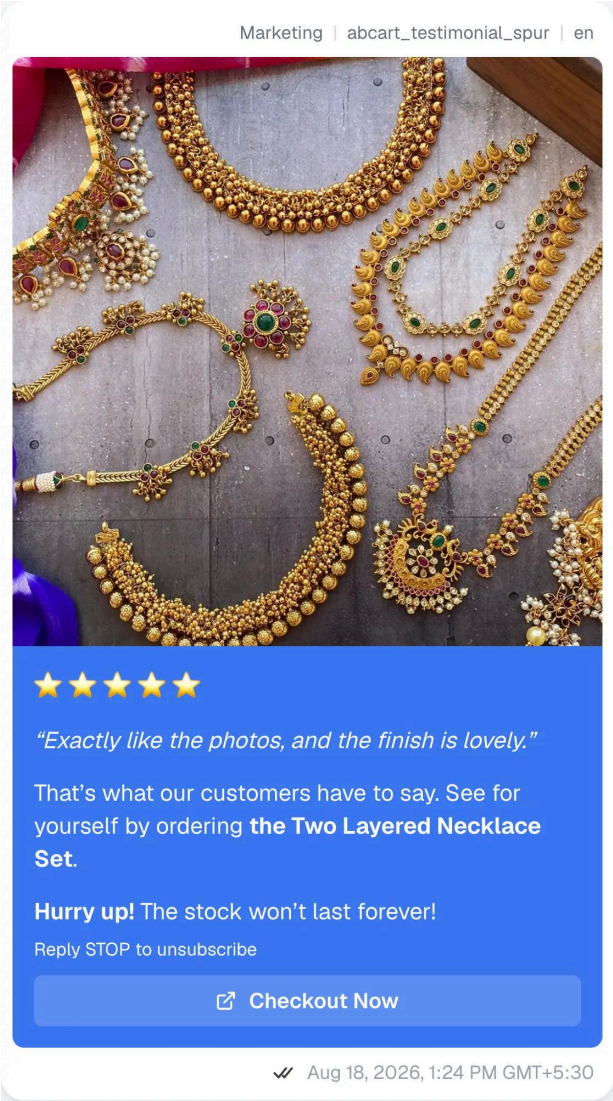
The default abandoned cart sequence, on every channel, is a reminder followed by a discount followed by a bigger discount. It works on impulse categories where the only friction is price. On considered purchases it does two things badly: it answers an objection the customer does not have, and it teaches everyone who sees it that the price will drop if they wait.

Daivik was already reaching customers on WhatsApp through Spur, with order updates and a catalogue. It also had what a hesitant buyer actually wants to hear, which is what other people who bought the piece thought of it. The reviews were on the product pages. They were not in the recovery flow.

The design question was ordering. What should the customer hear first, second and third, and where in that sequence does a discount, if any, belong.

Why the discount moved to the end

Held back to the third message, the offer only reaches customers who saw the reminder and the proof and still did not buy. Everyone who converts on the first two messages pays full price, and nobody learns to wait. If you are discounting at message two, you may be paying to solve the wrong problem.



The day one message in Spur, with an example review in the quote slot. In use it carries a review of the piece left in the cart.

Recover carts without training customers to wait

Spur connects to Shopify, sends the reminder, the proof and the offer on WhatsApp in that order, and drops anyone who buys out of the journey automatically.

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What they built

Three messages over two days, each answering a different reason to hesitate.

01. Start when the checkout is abandoned

The flow starts from the Shopify checkout event, so it knows the customer, the items and the cart link. Every message in it is an abandoned cart message in Spur, which means a customer who completes the order at any point leaves the journey at once. Nobody who has bought gets a reminder, a review or an offer.

Configuration

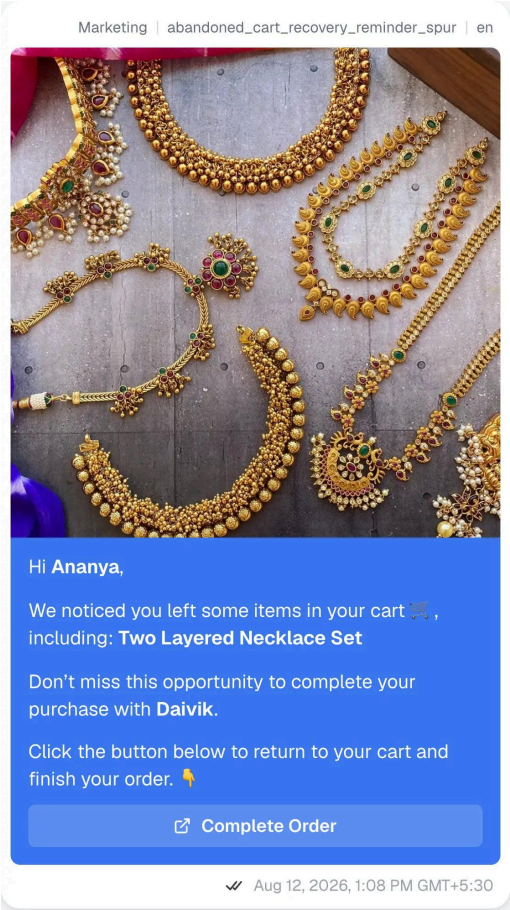
Setting	Value
Trigger	Shopify · Checkout abandoned
Exit	Automatic on purchase, at any step

02. About an hour later, the reminder

The first message is a plain reminder: the items left in the cart, an image, and one button back to complete the order. No offer. Most of the people who were simply interrupted convert here, at full price.

Configuration

Setting	Value
Delay	About 1 hour
Content	Items in the cart, image, "Complete Order" button



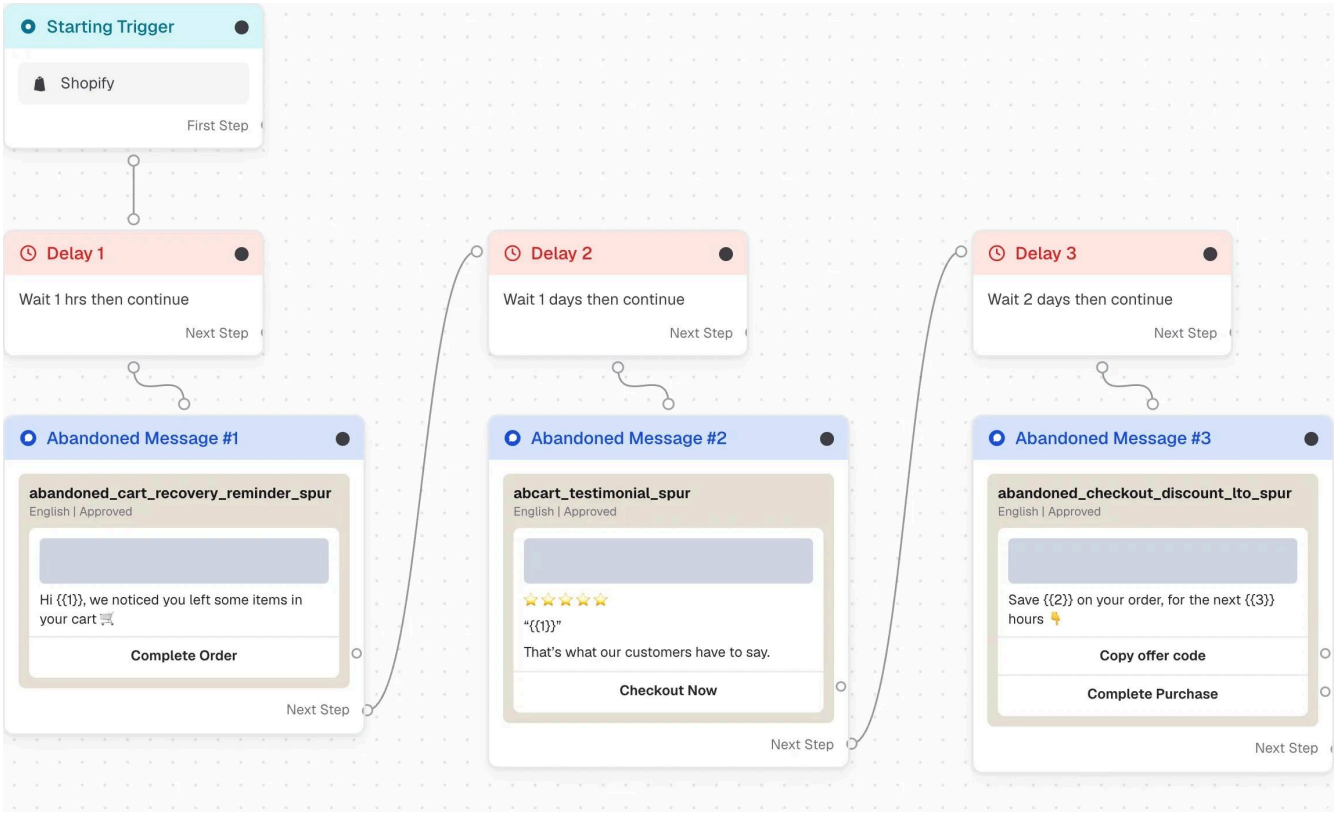
Message one, at full price. The name and the piece are examples.

03. About a day later, the proof

The second message is the one that makes this journey different. Five stars, a quoted review from a customer who bought the piece, and a line inviting the reader to see for themselves. It speaks to the real doubt about the piece and the brand, and it is the message previewed at the top of this page.

Configuration

Setting	Value
Delay	About 1 day
Content	Five stars, a customer review of the piece, "Checkout Now" button
Opt out	"Reply STOP to unsubscribe"



The whole journey in Spur. Three delays, three messages, and every message drops the customer out as soon as they buy.

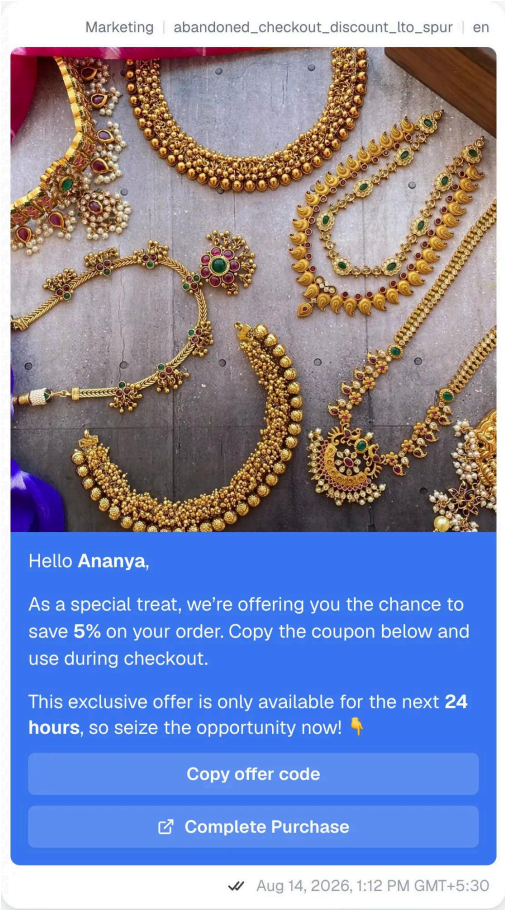
04. About two days later, a small offer with a clock on it

Only the customers who have seen the reminder and the proof and still not bought reach the third message: a 5% code, valid for a limited number of hours, with a button to copy it and a button to complete the purchase. The discount closes a decision the proof has already opened.

Configuration

Setting	Value
Delay	About 2 days
Offer	5% off, limited time
Buttons	"Copy offer code" · "Complete Purchase"

A 5% offer is small by category standards. It is enough to be a reason to act today, and not so large that it becomes the reason to buy.



Message three, the only one carrying a discount. The offer window is an example.

What it returned

A 30 day snapshot, rounded, as Daivik reported it.

In the 30 days of the snapshot, the journey recovered 225 orders and 5.3 lakh of attributed revenue from about 4,500 delivered messages. Daivik reports the recovery rate at 5%.

Those are rounded figures from a single 30 day window, and jewellery is a category where a few high value pieces move the revenue total. What the numbers show clearly is that a journey which delays the discount to the last message still recovers carts at a healthy rate, without giving five percent away to the customers who only needed a nudge.

Abandoned checkout journey, 30 day snapshot

	Reported
Attributed revenue	5.3 lakh
Orders recovered	225
Messages delivered	~4,500
Recovery rate	5%
Revenue per recovered order 5,30,000 ÷ 225	~ 2,360
Delivered messages per recovered order 4,500 ÷ 225	~20

Rounded results from a 30 day case study snapshot, as published by Spur with Daivik on 25 August 2026. The two derived rows are calculated from the rounded figures above them and are approximate.

Messages to orders

Stage	Count	Rate
Messages delivered	~4,500	Up to three per abandoned checkout
Orders recovered	225	5% recovery rate, as reported

Daivik reports the recovery rate as 5%. The funnel is drawn from the two published counts; the rate is theirs and is not recomputed here.

The abandoned checkout flow is built into Spur

Connect your store, choose your three messages and their timing, and put a review where the second discount used to be. The journey Daivik runs took an afternoon to set up.

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Why it worked

Three things carried this result, and none of them are specific to jewellery.

The middle message answers the real objection

A hesitant jewellery buyer is asking whether the piece and the brand are what they appear to be. A review from someone who bought it answers that. A discount does not, and worse, it suggests the brand thinks the price is the problem. Putting the proof second means the doubt is addressed before any money is left on the table.

Each message reaches a smaller, more decided group

Because every message drops out anyone who has already ordered, the audience shrinks at each step to the people who still have not decided. By the time the discount goes out, it is reaching only the customers for whom the reminder and the proof were not enough. That is the smallest possible group to give margin to.

The discount stays small because it comes last

A flow that leads with a discount has to keep raising it. A flow that leads with a reminder and proof can afford a small one at the end, because by then the offer is closing a decision rather than making one. Customers who convert earlier pay full price, and nobody is taught to abandon a cart to wait for the code.

How to run this on your own store

For any considered purchase where the doubt is about the product, not the price.

1. Use abandoned cart messages, not plain sends

In Spur, abandoned cart message steps exit the customer the moment they buy. Build the journey from those so nobody who has ordered hears from it again.

2. Remind first, at full price

About an hour after the checkout is abandoned, send the items and a button back to the cart. Many people were only interrupted.

3. Put your proof second

A real review of the product in the cart, with the stars, about a day later. If you collect reviews on WhatsApp too, this is where they pay for themselves.

4. Make the offer small, late and short lived

A single digit discount at about two days, valid for a set number of hours, with a copy code button. It should read as a reason to act now, not as the price.

5. Read the snapshot honestly

Take a full 30 days, count recovered orders and attributed revenue, and note the recovery rate. In high value categories a handful of orders move the total, so watch the trend over several windows.

Questions people ask about this journey

Where do the reviews in the second message come from?

From the reviews already on Daivik's store. The message pulls one in rather than carrying a fixed line, so it speaks to what the customer was looking at rather than to the brand in general. Brands that collect reviews on WhatsApp through Spur, the way Debaans does, have a steady supply for exactly this message.

Why not send the discount straight away and recover more?

Because most of the people who convert on the reminder would have paid full price, and an early discount teaches everyone else to abandon and wait. Holding the offer to the third message means it reaches only the customers the reminder and the proof did not convince.

Does anyone who already bought get the offer?

No. Every step is an abandoned cart message in Spur, and the customer leaves the journey the moment their order is placed. Someone who buys after the reminder never sees the review or the code.

Are these marketing messages on WhatsApp?

All three are marketing templates. A cart is not a completed transaction, so Meta does not approve these as utility, and Spur's built-in abandoned checkout template is a marketing template too. Each one carries an opt out line, and Spur respects the opt out across every flow.

Is 5% a normal recovery rate?

It is a reported figure from one 30 day window in a high value category, where a few orders move the revenue total. The more useful reading is that the rate held while the discount was pushed to the end and kept small. Watch your own rate across several windows before changing the timing.

How long does this take to set up?

The abandoned checkout flow is built into Spur. Connecting Shopify, writing the three messages and getting the two marketing templates approved by Meta is an afternoon. Approval usually takes minutes and can take up to a day.

Spur

Put proof where the second discount used to be

Spur connects to Shopify, sends the reminder, the review and the offer in that order, and drops anyone who buys out of the journey. Daivik recovered 225 orders this way in 30 days.

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https://apps.shopify.com/spur-automated-support-marketing

Story updated: 2026-09-24. Rebuilt product screens use illustrative example values; they are not customer conversations.