



CASE STUDY

How Sloomoo Institute recovers over \$25K+ in lost ticket revenue each month, using CartStack.

About Sloomoo Institute

What is CartStack?

CartStack is the premiere revenue recovery software for all-things-ticketed. Our software is used by museums, aquariums, zoos, festivals and other ticketed events all over the country with one goal... **Recover Lost Ticket Revenue!**

Integrating with TixTrack's Ticketure platform allows CartStack to monitor your website visitors, record real-time event & contact data from their visit, and send targeted multi-channel reminders to reengage and recover anyone who leaves before booking.

Sloomoo Institute celebrates joy through sensory play. The mission: embrace the power of #satisfying through vivid color, the sense of scent, tactile compounds, and captivating visuals and sounds.

Sloomoo Institute launched in October of 2019 with an interactive 12,000 square-foot experiential space in SoHo, NYC, where hand-crafted, artisanal slime (think dozens of textures and the most delicious scents), soothing ASMR, and wondrous delights converge with glossy, sophisticated design and contemporary art.

Sloomoo's universe expanded to Chicago & Atlanta in the winter of 2022 and plans to continue to unleash a sense of freedom and escape in inclusive spaces, whether you're a kid or a kid at heart, around the world.

The Process

1

Ticket Recovery Email Campaign

Create a series of 3 timed emails to target visitors who started their ticket purchase, but abandoned before completing it.

2

Ticketing Engine Data Sync

Ensure CartStack's integration is capturing detailed event data from the abandoned purchase, to personalize reminder emails with abandoned ticket data.

3

Location-Based Conditional Content

Setup conditional content blocks to automatically update images, language, CTA, location and more, based on the location of the abandoned tickets.



SLOOMOO INSTITUTE [BUY TICKETS](#)

OH NO!

Did something go wrong with your ticket purchase?

Tempted to immerse yourself in the world of Sloomoo Institute?
Give yourself permission to play!

Connect with family, friends, colleagues, even dates while making your own slime, listening to ASMR sounds, and escaping into #satisfying.

Getting tickets in advance is the best way to ensure you get the time ([and the slime](#)) that works best for you! Please [get in touch](#) with any questions, or check out our [FAQs here](#).

[Slime away!](#)

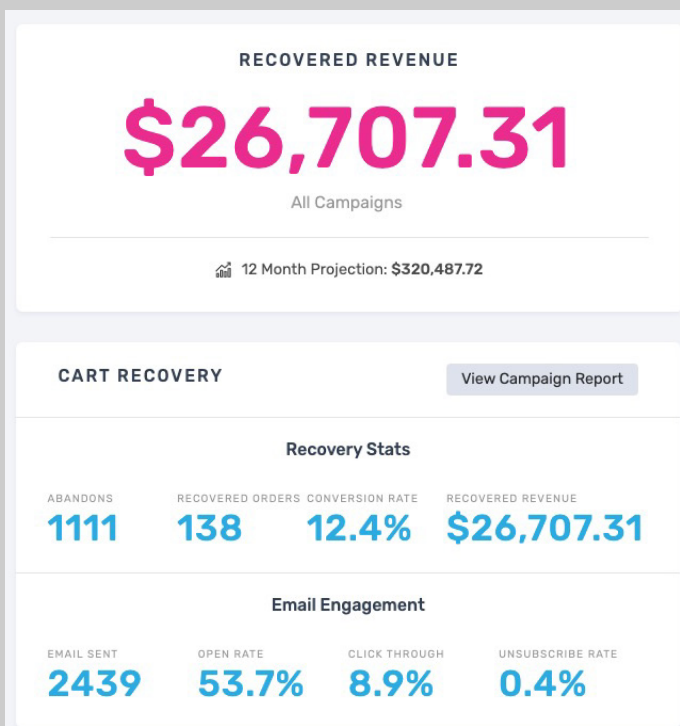
The Sloomoo Institute
820 N. Orleans St
Chicago, IL 60610

[GET MY TICKETS](#)

Sloomoo Institute
820 N. Orleans St Chicago, IL 60610

f i y t

The Results



54%

Average
Open Rate

12%

Conversion
Rate

48X

Return on
Investment