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Customers visit your store.
How do you encourage them to buy?

DropUI is a B2C CRM and marketing automation platform for ecommerce. Collect contacts and encourage purchases with relevant communication.

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For store owners and ecommerce teams

When can DropUI help your store?

You attract visitors

People browse your products, but some leave without buying or signing up. You want to reach them again.

Carts are abandoned

Customers choose products but do not complete their orders. Help them pick up where they left off.

You have a customer base

Use past purchase data to encourage customers to place their next order.

Available scenarios depend on store data, integrations and customer consent.

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Why DropUI?

From first visit to repeat purchase

On your site and beyond

Collect contacts on your site, then reach customers through the right channel.

Data and actions together

Use customer data for segments, campaigns and automations.

Unlimited contact storage

Choose a plan based on the people you email or message by SMS or WhatsApp each month.

Paid plans include unlimited views for on-site campaigns. Artificial intelligence can help prepare designs and copy for your team to review. Available data depends on the integration. Sending requires setup and consent; Free has view and credit limits.

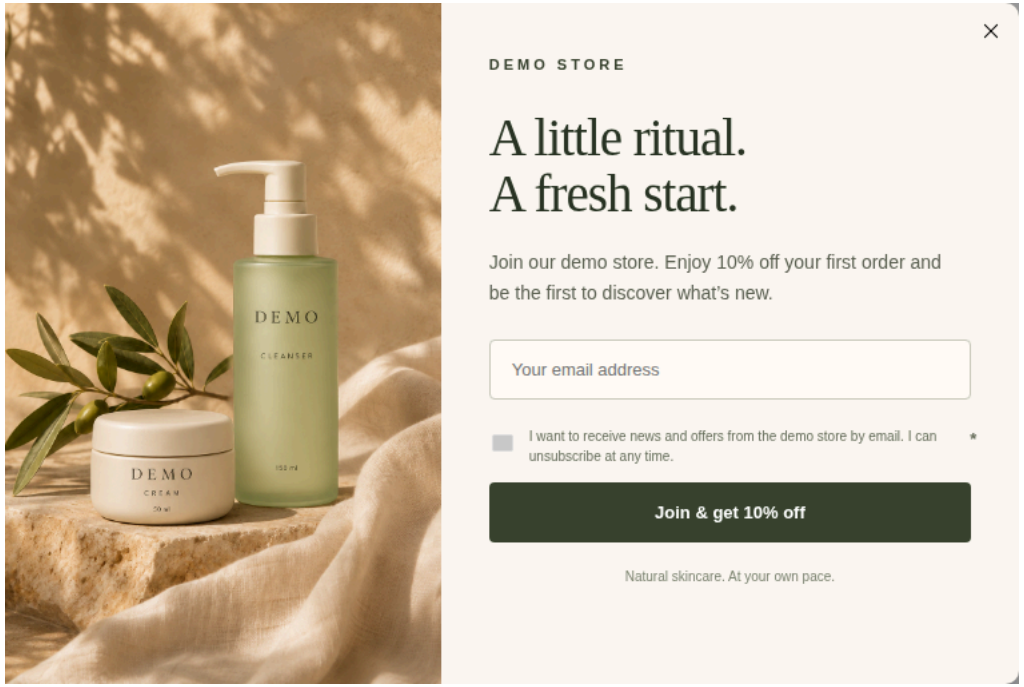
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A visit without a purchase

Visitors leave. How do you stay in touch?

Without contact details and the appropriate consent, you cannot send an offer after a visit. Invite visitors to sign up through a popup, an Embed or the Feed panel.

How does this help? A way to reach people later when they sign up and give the appropriate consent.



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On your storefront

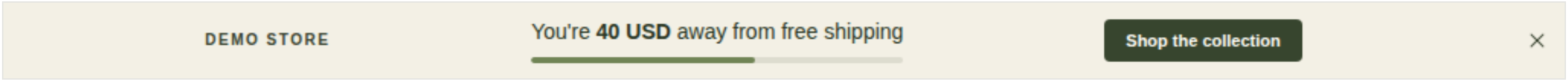
Customers browse. Show them a relevant offer.

Show a cart incentive

A bar shows how much more is needed for free shipping, encouraging customers to add another item.

Show the right offer

Embed places products or an offer on the page. Popup and Feed can direct visitors to a collection.



The bar needs cart data; a product block needs a product source. Shipping terms are set in your store.

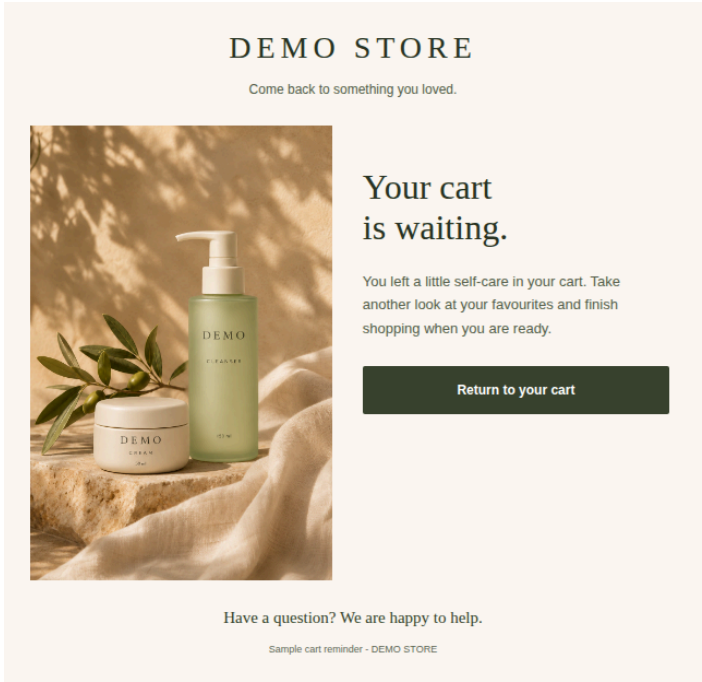
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An abandoned cart

Abandoned cart? Make checkout easier.

Set an email reminder, for example two hours after the customer's last cart activity. The message leads back to the saved cart.

How does this help? Reach interested customers without sending each reminder manually.



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Example: abandoned cart

From reminder to results

Set up

Choose the timing and prepare a reminder email.

Track

Monitor message statuses. A recorded purchase stops further reminders for that cart.

Review

Compare attributed orders and revenue with costs.

This scenario requires a suitable integration, cart data, consent and email setup. Explore available integrations.

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Returning customers

Encourage repeat purchases

First purchase

After an order, show an offer for a future purchase.

Next purchase

After a chosen interval, remind customers about a product they may need again.

Long absence

Reach out to a customer who has not bought in a while.

Back in stock

Notify people who signed up for a specific product.

For your store: automations help encourage repeat purchases without tracking every event manually.

Purchase scenarios require a full integration and relevant data. Back-in-stock alerts require a confirmed signup. Sending requires channel setup and appropriate consent.

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Customers return at different rates

Tailor offers to customers

RFM analysis helps distinguish regular buyers from customers who have not returned for a while.

Example: prepare one message for loyal customers and another for those who have stopped buying.

Available data depends on the integration. Sending requires appropriate consent.

RFM group	Contacts	Spent in the last 365 days
No purchase in this currency	3	0.00 PLN
New buyers	3	530.00 PLN
Developing customers	2	1,250.00 PLN
Loyal customers	4	5,700.00 PLN
Best customers	3	21,300.00 PLN
At risk of leaving	3	2,050.00 PLN
Inactive for 180 days	3	1,300.00 PLN

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After customers leave

Choose the right channel for your message

Email - a fuller offer

Share a collection, newsletter or cart reminder.

WhatsApp - a conversation

Send an approved template from your business number; continue the conversation after the customer replies.

SMS - a short message

Send offers or reminders to opted-in contacts. Only Polish +48 numbers are supported.

Web Push - return to your store

Notify browser subscribers about a new product or promotion.

Channels require setup and appropriate consent or subscription. Channel availability varies by scenario.

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Before deciding

What should you check before starting?

Can I connect my store?

Shoper and IdoSell provide full purchase data. Check the data needed for your scenario.

Do I need purchase history?

A signup form and welcome email do not need it. Purchase scenarios require a full integration.

Can I message my whole database?

Sending requires channel setup and appropriate consent. Consent for one channel does not cover others.

Can someone help me get started?

Talk to our team about your store, your first scenario and setup.

View pricing

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Choose a plan for your store

Free

Up to 50 active contacts per month. Receive 100 emails once for campaigns and automations.

Paid plan

From $19 per month when billed monthly. Up to 250 active contacts; tax included.

Black Friday - 50% off to get started

Billed monthly: $9.50 per month for 2 months, then $19 per month, tax included.

Offer ends December 31, 2026. Applies to a first paid subscription or a contact-limit upgrade.

View current pricing

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What is included in a paid plan?

Contacts and email

Unlimited contact storage and email sends to active contacts.

On-site campaigns

Popup, Bar, Embed and Feed with unlimited page views.

Artificial intelligence

Create designs and copy with AI, without a credit limit.

Setup and optimization

A specialist sets up and optimizes scenarios for your store.

Your active contact limit depends on your plan. SMS and WhatsApp are billed separately; sending conditions apply.

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Let’s talk about your store



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Collect contacts.
Encourage repeat purchases.

Prepare your first campaign on the Free plan.

Create a free account