



The Guide to Reducing Shopping Cart Abandonment



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- A woman with long dark hair, wearing a light-colored sweater, is holding a credit card in her right hand and a tablet in her left hand. The image is overlaid with a semi-transparent blue filter. The credit card is a dark color with some text and a logo visible. The tablet is held in front of her, and she appears to be looking at it.
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1 Introduction:

What is Shopping Cart Abandonment?

If you have an online business, chances are you've struggled with shopping cart abandonment. Cart abandonment is an issue faced by ecommerce businesses of all sizes, and while it may seem like an uphill battle, there are steps you can take to increase conversions on your site.

By understanding shopping cart abandonment and why your customers abandon their carts, you can improve your customer's shopping experience and turn more browsers into buyers.

This guide will give you the information and statistics you need to understand shopping cart abandonment, plus the tips and tactics to make improvements on your online store.

What is shopping cart abandonment?

Shopping cart abandonment is an ecommerce term used to describe visitors adding items to an online shopping cart but exiting the website without completing the purchase. Shoppers abandon carts for a variety of reasons, including hidden fees, complicated checkout processes, and high shipping costs.

How is cart abandonment rate calculated?

The cart abandonment rate for any given store can be calculated with this formula:

$$1 - \frac{\text{Total number of shoppers who complete transactions}}{\text{Total number of shoppers who add items to cart}}$$



2 Cart Abandonment Trends and Statistics

Across industries, the average cart abandonment rate is [75.6%](#).

Imagine that 100 customers come into your store, fill up their shopping carts, and bring their full carts up to the cash register.

Now, imagine 76 of those 100 customers leave your store — and their full carts behind — without purchasing.

This may sound far-fetched, but in ecommerce, this happens every day. That's the ugly truth about shopping cart abandonment.

And it's even uglier when you consider that mobile drives 60% of ecommerce traffic but has an above average abandonment rate at 81%.

Any ecommerce merchant will experience cart abandonment as a significant pain point — but it's easy to underestimate how much of an impact it can truly have:

- \$4.6 trillion in ecommerce sales are lost to cart abandonment each year.
- Clothes are the most commonly abandoned product category, followed by tech and housewares.
- [41% of shoppers](#) have abandoned a transaction during checkout in the past year, compared to 24% who have walked away from a purchase in a physical store.

But it's not all gloom and doom. There's room — and actionable advice — for improvement:

- [\\$260 billion](#) in ecommerce sales is recoverable through checkout optimization.
- [35.26%](#) of ecommerce stores see an increase in conversion rate through better checkout design.
- The average site has [39 potential areas](#) for checkout improvement.

That's why it's vital to understand two things: why shoppers abandon carts, and how to prevent it as much as possible.

3 Why Do Customers Abandon Carts?

There are several reasons that customers might bounce before buying. Here are five common causes of cart abandonment.

1. Security concerns

According to [Baymard's report](#) on checkout usability, 20% of online shoppers in the US have abandoned an order due to security concerns.

You could be missing out on revenue from one in every five customers if your website doesn't inspire confidence, especially on your checkout page.

If your customers don't trust you, they won't give you their contact or payment information.

2. Complex checkout

Baymard also reports that 28% of shoppers have abandoned online carts due to too long or complicated of a checkout process.

Buying from your website should be an easy, enjoyable shopping experience for customers, while unnecessarily complex checkout forms can frustrate and drive customers away.

3. Required registration

Your checkout should not only be easy to complete but quick to navigate, too.

If you require every new shopper to create an account before completing checkout, you're adding an obstacle to purchase and likely to see significant dropoff.

4. Hidden costs and fees

The most common reason for cart abandonment? Additional costs and fees are too high.

These can include delivery fees, taxes, and upcharges.

In fact, 23% of abandoned carts come from customers being surprised by a total order cost they were unable to calculate upfront.

5. High shipping costs

A [Forrester study](#) shows that 44% of online shoppers who abandon their carts do so because of shipping and handling costs.

And with big-box retailers offering two-day shipping and free shipping options online, customers expect both fast and affordable shipping at the click of a button.

Not offering this will hurt your conversion rates.



4 How to Stop Cart Abandonment: Four Tactics to Implement Now

The obstacles mentioned in the last chapter could be costing you sales and customers — here's how to fix them to reduce dropoff and increase conversions.

1. Simplify your checkout

The [average checkout](#) contains about 15 form fields, which is twice as many as necessary to gather the customer info you need to process and ship an order.

The fewer steps in your checkout process, the more likely a customer is to complete a purchase.

Here are some tips for making your checkout form simpler to reduce shopping cart abandonment:

- Offer a “Checkout as Guest” option. This allows new customers the option to save time by not having to create an account.
- Remove optional fields. Even optional fields add friction by requiring additional decision making on the part of your customers. If you'd mark it as optional, it's best to leave it out entirely.
- Use one “Full Name” field rather than a “First Name” and “Last Name” field.
- Allow customers to set their billing address equal to their shipping address. When they do so, hide the billing address fields instead of auto-filling them. This will result in a shorter page and less scrolling.

2. Showcase security

Using “trust signals” to show that your website and checkout are safe can help boost customer confidence and conversions.

Presenting recognizable security badges from tools that your ecommerce store uses, such as from McAfee or GeoTrust, can help reassure customers that their data is safe.

According to a [survey by Actual Insights](#), 61% of customers have not purchased something because trust logos were missing, while over 75% said they didn't buy because they didn't recognize the trust logos used.

You should also make sure that your website has an SSL certificate.

This is the certification that prompts your browser to show a padlock logo in the address bar when you visit certain sites — it shows visitors that your website is secure and encrypted so that their payment information will be protected.

Finally, boost customer confidence by offering trusted one-click payment options, like PayPal or Apple Pay.

This is especially important on mobile, where [20.2% of customers](#) cite security concerns as a reason for not converting. These also speed up the checkout process by allowing customers to skip entering credit card info.

How to Stop Cart Abandonment: Four Tactics to Implement Now

3. Be upfront about costs & fees

Make sure that your shipping costs and [return policies](#) are easy to find on your website without the customer having to click through the checkout process. Consider listing available shipping options and your return policy on each product page so that the customer doesn't have to look too far.

Shipping costs might not be the same for every customer, as cart value, shipping destination, and other factors can play a role in the ultimate cost. Let shoppers know what options you have available and whether you offer [free shipping](#) above a certain cart size or expedited shipping for an upcharge.

Being upfront about shipping options can even help increase customer spend; ShipBob client [iloveplum](#) saw a 97% increase in average order value for orders that qualify for 2-Day Express Shipping.

4. Offer affordable (or free) 2-day shipping

[45% of customers](#) have abandoned a cart because of unsatisfactory delivery options. Offering both affordable shipping and 2-day delivery options can help you meet customer expectations.

One way to make sure that shipping is affordable and fast for your customers is to work with a fulfillment provider that allows

you to split your inventory across locations. Instead of having to ship all orders from one central location, you save both your business and your customers time and money by shipping from the fulfillment center closest to each customer.

For example, ShipBob's 2-Day Express program makes it easy for merchants with a Shopify Plus store to increase conversions and manage fulfillment and shipping by splitting inventory across the US. The [2-Day Express program](#) adds a new shipping option to your checkout that is only displayed to customers with a shipping address within the areas of guaranteed 2-day coverage.

ShipBob also partners with major carriers to receive discounted rates for each order and passes the savings on to you. This allows you to offer affordable or even free shipping to your customers, which in turn means fewer abandoned carts.

As an added bonus, a positive delivery experience leads to happier customers, which leads to better reviews and higher conversions.

On the other hand, fail to meet customer expectations around delivery, and sales will suffer: [38% of shoppers](#) are likely to never shop with a retailer again following a negative delivery experience, and negative reviews are likely to dissuade would-be buyers.

5 How My Calm Blanket Reduced Cart Abandonment By 18%

ShipBob customer [My Calm Blanket](#) sells a weighted blanket proven to improve rest, help with ADHD, reduce anxiety and stress, and, of course, keep you warm. As their product took off, they started offering free 2-day shipping, which reduced cart abandonment and allowed them to capture additional sales from people who value a speedy delivery. Here's their story, as told to ShipBob by their founder.

We found a 3PL that ships heavy items affordably & fast

When we were launching the business and creating our ecommerce site, we were very aware of the implications of selling heavy products online, especially how expensive it is to ship heavy items.

We did our homework and knew we didn't want to handle order fulfillment ourselves. With the number of hours we were already putting in each day, our best bet was to secure a 3PL upfront.

When we first launched, we briefly worked with a different 3PL, but the biggest issue was that they were too small. They only had two locations, so I knew they wouldn't be able to accommodate the growth we anticipated.

Then we found a sweet spot with ShipBob.

Our product is pricier than a typical item bought online, so we offer free shipping on all orders. But covering that cost for our customers isn't always enough to get them to buy; the other important shipping

consideration today is fast delivery.

Many 3PLs will say they can help you offer free shipping but what they mean is that the order will take 7 days to reach the customer. Balancing speed and costs is easier said than done.

Shipping to a faraway location increases both the cost of shipping and transit time. And the heavier an item is, the more you will pay in shipping costs, which increases as you ship to higher zones. Shipping a 25-pound blanket is not the same as shipping a t-shirt.

That's why we knew that shipping from only one or two fulfillment centers wasn't going to cut it.

Luckily, ShipBob has fulfillment centers in major cities all over the US, so we can spread out our inventory across the country to reduce the shipping zones and costs associated with shipping orders to destinations that are far away.

In fact, we've distributed our inventory to Dallas, Chicago, Los Angeles, San Francisco,

How My Calm Blanket Reduced Cart Abandonment By 18%

and New York to be near our customers and joined ShipBob's [2-Day Express Shipping Program](#), which leverages ground shipping and is an inexpensive alternative to expedited air shipping.

How we increased conversions by offering free 2-day shipping

We promote the fact that we offer free shipping for all orders on a site-wide banner.

This encourages shoppers to add to their cart and get to the checkout process in the first place.

On top of that, we can [offer 2-day shipping and capture additional sales](#) from people who value a speedy delivery.

ShipBob's 2-Day Express option integrates directly with Shopify, which really involved no extra work to set the program up.

When a customer checks out on our store, ShipBob's technology checks if the shipping destination is within the predetermined coverage area and if there is enough inventory on-hand at the fulfillment center that's closest to them.

If the order qualifies, 2-Day Express is displayed as a new shipping option in addition to the usual options.

“ShipBob's 2-Day Express Program has been phenomenal for us — we've seen an 18% reduction in cart abandonment. Because of Amazon, our customers expect 2-day shipping and we couldn't find other 3PLs that can provide that. If they do, you are going to pay a lot for it. Without ShipBob, it would cost more than \$100 per order to ship that fast.

– Founder of My Calm Blanket

How My Calm Blanket Reduced Cart Abandonment By 18%

The more fulfillment centers we have inventory in, the more potential shipping addresses we can offer this 2-day option to. And the more people that we offer the benefit of free 2-day shipping to, the more conversions we get.

I'm very glad we found a 3PL partner that can ship hundreds of 25-pound blankets everyday, while providing a great customer experience.

Here's why 2-Day Express works and is a winning combination for My Calm Blanket:

- We offer free shipping on all orders
- We advertise free shipping on a banner on our website
- We offer guaranteed free 2-day shipping for qualifying orders
- We split our inventory across all of ShipBob's fulfillment centers
- We save a lot of money because our products are heavy and thus very expensive to ship as distance increases

“We understand that whatever Amazon does, we also need to do or we are going to lose business. The cost of offering free 2-day shipping through ShipBob is more than covered and offset by all of the additional orders and revenue we've gotten as a result.”

– Founder of My Calm Blanket



6 Nine Cart Abandonment Email Tips to Win Over Lost Customers

As part of remarketing efforts, ecommerce merchants can send abandoned cart emails to shoppers who leave their carts behind, offering a reminder of the items added to the cart and encouraging them to return to complete a purchase.

Abandoned cart emails tend to perform better than the average marketing email with a 48% open rate and 6.54% click-through rate.

Here are 9 tips for sending successful abandoned cart emails.

1. Send timely emails

Timing is everything. Studies show that it's best to email customers within an hour since the potential purchase is still fresh in the customer's mind.

2. Don't offer a coupon code

This may sound counterintuitive, but incentivizing customers to come back to complete a purchase can actually harm your bottom line.

When customers come to expect consistent discounts from your store, they may start to view your regular pricing as too expensive — or even abandon their carts for the sole purpose of receiving a discount via email.

3. Use the scarcity principle

Increase urgency by giving real-time updates on availability. For example, mentioning metrics such as "Only 10 left in stock" or "20 people viewed this product in the last hour" can encourage customers to make a quicker decision about a purchase.



Nine Cart Abandonment Email Tips to Win Over Lost Customers

5. Make it personal

Customizing your email subject line based on the customer's contact information and aspects related to what they had in their cart can increase conversion rates from abandoned cart emails. One study found that using the customer's name in the subject line resulted in a 46.21% open rate while including the product name contributed to an open rate of 44.01%.

6. Leverage social proof

Approximately two-thirds of US shoppers reference customer reviews before making a purchase. Including (positive) reviews for the products that shoppers abandoned can give them an extra nudge toward completing their purchase.

7. Link directly to their cart

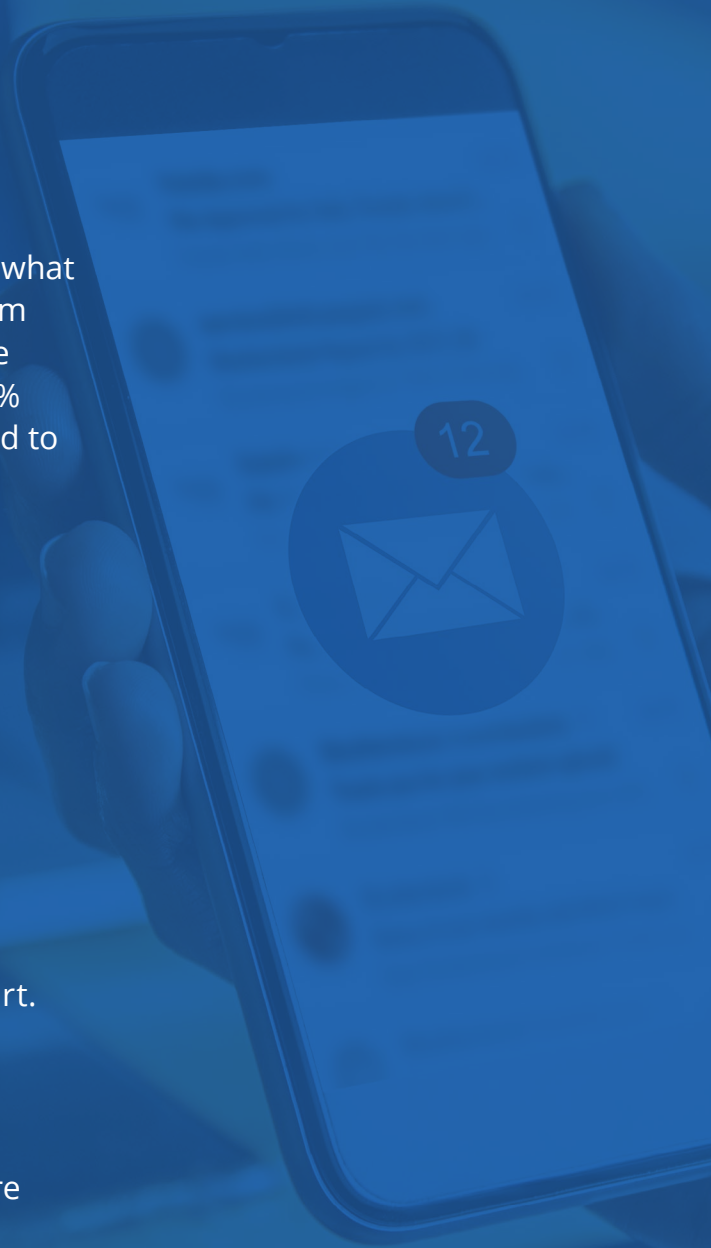
Make it as easy as possible for shoppers to get back to buying by linking them directly to their already-filled cart. This puts them just a click away from purchase.

8. Optimize for mobile

Mobile now accounts for 55% of email opens. Make sure that your emails are easy to read on mobile devices by keeping them to one wide column and using large, standard fonts.

9. Test, test, test

If you still aren't sold on a particular email technique, keep A/B testing different options to find the best one that works for your customer base and product line. You can even test different mediums, such as sending text message reminders instead of or in addition to emails.



7 Conclusion

Shopping cart abandonment can seem like an uphill battle, but by understanding why your customers abandon their carts, you can improve your customer experience and turn more browsers into buyers. By simplifying your checkout, showcasing security, being upfront with costs, offering fast, affordable shipping, and leveraging cart abandonment emails, you can reduce shopping cart abandonment and increase conversions for your online store.

When it comes to meeting expectations around shipping, [ShipBob](#) is here to help. To learn more, head to shipbob.com or call (844) 474-4726.



About ShipBob

ShipBob offers simple, fast, and affordable fulfillment for ecommerce businesses and crowdfunding campaigns. With a network of warehouses across the US, ShipBob lets you split inventory across locations for faster and more affordable delivery. ShipBob's software seamlessly integrates with the leading ecommerce platforms to automatically fulfill orders as they are placed online. Learn more at shipbob.com.