The Data and AI Experience Company

Retail

CONVERSATIONAL AI

Retail Recover

Win back abandoned baskets with timely, personalized nudges and one-tap return to checkout.



With Retail Recover, when a basket is left behind, the shopper gets a relevant follow-up and returns to checkout in one tap.

Meta Channels — Engage and convert across the world's leading messaging platforms

WhatsApp
Business messaging at scale

Instagram
Turn conversations into customers

Messenger
Seamless support and engagement

Complementary Channels — Platform-agnostic, configured for channels beyond Meta

Email
Extend reach beyond Meta

Owned Channels
On web or in app

RCS
Interactive brand experiences

Abandonment Event Trigger

Detect abandoned baskets in real time through your API and start the follow-up automatically.

Cart Retrieval

Bring the shopper's basket back into the conversation, ready to resume.

Personalized Follow-Up

Nudge with the right message, product and timing for each shopper.

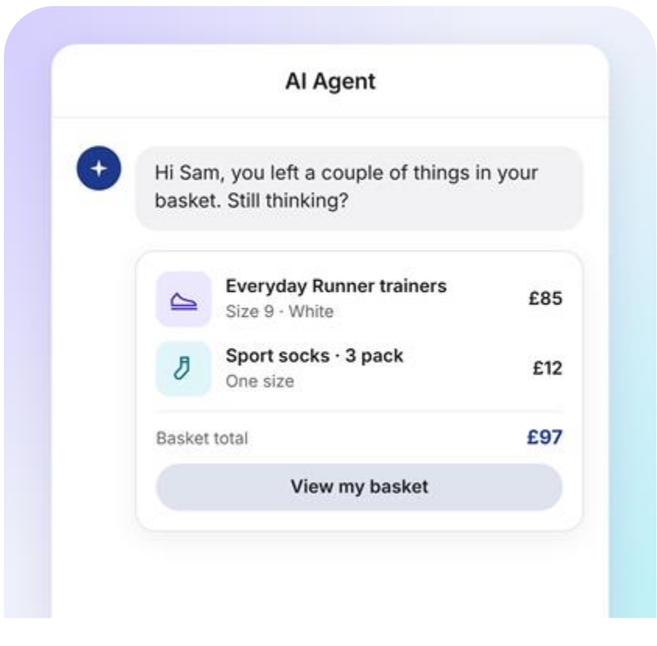
Checkout Integration

Return shoppers to checkout in one tap, with payment completed in chat.

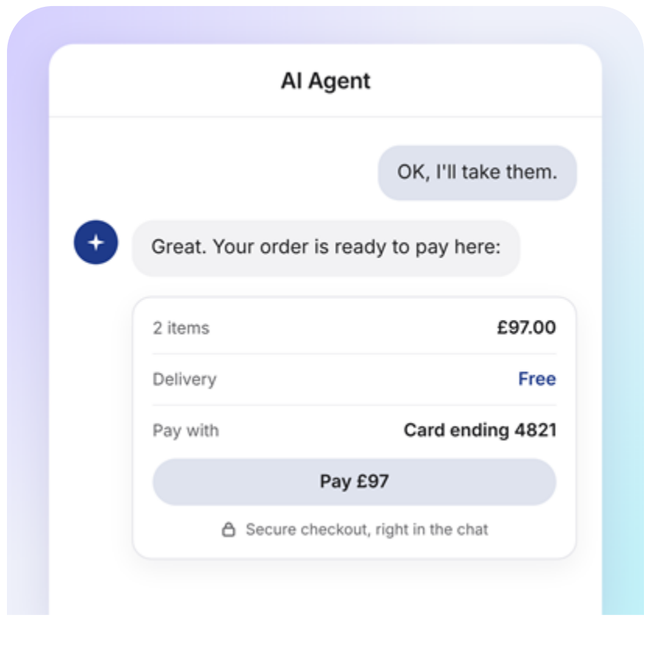
Trusted by global retail leaders

Unilever · LANEIGE · SK magic · McDonald's · AirAsia MOVE · KIA

Abandonment Event Trigger



Checkout Integration



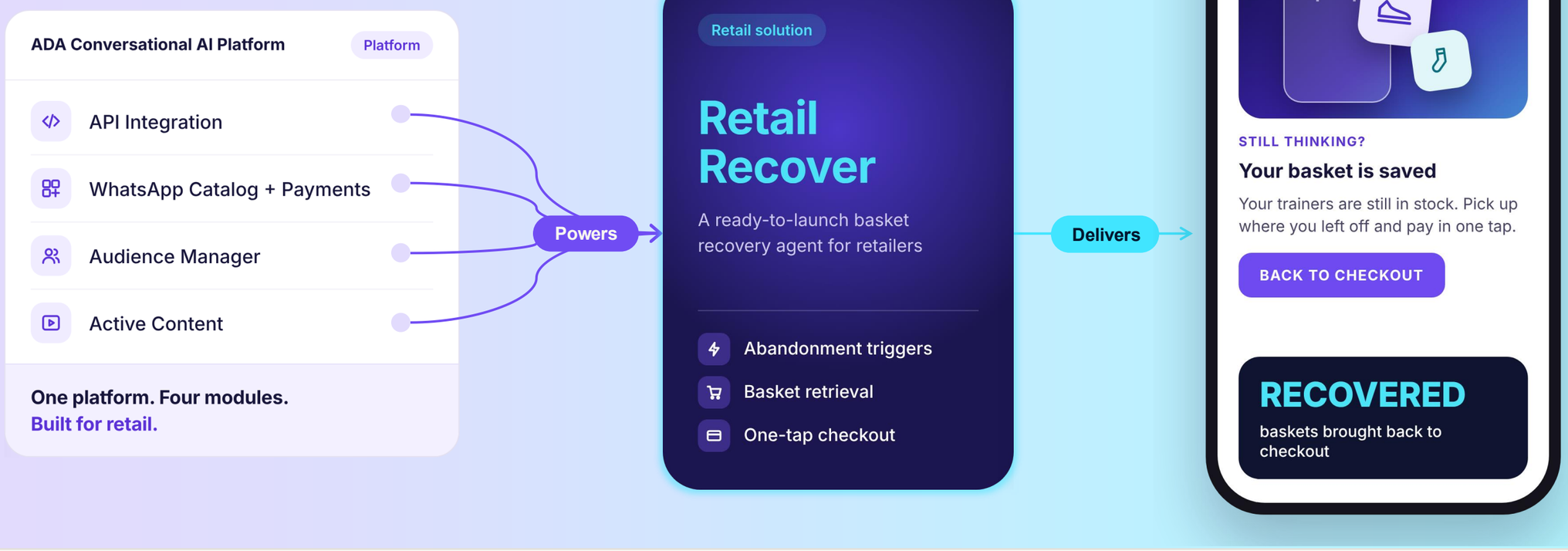
Turn abandoned carts into completed orders

An abandoned basket isn’t a lost sale yet.

A reminder email days later rarely brings shoppers back, and a clunky return to checkout loses the ones who do come back.

Why winning back shoppers works better on ADA's Conversational AI platform

Retail Recover spots abandoned baskets, follows up on WhatsApp, answers what’s holding shoppers back, and takes payment right in the conversation.



Unilever

FMCG

Points & Rewards

QR to WhatsApp

How Unilever turned product packs into WhatsApp rewards journey

Unilever added QR codes to participating packs that opened straight into WhatsApp. Consumers joined the promotion, redeemed points and claimed discounts in one conversation, without switching to another channel.

Higher
QR-to-WhatsApp conversion

Faster
Path from purchase to reward

More
Consumers reached through packaging alone

Recover more GMV with Retail Recover

ADA is the Data & AI Experience Company, combining platforms, AI accelerators, and always-on operations to deliver measurable growth at scale.

26B+
Personalized journeys created

278M+
AI-powered conversations to drive engagement

16B+
Authentications verified to protect trust

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