



CASE STUDY

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

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 is an immersive, slime-themed "museum" and retail experience launched in 2019 by Sara Schiller and Karen Robinovitz. With locations including NYC, Chicago, Atlanta, Houston, and Los Angeles, it combines sensory play, ASMR-inspired spaces, DIY slime bars, large-scale art installations, and inclusive programming.

Visitors can create custom slime scents/textures, explore the "Sloomooverse," and shop signature slime + merch—built to spark joy for all ages.

The Process

Abandoned Ticket Recovery Campaign

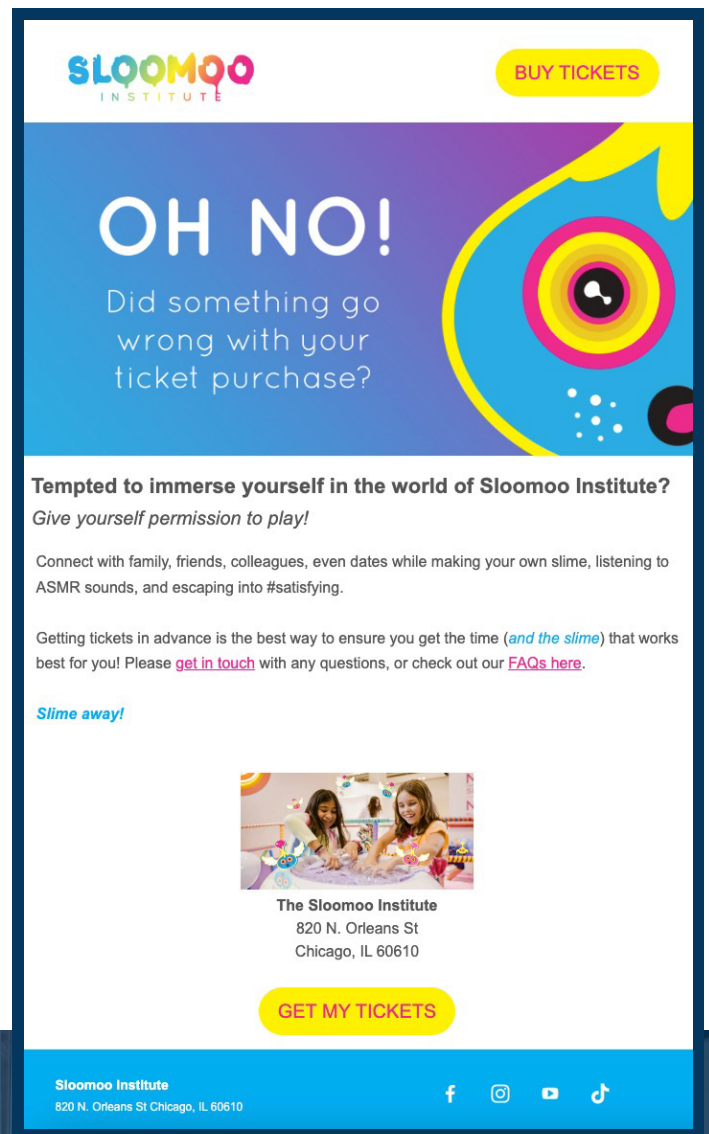
Create a series of 3 timed emails to target visitors who started their ticket purchase, but abandoned before completing it.

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.

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.



The 30 Day Results

\$26,707.31

Recovered

Abandons 1111

Recovered 138

Conversion 12.4%

 Sent 2439

 Opened 53.7%

 Clicked 8.9%

 Unsubs .4%

53%

Avg Open Rate

12%

Avg Conversion Rate

48X

Return On Investment

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