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# SHOPPING CART ABANDONMENT

AND TIPS TO AVOID IT



75%

The average number of online shopping cart purchases abandoned.

Shopping cart abandonment remains a major e-commerce concern. To help manage this problem, here are tips to help significantly lower shopping cart abandonment.

HOW TO ACHIEVE THIS



AND AVOID THIS



## THE BREAKDOWN OF A PERFECT CHECKOUT PAGE:

**PROGRESS INDICATOR**  
Customers like knowing where they are in the process. Number steps to track progress.

**CALLS TO ACTION**  
These are key—keep them concise, consistent, prominent, and color contrasted. Never place the "checkout" button next to the "remove from cart" button.

**BACK LINKS**  
Including a back link allows the customer freedom; don't make them feel cloistered.

**DEDICATED TOLL-FREE HOTLINE**  
Some customers are uncomfortable using their cards online. Allow them the option to fax orders. Always provide contact information during checkout to alleviate any concerns the customer might have.

**THUMBNAILS**  
Include thumbnails so customers know they are buying the right item—you don't want them to have to start the whole process over.

**ALLOW CHANGES**  
Making moves easy for your customer is the key. Make changing details on the checkout page easy and intuitive.

**SECURITY**  
It never hurts to include third party reinforcement logos such as VeriSign.

**DIVERSIFY PAYMENT OPTIONS**  
Allowing customers to choose different payment options decreases shopping cart abandonment.

**SAVE THE CART**  
Many customers use their shopping cart as an idea collector for the future. Allow them the option of reviewing at a later time, or emailing goods they're interested in to themselves.

**CROSS-SELLING**  
Be careful where, how and when you cross-sell. Remember to use the monetary cart amount as a gauge for offering cross-selling.

## SNAPSHOT DIGITAL MARKET:

BEST PRACTICES TO DECREASE SHOPPING CART ABANDONMENT

**DON'T** REQUIRED!

**Force Customers to Register**  
Don't create any more steps than necessary for your customers. It's best to offer guest checkout.

*Jared M. Spool of User Interface Engineering conducted tests on this topic: 75 percent of people who were forced to register first never tried to purchase. In one case study, customer purchases increased by 45 percent after forced registration was removed.*

**DO** ★★★★!

**Preach It with Customer Testimonials**  
Customers love to hear other customers' feedback. On the path to checkout, feature strong testimonials.

**DO** LOWEST PRICE GUARANTEE

**Offer Price Guarantees**  
With the saturation of many markets, nowadays it's easy to find the lowest price. If you already have your customer on your site, reaffirming them with rhetoric like a "Lowest Price Match" guarantee can keep them happy and decrease shopping cart abandonment.

**DON'T** \$

**Hide Shipping Costs**  
While marketers might want to wait until the last second to include shipping costs, this is a good way to aggravate customers, leading to shopping cart abandonment. Estimate shipping costs early or try to offer free or flat shipping, if fiscally viable.

**DO** ERROR!

**Prevent Errors**  
Make sure you have a team monitoring checkout errors at all times to ensure a small error doesn't void a sale.

*"Retail research showed a loss of 44 billion in potential revenue because of minor mistakes."*

**DON'T** SAVE 50%

**Offer Coupon Codes Unnecessarily**  
If customers see a coupon code form during checkout, they will likely leave the site to search for a coupon code. Only present the coupon code entry form to customers who are offered a promotion on their way into the site. Otherwise it's best to hide the field and replace it with some subtle text like "Do you have a promotion/coupon code? Click here...".

**DO** NEED HELP?

**Follow up**  
If your shoppers abandon their carts, send a follow-up email offering to help.

**DO** ONLY 1 LEFT IN STOCK!

**Be Up Front About Stock Availability**  
Inform your customers about an item's availability well before checkout time. Always include item inventory on the product page.

**DO** 90% decrease

**Save the Cart**  
If your shoppers do abandon their cart, let them know you're still storing their items for later. Next time they return to the site, remind them of the items they previously selected (preferably in a light box).

**DO** SAVED!

SOURCES: MONETATE | BRYAN EISENBERG | JARED M. SPOOL | CLICKZ



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