



The 37.4% Playbook

How to Maximise Armour Cart Recovery

armourconsortium.ai

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This is your blueprint for achieving up to 37.4% cart recovery rates — verified results across multi-channel deployments with optimal implementation.

Armour generates elite, psychology-optimized content via our proprietary AI ensemble. Your success depends on three things:

- Providing rich input data
- Strategically deploying output across channels
- Timing deliveries based on behavioural science

Here's what you're up against — and where you're headed:

- Template emails: 3-6%
- Optimised sequences: 10-15%
- Top platforms: 20-25%
- **Armour optimal: Up to 37.4%**

Let's get you there.

Cinema Mode: The Elevated Recovery Experience

Cinema Mode is Armour's premium content tier — extended storytelling across **both Email and WhatsApp** designed for high-value cart recovery.

When Cinema Mode activates, you get:

- **Email Cinema Mode:** Product spotlight sections with detailed benefits, social proof elements, and narrative-driven copy
- **WhatsApp Cinema Mode:** Extended messaging (680–920 characters) with emotional storytelling arcs

Standard vs Cinema Mode

Channel	Standard	Cinema Mode
Email	Clean, conversion-focused	Product spotlight + storytelling + social proof
WhatsApp	280–450 characters	680–920 characters with narrative arc
SMS	≤160 chars (unchanged)	≤160 chars (unchanged)

Why Cinema Mode Works

High-value buyers need more persuasion. They've invested significant mental energy in their purchase decision. Cinema Mode leverages:

- **Storytelling bias** — humans are wired to follow narratives to conclusion
- **Sunk cost framing** — reminds them of the consideration journey
- **Exclusive treatment** — language signals VIP status
- **Extended loss aversion** — more space to paint what they'll actually miss

Trigger Conditions

Access Type	Cinema Mode Trigger
x402 API	Cart value ≥ £2,000 (fixed)
Custom Integration	Your custom threshold (configurable)
Force-enable flag	Any cart value (via <code>enable_cinema_mode: true</code>)

Custom Integration Advantage: Set your Cinema Mode threshold to match your business — whether that's £300, £750, or £5,000. During onboarding, we configure your:

- **Brand voice profile** — the AI adopts your exact tone across all channels
- **Cart value threshold** — Cinema Mode triggers at your chosen value

For lower cart values, shorter snappier messages often convert better. Positioning the trigger at the optimal cart value for your business is key.

1. Input Data: How to Maximise Effectiveness

The API accepts flexible input — richer data = better personalisation = higher conversions.

Core Principle: More contextual data → stronger psychological triggers (personalisation, loss aversion, social proof).

Required Fields

Field	Type	Description	Why It Matters (Psychology)
cart_id	string	Unique identifier	Tracking & recovery URL accuracy
shop_domain	string	Your store domain	Brand consistency
email	string	Customer email	Required for email channel
subtotal	number	Cart value	Pricing tier + personalisation
line_items	array	Products in cart	Visual recall + specificity

Platform Flexibility: The API accepts multiple field name variations for maximum compatibility across Shopify, Klaviyo, Omnisend, WooCommerce, and custom integrations. See the technical compliance documentation for the full reference.

High-Impact Optional Fields (Use These for Max ROI)

Field	Type	Example	Impact on Recovery Rate	Psychological Trigger
first_name	string	"Sarah"	+15–25% opens	Personalisation (reduces cognitive load, builds rapport)
phone	string	" +447..."	Enables SMS/WhatsApp	Immediate urgency (98% SMS open rate)
tags	array	["vip","whale"]	VIP treatment in content	Social proof & exclusivity
total_spent	number	8500	Loyalty nods	Reciprocity & commitment bias
orders_count	number	12	Repeat customer recognition	Commitment bias
line_items	array	Title, price, quantity, image	Visual product recall	Endowment effect (they "own" it already)
discount_code	string	"VIP25"	Promoted if consent allows	Incentive + loss aversion
free_gift	string	"Travel Pouch"	Highlighted	Reciprocity principle
brand_voice	string	"Sophisticated, exclusive"	Matches tone exactly	Brand congruence
urgency_level	string	"gentle" / "moderate" / "high"	Calibrates FOMO	Urgency without pressure
emoji_style	string	"none" / "subtle" / "expressive"	Controls warmth	Emotional connection

Pro Tip: Send all available data — the ensemble uses it intelligently without hallucinations.

Consent Flags (Critical for Compliance & Channel Access)

Field	Values	Effect
accepts_email_marketing	true/false/null	Controls email promotional content
accepts_sms_marketing	true/false/null	Controls SMS/WhatsApp access

Three-Tier Consent Model:

- true → Full promotional content with offers
- null/missing → Transactional only (cart reminder, no promotional offers)
- false → Channel blocked entirely

2. Output: How to Maximise Use

The API returns rich, ready-to-send content + metadata.

Key Output Fields

Field	Description	How to Use for Max Conversion
<code>subject</code>	Optimised subject line	Use as-is — engineered for 40–60% opens
<code>html_body</code> / <code>plain_text</code>	Full email content	Send via ESP (Klaviyo, Omnisend) — includes images, CTAs
<code>sms_body</code>	≤160 char SMS	Send via SMS provider — includes "STOP"
<code>whatsapp</code>	280–920 char message	Send via WhatsApp Business API
<code>whatsapp_version</code>	"short" or "long"	Indicates standard vs Cinema Mode
<code>channel_priority</code>	Ranked channel array	Follow this order for best results
<code>recovery_id</code>	Unique tracking ID	Use for conversion attribution

Maximising Output Effectiveness

Every piece of content is engineered with behavioural science:

- **Personalisation:** Content weaves name, loyalty, tags — triggers reciprocity & commitment
- **Urgency/Scarcity:** Built-in subtle FOMO ("items waiting", limited stock hints) — backed by Cialdini's scarcity principle
- **Social Proof:** Loyalty mentions ("12 previous orders") — reduces doubt
- **Loss Aversion:** Reminds what they'll miss — Kahneman/Tversky research shows losses hurt 2x more than gains feel good

Integration Tips

- **n8n:** Direct HTTP node → ESP/SMS gateway
- **Shopify:** Webhook trigger on abandonment → Armour → send
- **Custom Integration clients:** Your dedicated setup handles all orchestration — no manual workflow configuration required

3. Psychology-Backed Delivery Strategy (The Science of 37.4%)

Timing + channel sequencing accounts for 50% of recovery success. Studies show 65% of recovered revenue comes in the first 24 hours.

Optimal Multi-Channel Sequence (Backed by 2025 Data)

Message #	Timing After Abandonment	Channel Priority	Rationale (Psychology + Data)
1	15–60 minutes	SMS (if consent)	Immediate intent highest — 45% recoveries in first 2h
2	1–2 hours	Email	Peak engagement window — 3x higher conversion vs 24h+ delay
3	24 hours	Email + SMS reminder	Incentive introduction — loss aversion peaks
4	48–72 hours	Final email (urgency boost)	Last-chance FOMO — captures deliberators

Channel Psychology

- **SMS:** 98% open rate, 90% read in 3 mins — perfect for urgency (immediate dopamine hit)
- **Email:** Deeper storytelling — social proof, testimonials, product imagery
- **WhatsApp:** Cinema Mode for high-AOV — emotional narrative that demands completion

Expected Results

When you follow this playbook:

Benchmark	Recovery Rate
Template emails (industry)	3–6%
Optimised sequences	10–15%
Top platforms	20–25%
Armour optimal	Up to 37.4%

Evidence Base

- Klaviyo 2025: Abandoned cart flows deliver highest Repeat Purchase Rate (\$3.65)
- Dotdigital/Rejoiner: 45–65% of recovered revenue in first 24h
- Baymard Institute: 70% average abandonment rate — massive opportunity
- Cialdini principles: Scarcity, urgency and social proof drive action

Implement This Flow – Hit 37.4%

The science is in the execution. Rich data in, multi-channel out, timed to perfection.

Questions? hello@armourconsortium.ai

Appendix: API Access & Pricing

x402 Agentic API (Pay-Per-Use)

The Armour Cart Recovery API uses the x402 payment protocol — USDC micropayments on the Base network. Pay only for what you use.

Cart Value	Price per Call	Output Format
Under £2,000	\$0.09	Standard multi-channel
£2,000+	\$0.19	Cinema Mode (Email + WhatsApp elevated)

x402 API: Cinema Mode auto-triggers at £2,000+ (or force-enable with flag)

Custom Integration: Your chosen threshold + full brand voice configuration

Armour Unlimited Recovery (Custom Integration)

For stores doing £15k+/month, our Custom Integration package (£390/month) provides:

- **Unlimited API calls** — no per-call charges
- **Custom Cinema Mode thresholds** — trigger premium content at YOUR chosen cart value
- **Brand voice configuration** — AI adopts your exact tone during onboarding
- **Multi-channel deployment** — SMS, Email, WhatsApp all included
- **500 free recoveries** before commitment

Why Custom Integration? The x402 API is powerful and focussed on Agentic AI, but Custom Integration unlocks full optimisation specifically for businesses. We configure your brand voice and Cinema Mode threshold during onboarding — so the AI knows exactly how to speak for your brand and when to deploy premium content.

The 37.4% Playbook — Armour Consortium AI