The Basics

What is shopping cart abandonment?

An ecommerce term used to describe visitors adding items to an online shopping cart but exiting without completing the purchase.

Average cart abandonment rate across industries: 75.6%

Cart abandonment rates by industry:
- Travel: 80.4%
- Finance: 75.6%
- Retail: 75.6%
- Non-profit: 69.1%
- Fashion: 35.2%
- Electronics: 38.1%
- Home: 37.8%
- Accessories: 26.8%
- Food: 15.6%
- Furniture: 15.6%
- Beauty: 8.8%

Which products are most commonly abandoned?

Clothes, Tech, Homeware, Jewelry, Accessories

Why do people abandon shopping carts?

- Shipping, taxes, and extra fees are too high
- Site requires an account to be created
- Checkout process too long
- Couldn’t calculate total costs upfront
- Didn’t want to give site credit card info
- Delivery is too slow
- Lack of payment methods

Reducing Cart Abandonment

What can you do?

- SHOWCASE SECURITY
  - Why offer fast and affordable shipping options?
- SIMPLIFY CHECKOUT
  - Remove optional fields
  - Optimize for mobile
- BE TRANSPARENT
  - Eliminate hidden fees
  - Be upfront about returns
- MEET SHIPPING EXPECTATIONS
  - Highlight 2-day shipping
  - Offer affordable delivery

Why offer fast and affordable shipping options?

- 45% of customers have abandoned a cart because of unsatisfactory delivery options
- 35% of customers have abandoned a cart because of low-quality products
- 8% are likely to never shop with a retailer again following a negative shopping experience

In ecommerce sales lost to cart abandonment: $4,600,000,000,000

In ecommerce sales is recoverable through checkout optimization: $260 B

Increase in conversion rate can be achieved by improving checkout design: 35.26%

Cart abandonment rate = 

\[
\text{Cart abandonment rate} = \frac{\text{Total number of shoppers who complete transactions}}{\text{Total number of shoppers who add items to cart}}
\]

Total number of shoppers who complete transactions: 81.1%

Total number of shoppers who add items to cart: 98.1%

50%