zoko + **1 HAIR STOP INDIA**

How Zoko helped 1 Hair Stop recover around $ 57K revenue from 564 abandoned carts over 90 days ?

Case study →

Company	Location	Employees	Industry	Website
1hairstop	India	1-10	Women luxury goods	www.1hsglobal.com/

Inspired by the vision of two trailblazing female entrepreneurs, Richa and Raina, 1 Hair Stop was founded in 2019 with a mission to empower women through the transformative power of affordable human hair extensions.

The brand understands the impact hair loss or thinning can have on a person's self-esteem and is dedicated to offering top-quality hair solutions that are both affordable and effective.

From its humble beginnings as an Instagram community, 1 Hair Stop has rapidly scaled, witnessing substantial growth and transitioning from a startup to a prominent industry player.

In the luxury and beauty industry, abandoned shopping carts represent a significant untapped revenue opportunity. With up to 72% of carts being abandoned, brands must work proactively to re-engage these potential customers. 1 hair stop faced a similar challenge.

According to Shopify's data from 2024, the average abandoned cart rate across all industries is approximately 70.19%.

This means that out of every 100 customers who add items to their carts, nearly 70 of them end up leaving the website without completing the purchase.

18%
Conversion Rate

Since implementing Zoko's Abandoned Cart Flow, 1 Hair Stop has been able to effectively reach this audience and convert abandoned carts into sales. By automatically triggering a series of three personalized WhatsApp messages, 1 Hair Stop is able to gently nudge shoppers to complete their purchases.
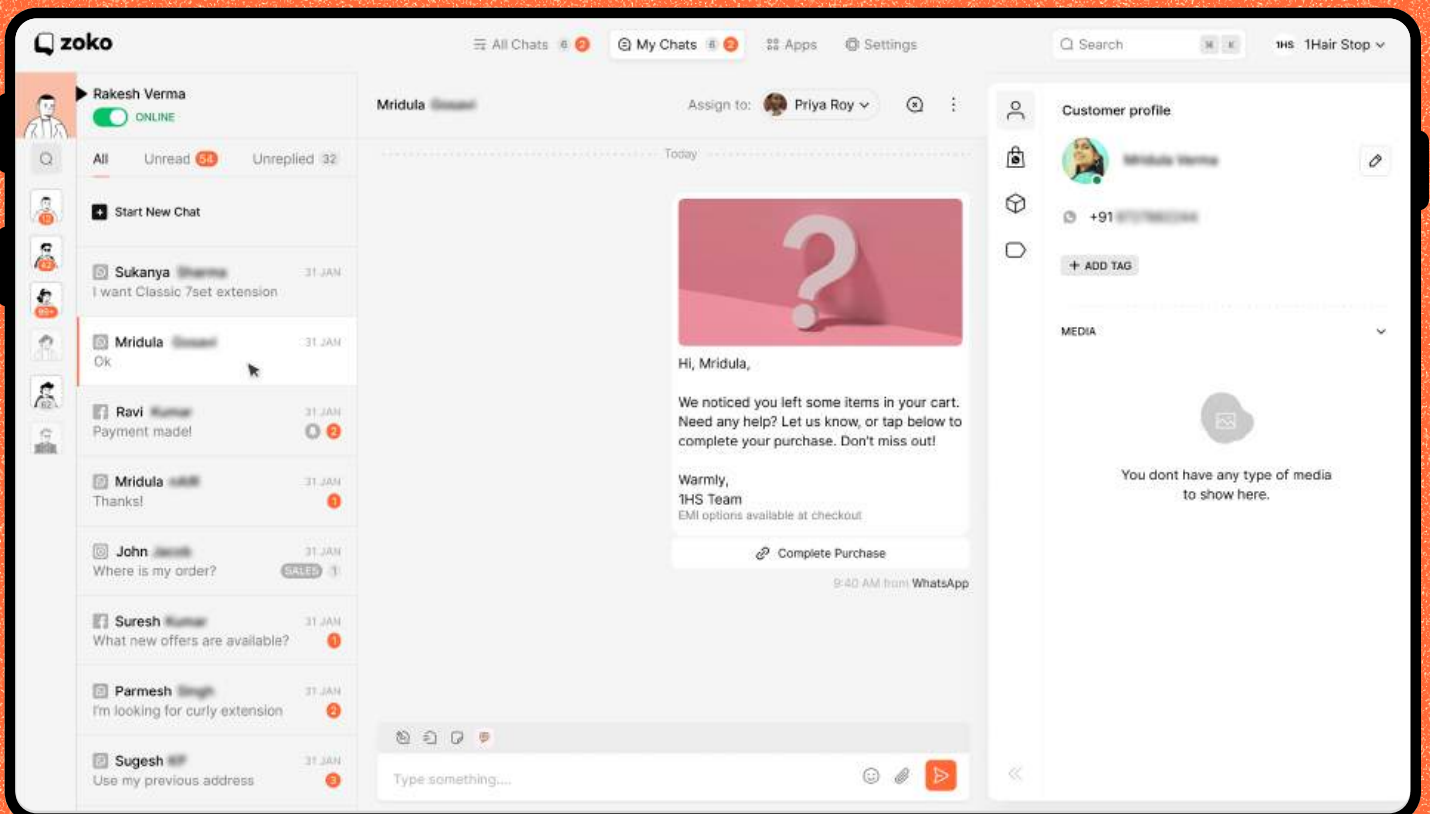
While SMS and email are relied upon by brands to convert these customers from potential to actual, it's important to consider their efficacy. Offering very low open rates - sometimes less than 5% - these channels can limit the effects of even the most determined brands.
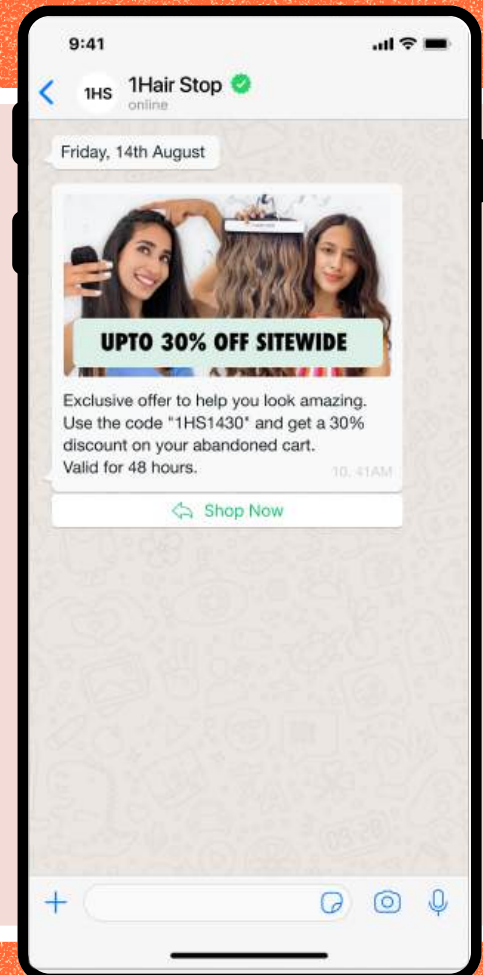
WhatsApp's 95% open rates make it 500% better at cart recovery. Also, Zoko customers enjoy up to 25% success in cart recovery using WhatsApp!

Zoko's **abandoned cart recovery feature** offers a comprehensive solution for businesses to recover lost sales. With its integration of WhatsApp and intelligent automation, businesses can engage with customers in real time and recover abandoned carts effectively.

Abandoned cart recovery on WhatsApp

Recover lost revenue

9:41

1HS 1Hair Stop ✓
online

Friday, 14th August

UPTO 30% OFF SITEWIDE

Exclusive offer to help you look amazing. Use the code "1HS1430" and get a 30% discount on your abandoned cart. Valid for 48 hours.

10. 41AM

↩ Shop Now

★★★★★

"

As a rapidly growing hair extension brand, every abandoned cart represents lost revenue. Zoko's abandoned cart recovery feature, integrated with WhatsApp, allowed us to re-engage potential customers effectively. The results speak for themselves - $57K recovered in 90 days.

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Raina Grover

Co-founder

Schedule a demo with Zoko to learn more about how to do Better business on WhatsApp.
wa.me/919586538447

Scan to book a demo.

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www.zoko.io