

19 Ways to  
**REDUCE CART ABANDONMENT**  
*and* Grow Your Revenue

# Reduce Cart Abandonment and *Recover Lost Revenue*

Did you know that on average, according to the Baymard Institute, **69% of shoppers abandon their shopping carts** without completing a purchase?

Other research studies put the figures even higher, with shopping cart abandonment estimates of between 80-90%.

Either way, the bottom line is that **most online shoppers leave without buying**. That means eCommerce retailers are missing out on a staggering amount of potentially recoverable revenue.

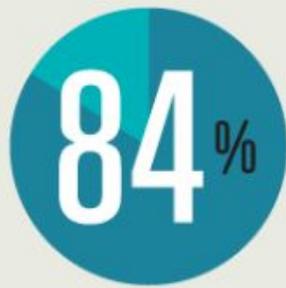
Baymard Institute estimates that it adds up to **\$260 billion** across the US and the EU.

Recovering even a small amount of that could make a big difference to any retailer. That's why we've put together these tips: to give you easy ways to recover some of that lost revenue, and boost your profits.

## DESERTERS



Amount of consumers who have completely abandoned an online shopping cart without completing a transaction.



of visitors that abandon shopping carts are more likely to research online to find the best prices.



People who want to save products in their cart for later consideration.



Online retailers whose shopping cart abandonment rate was higher than in previous years.

source: Kissmetrics

Connect with us:  

optinmonster 

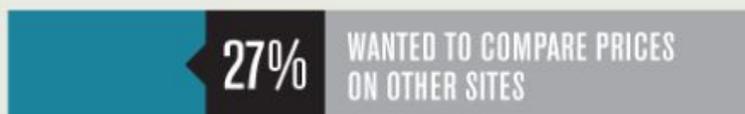
# Why Do Shoppers Abandon their Carts?

Shopping cart abandonment is high because fear, uncertainty and doubt can stop shoppers from completing online purchases.

Issues that worry them include:

- Extra costs like shipping, taxes and fees
- Providing their credit card information online
- Having to create an account
- Complicated checkout processes

Sometimes they just haven't made their minds up to buy, or see a better deal somewhere else.



source: Kissmetrics

The good news for eCommerce retailers is that when people put items in their carts, **they are already motivated to buy.**

The moment they're looking at their shopping carts is a good time to recover those lost dollars and re-engage uncommitted buyers to turn into actual purchasers.

# How to Reduce Cart Abandonment: *Before Checkout*

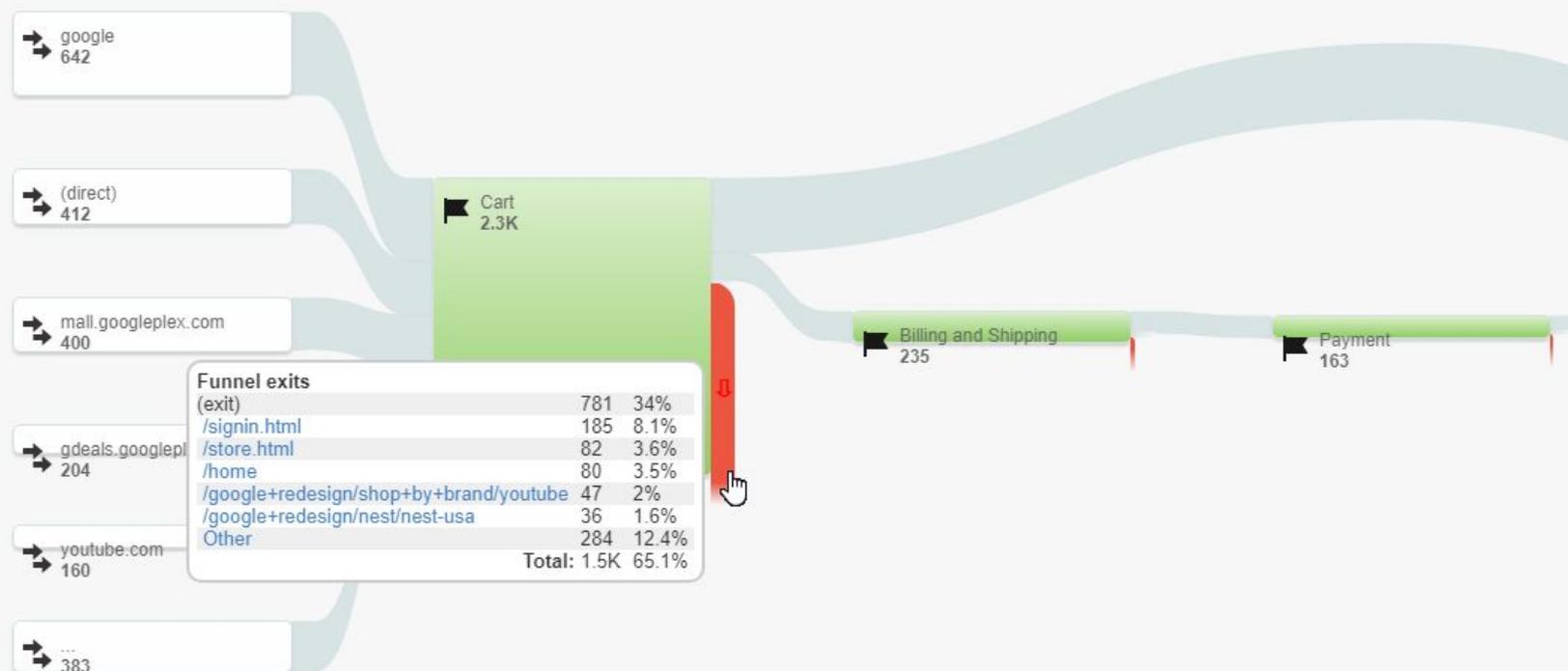
## 1. Start with Analytics

What happens between the time people enter your site and the checkout? The best way to find out is to check analytics data to see where you may be losing shoppers.

In Google Analytics, you can find this in **Behavior » Behavior Flow**. This report shows you the behavior of visitors on your site, including where they leave.

For a more ecommerce-specific report, you'll want to look at **Conversions » Goals » Goal Flow**. This will take some [setting up](#), but the report will tell you exactly where people tend to drop off during the checkout process.

In all of these reports, the red areas show where people are leaving your site. It's a good way to identify problem pages that need to be fixed to keep visitors onsite and shopping.



# How to Reduce Cart Abandonment: *Before Checkout*

## 2. Improve Site Speed

Did you know that more than 25% of all shoppers will abandon their carts if the process takes too long?

Speed is also hugely important on mobile devices. Even a 3 second increase in page load time makes a bounce 32% more likely.

To find out if your site has profit-threatening site speed issues, go to Google Analytics and check the **Behavior » Site Speed** report to see if there are any page speed issues.

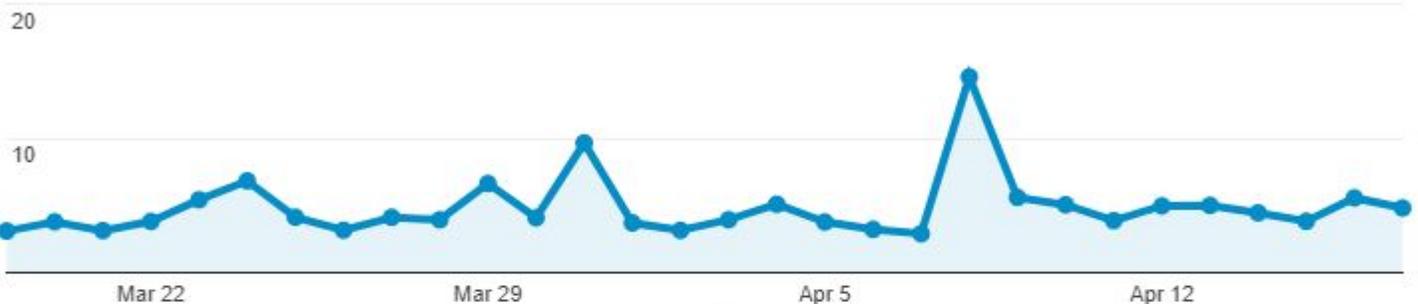
Even better, use [Pingdom](#) to identify exactly where each page is slowing down. You'll want to make sure total page load time is **under 3 seconds**.

### Overview

Avg. Page Load Time (sec) vs. [Select a metric](#)

Hourly Day Week Month

● Avg. Page Load Time (sec)



# How to Reduce Cart Abandonment: *Before Checkout*

## 3. Build Trust

Even before shoppers add items to their cart, they'll be looking for signs that they can trust you with their money. The Baymard Institute says 18% of shoppers abandon carts because they are worried about the safety of their credit card information. The way to allay their fear is to include “trust builders” on your site.

Keep trust information accessible from every page of the main site, so shoppers can find it whenever they need it. And include trust factors during the checkout phase, too. Trust builders include:

- Verifiable information about the real person or people behind the site, including an about page, social links, contact details and real photos.
- Trust seals that verify that their financial and personal information is protected.
- Social proof, including product reviews from real people.



**Joost de Valk**  
Founder Yoast



I was once a disbeliever myself. I didn't like popups at all. But we **doubled our email signups**, so the results speak for themselves, it just works. OptinMonster makes it super easy and is **well worth the money**.

[View Case Study →](#)



**Chris Brogan**  
New York Times Best Selling Author



OptinMonster brought me more subscribers, which is a given, but what's more important was that **setting it up and making it work well with my site and design was seamless and excellent!** I love the product and the people behind it.

# How to Reduce Cart Abandonment: Before Checkout

## 4. Improve Product Pages

One of the major improvements you can make to product pages to reduce abandonment is to use **bigger, sharper images with multiple views** of the product from all angles.

It's also essential to include **detailed product information**. The richer it is, the more people feel they know what they're getting. Include information about size and dimensions, shape, color - whatever will make it easier for shoppers to make a decision.

According to Practical Ecommerce, 95% of consumers say product descriptions and images are a key part of the decision to buy.

The bottom line: the more shoppers feel they know about the product ahead of time, the less likely they are to abandon their cart at checkout.



Reef  
Reef Fanning Mens Sandals | Bottle Opener Flip Flops for Men  
★★★★☆ | 1,527 customer reviews | 41 answered questions

Price: ~~\$26.28~~ - ~~\$139.44~~ & Free Return on some sizes and colors  
Sale: Lower price available on select options

Fit: As expected (86%)

Color: All Black

Size:  [Size Chart](#)

- Synthetic Nubuck Upper
- Synthetic sole
- FANNING MENS SANDALS: REEF's best selling flip flops for men with a bottle opener in the sole of the sandal. They are handcrafted with a comfortable footbed and anatomical arch support.
- BOTTLE OPENER: Use the church key bottle opener integrated into the rubber outsole giving you thirst quenching technology (TQT) on the go. REEF is the only mens sandal with a bottle opener.
- ARCH SUPPORT: Anatomical arch support flip flops for men give you a refreshing feel of satisfaction every time you slip your feet into your Fannings.
- FOOTBED and AIRBAG: Shock absorbing mens sandals with contoured compression molded EVA foam footbed and 360 degree heel airbag enclosed in soft polyurethane.
- OUTSOLE: Reef Icon Herringbone Rubber outsole gives you durable strong traction control.
- STRAP: Soft and comfortable water-friendly synthetic nubuck upper strap.

Roll over image to zoom in

# How to Reduce Cart Abandonment: *Before Checkout*

## 5. Show Shipping Information

Some 61% of people abandon online shopping carts because of high shipping costs, taxes or fees. People don't like surprises at the checkout, so be clear about shipping costs even before they add items to their cart.

Some online retailers ensure this information appears at the top of every page, others put it in the page footer, and still others display it in both places.

Also consider offering free shipping and rolling the costs into your product prices. Free shipping is proven to boost sales.

The screenshot displays the Accessory Geeks website interface. At the top right, a white box highlights the text "EVERYDAY FREE SHIPPING SINCE 2004". Below this, a navigation bar includes "SHOP BY CATEGORY", "TOP PHONE CASES", "WHAT'S NEW", "BEST SELLERS", "CLEARANCE", and "YOUR VE". A central banner features a large red arrow pointing to a "10% OFF ALL APPLE IPHONE X CASES" promotion with the coupon code "IPHONEX100FF" and a "SHOP NOW" button. A shopping cart icon labeled "MY CART" is visible in the top right corner. At the bottom, a row of six circular icons represents different product categories: Cell Phone Accessories, Home & Kitchen Accessories, Sport & Outdoor Accessories, Office & Supplies Accessories, Health & Beauty Accessories, and Auto Accessories.

# How to Reduce Cart Abandonment: *Before Checkout*

## 6. Keep the Cart Visible

One really simple tweak that reduces cart abandonment is making sure the cart is visible sitewide.

That gives shoppers a constant visual reminder that there's something that they were planning to buy.

Pair this with a visible checkout button and it's easy for online shoppers to take the next step at any point.

The image is a screenshot of the Amazon website. At the top, there's a navigation bar with the Amazon logo, a search bar, and various utility links like 'Account & Lists', 'Orders', and 'Try Prime'. A red arrow points to the shopping cart icon in the top right corner, which shows '0' items. Below the navigation bar is a promotional banner for 'amazon dash' button devices with the text 'Keep your household running'. Underneath is a carousel of gift categories: 'PERSONALIZED GIFTS', 'GIFTS UNDER \$30', 'MOM-MADE FINDS', and 'ELECTRONICS'. To the right of the carousel is a product card for 'SoundHealth Cherry Cough Drops, 80 Count' with a star rating and an 'Add to Cart' button.

# How to Reduce Cart Abandonment: *Before Checkout*

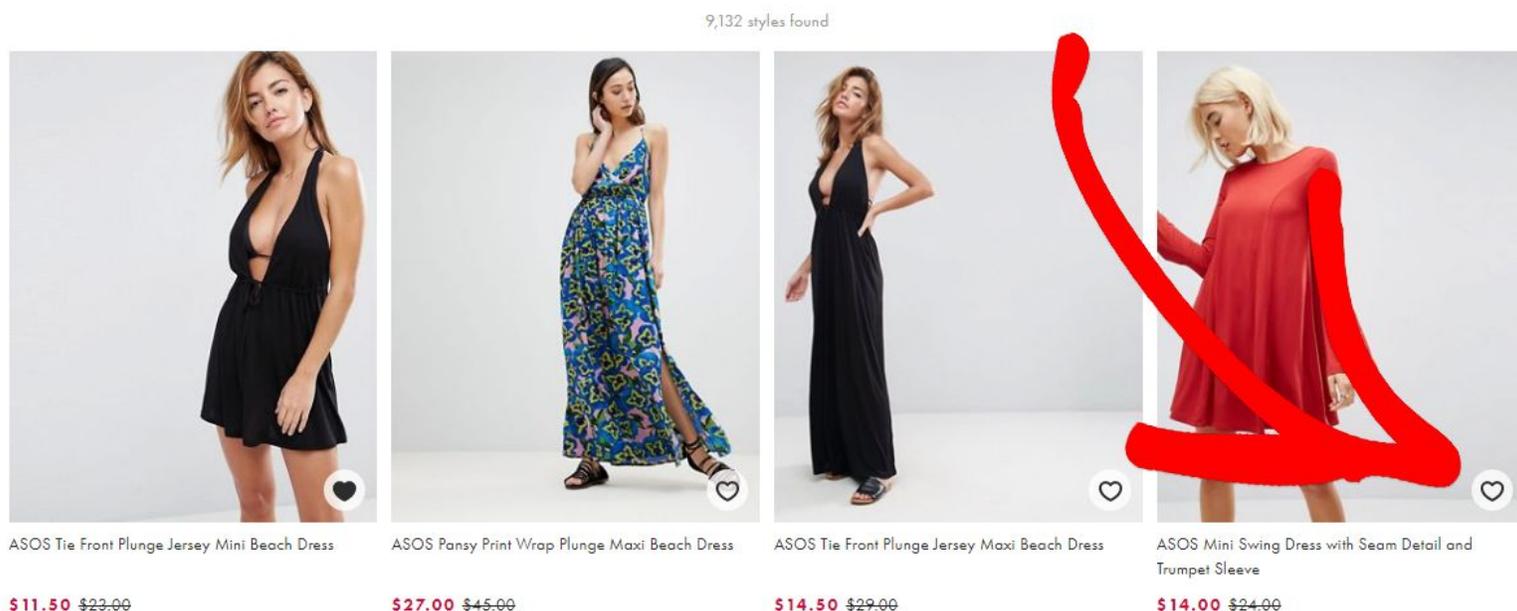
## 7. Enable Wishlists

Some people aren't ready to buy immediately, but they might come back if you make it easy for them to save the items they're interested in.

For example, ASOS (pictured below) lets you favorite items without even having an account, and they'll remain available for a while after you've visited the site.

For people who have accounts, enabling a wishlist function serves the same purpose.

In both cases, you don't just help potential customers, but you gain useful data on the products people like the most. And you can send emails to remind people about what's in their cart. This can prompt them to take action, especially if you pair it with an enticing discount.



# How to Reduce Cart Abandonment: *Before Checkout*

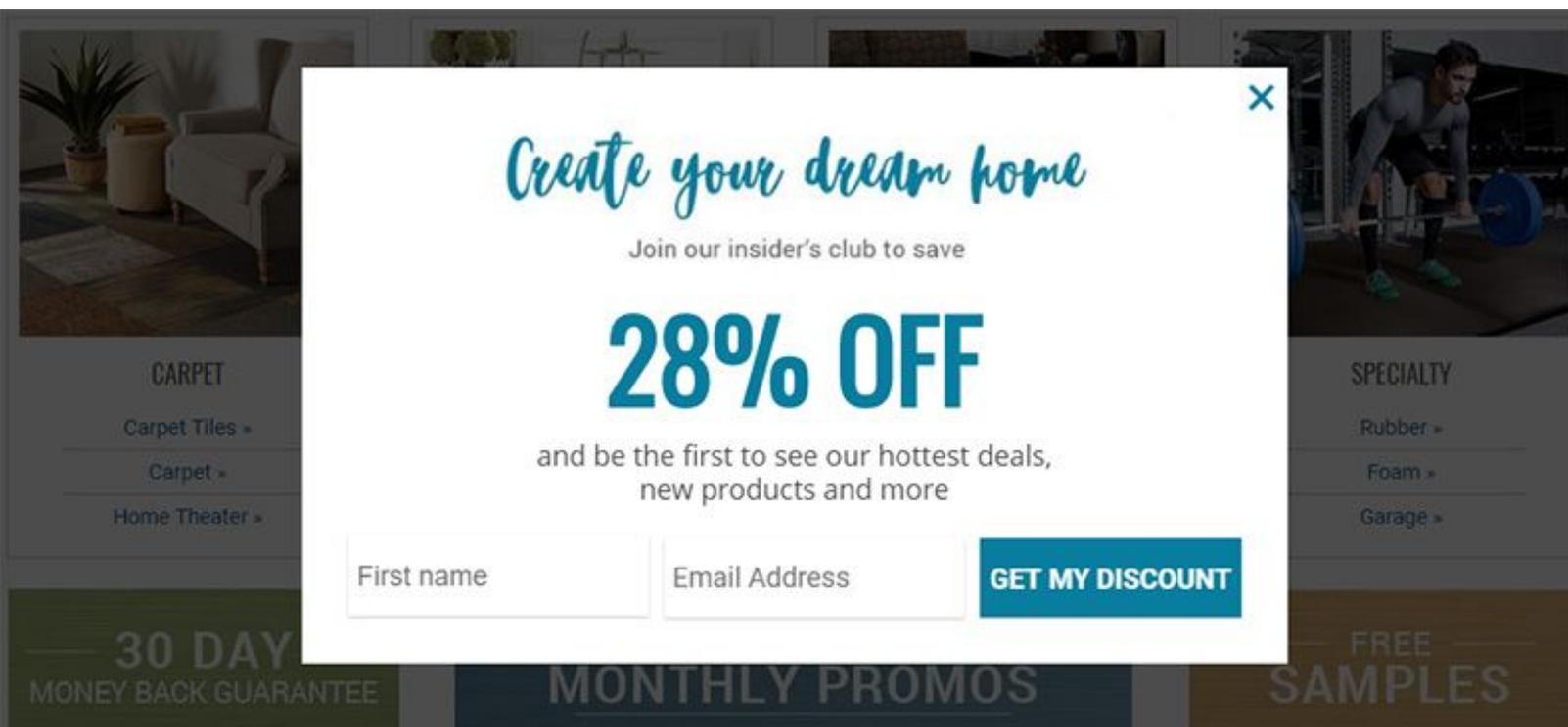
## 8. Offer Exit-Intent Discounts

You know the best time to stop shoppers from abandoning their carts? Right before they leave.

The moment they're about to abandon your site is the perfect time to trigger an offer that provides the perfect incentive for shoppers to complete their purchase.

OptinMonster's powerful [Exit-Intent technology](#) detects when visitors are about to leave so you can trigger a marketing campaign at the perfect moment. If you make it a time-limited discount, it's even more powerful.

Exit-Intent technology alone has been **proven to reduce cart abandonment** and convert more visitors into customers, recovering thousands of dollars in lost revenue.



The image shows a screenshot of a website with a white popup overlay. The popup has a close button (X) in the top right corner. The text inside the popup reads: "Create your dream home" in a teal script font, followed by "Join our insider's club to save" in a smaller teal font. Below that is "28% OFF" in a large, bold teal font. Underneath is "and be the first to see our hottest deals, new products and more" in a smaller teal font. At the bottom of the popup are three input fields: "First name", "Email Address", and a teal button labeled "GET MY DISCOUNT". The background of the website is dimmed, showing a living room scene on the left and a gym scene on the right. Navigation menus for "CARPET" and "SPECIALTY" are visible. At the bottom of the page, there are banners for "30 DAY MONEY BACK GUARANTEE", "MONTHLY PROMOS", and "FREE SAMPLES".

# How to Reduce Cart Abandonment: *During Checkout*

## 9. Make Pricing Clear

If displaying shipping information is a crucial part of online shopping, it's even more important at the checkout. There's nothing more annoying than thinking you know what something costs, only to get a nasty surprise when it's time to pay.

For best results:

- Make pricing transparent, including all taxes and fees.
- Have the cart display the total cost of each item.
- Display information about refunds and guarantees.

Use this payment method

Choose a payment method to continue checking out. You'll still have a chance to review and edit your order before it's final.

---

### Order Summary

Items:	\$3.50
Shipping & handling:	\$0.00
Total before tax:	\$3.50
Estimated tax to be collected:*	\$0.00
Total:	\$3.50
Gift Card:	-\$3.50
<b>Order total:</b>	<b>\$0.00</b>

[How are shipping costs calculated?](#)

# How to Reduce Cart Abandonment: *During Checkout*

## 10. Include Multiple Payment Options

If people can't pay for items the way they want, they'll often leave them in the cart and go elsewhere. People don't want to have to sign up for a whole new way to pay to make a purchase; that can be a dealbreaker.

As an online retailer, the more common payment options you offer, the less people will need to leave your site.

Consider adding PayPal and mobile payments to the regular credit card options.

As a bonus, the 18% of people who hesitate to enter credit card information might feel more comfortable with one of the other options.

### Payment Method



### Credit Card Number



### Card Expiration (MM/YY)

### Card CVC / CVV

✓ 100% Secure Checkout

✓ 14-Day Money Back Guarantee

Create Account and Get Started

# How to Reduce Cart Abandonment: During Checkout

## 11. Highlight Promotions

If you're running a promotion, tell people about it on the shopping cart page.

Even if they're wavering on the items currently in their cart, a well-timed offer could make them buy more.

It's something you see on major online retail sites (like Amazon) all the time, and you can do it, too. Cross-sells and upsells give shoppers more incentives to buy.

SALE ENDS IN  
00 03 23 50

Special Offer: Get 20% Off on WPForms - Use Coupon Code: **SAVE20**



Login

### Checkout

Item Name	Item Price
WPForms Basic	\$49.00 ✕
<a href="#">Have a coupon?</a>	Total: \$49.00

### Account Information

Already have an account? [Login](#)

Email Address \*

Email address

WPForms is by far the easiest form plugin to use. My clients love it – it's one of the few plugins they can use without any training. As a developer I appreciate how fast, modern, clean and extensible it is.

# How to Reduce Cart Abandonment: During Checkout

## 12. Use Live Chat

One thing that can save a purchase is having live chat available at just the right time. Live chat is a recognized way to build trust with web visitors, allowing them to ask questions and get the answers immediately.

This is even more important during the shopping experience, when not being able to get a response can drive customers away. Live chat provides support to your customers when they're considering making a decision to buy. Give them the information they need at the right time, and it's likely they'll decide to proceed.

LiveChat is the industry leader in live chat services. You can also add this feature to your site for free with services like QuickChat and ChatRoom.



You're just 60 seconds away from getting more subscribers!

### Account Information

#### Email Address

#### Password

### Billing Information

#### First Name

#### Last Name

#### Address

#### City

#### Postal / Zip Code

In only 7 months, we added more than 95,000 names to our email list using OptinMonster's Exit Intent® technology. We strongly recommend it!



Michael Stelzner  
CEO of Social Media Examiner

You are in good company

Alexa McAfee Bankrate

TripAdvisor Shutterstock

DigitalMarketer Intuit



Iva  
Customer Success Specialist

Iva

Hello, how may I help you?

CHAT NOW



# How to Reduce Cart Abandonment: During Checkout

## 13. Allow "Save for Later"

If something interrupts the purchase, make it easy for shoppers to **save items for later**. This means that the next time they visit your site, it won't take long for them to find the items that interested them. The minutes they save can make the difference between customers completing a purchase or leaving the site in frustration.

You can also **store their cart automatically**, reducing bottlenecks even more. If an item's already in the cart, completing a purchase can be a one-click, hassle-free experience for your customer.

Saved carts are also useful when you use email remarketing to encourage customers to complete their purchase, because you can provide a link that goes straight to the cart.

The screenshot shows the Amazon checkout process. At the top, there's a navigation bar with 'NEW & INTERESTING FINDS ON AMAZON' and an 'EXPLORE' button. Below that is the 'amazon smile' logo and a search bar. The main navigation includes 'Departments', 'Supporting: Browsing History', 'EN', 'Hello, Account & Lists', 'Orders', 'Try Prime', and a cart icon with '3' items. A 'reload' banner offers a '\$5 bonus' when reloading a gift card balance. The shopping cart section lists 'Zenana Outfitters 4 Pack Womens Basic Ribbed Racerback Tank Top (Large, Charcoal, Heather Grey, Lime, Hot Pink)' for \$24.25. A red arrow points to the 'Save for later' button. The subtotal is \$40.72, with a \$5.00 gift card bonus, resulting in a cost after bonus of \$35.72. A 'Proceed to checkout' button is visible, along with a note that \$8.53 more is needed for free shipping. The page also features a 'Books You May Like' section at the bottom.

# How to Reduce Cart Abandonment: During Checkout

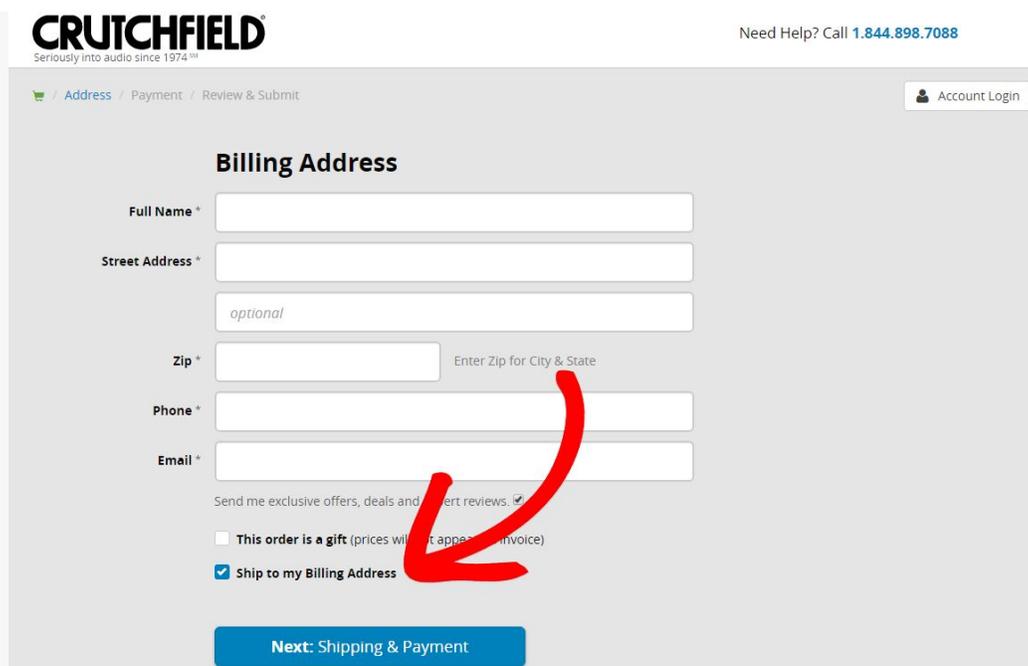
## 14. Simplify the Checkout

The fewer steps there are in your checkout process, the more likely people are to complete them. That's why you should keep it simple, and remove any steps that aren't essential. Consider:

- Reducing the amount of information people have to enter to register. For example, some sites simply collect an email address.
- Avoiding asking people to enter the same information twice, like credit card and delivery information if they're the same.
- Including a guest checkout process so people don't have to register till after a purchase.

For example, while asking people to register prior to purchasing can be annoying, asking them to register and save their information after purchase is often seen as a benefit as it will make future purchases quick.

Plus you already have most of the information you need from the purchase, making it easy for your customers.



The screenshot shows the Crutchfield checkout page. At the top, the Crutchfield logo is on the left, and a help number '1.844.898.7088' is on the right. Below the logo is the tagline 'Seriously into audio since 1974™'. The breadcrumb trail reads 'Address / Payment / Review & Submit'. An 'Account Login' link is in the top right. The main section is titled 'Billing Address' and contains the following fields: 'Full Name \*', 'Street Address \*', an optional field for 'Apartment, Suite, etc.', 'Zip \*' (with a note 'Enter Zip for City & State'), 'Phone \*', and 'Email \*'. Below the fields are three checkboxes: 'Send me exclusive offers, deals and expert reviews.' (checked), 'This order is a gift (prices will not appear on invoice)' (unchecked), and 'Ship to my Billing Address' (checked). A red arrow points to the 'Ship to my Billing Address' checkbox. At the bottom is a blue button labeled 'Next: Shipping & Payment'.

# How to Reduce Cart Abandonment: *During Checkout*

## 15. Improve Checkout Usability

The easier your checkout is to use, the less likely people are to abandon their carts. That's why it's helpful to improve checkout usability.

For example, it's important to show people's progress through the checkout process, either via a progress bar or by naming/counting the steps. You can also help shoppers by:

- Using thumbnails on the checkout page to remind people what exactly they are buying.
- Validating forms inline to prompt people to fill in details correctly as they go, rather than get an error message later.
- Allowing shoppers to edit their carts from the checkout page, rather than have to start all over again.
- Making it easier for them to enter credit card numbers by allowing spaces. Studies show this will reduce card number entry errors.

PLEASE COMPLETE YOUR DETAILS

**PACKAGING**  
Standard [Edit this](#)  
No gift message [Edit this](#)

**DELIVERY**  
Which country would you like us to deliver to?  
United Kingdom ▼

How do you want to get your order?

**Deliver to an address**  
Standard delivery (1 - 2 working days)

**Collect in store - free** [What's this?](#)  
Available in selected Mulberry stores within United Kingdom (1 - 3 working days)  
Standard DPD Delivery to store. Please allow 24 hours for despatch of your order, the store will contact you when your order is ready to be collected

**CONFIRM DETAILS**

**PAYMENT**

# How to Reduce Cart Abandonment: During Checkout

## 16. Handle Checkout Errors Well

Errors still happen occasionally. Perhaps an item can't be shipped to a certain location, or a credit card has expired.

The key is to handle these errors constructively and make it easy for people to fix what's wrong so they don't give up completely.

On some retail sites, shoppers can see which payment methods aren't valid before they're ready to pay, giving them the option to fix them in advance.

And telling people why they have to take an action, like re-entering a credit card number for added security, can go a long way towards reassuring them about continuing with their purchase.

### 1 Choose shipping addresses

Choose where to ship each item

 **There was a problem with some of the items in your order (see below for more information):**

- The Sims 2 - PC

Items	Qty	Send to	Ship to one address
 <p><b>The Sims 2 - PC</b> \$3.50 Condition: Used Sold by: Reset Games <a href="#">Delete</a></p>	1	<input type="text"/>	<input type="checkbox"/>

**!** Sorry, this item can't be shipped to your selected address. [Learn more.](#) You may either change the shipping address or delete the item from your order. You can also see if this item is available to ship to your address from [another seller](#).

[Use these addresses](#)

[Use these addresses](#)

Choose an address to continue checking out. You'll still have a chance to review and edit your order before it's final.

---

### Order Summary

Items:	\$3.50
Shipping & handling:	--
Total before tax:	--
Estimated tax to be collected*:	--
Total:	--
Gift Card:	--

**Order total:** --

[How are shipping costs calculated?](#)

# How to Reduce Cart Abandonment: *After Abandonment*

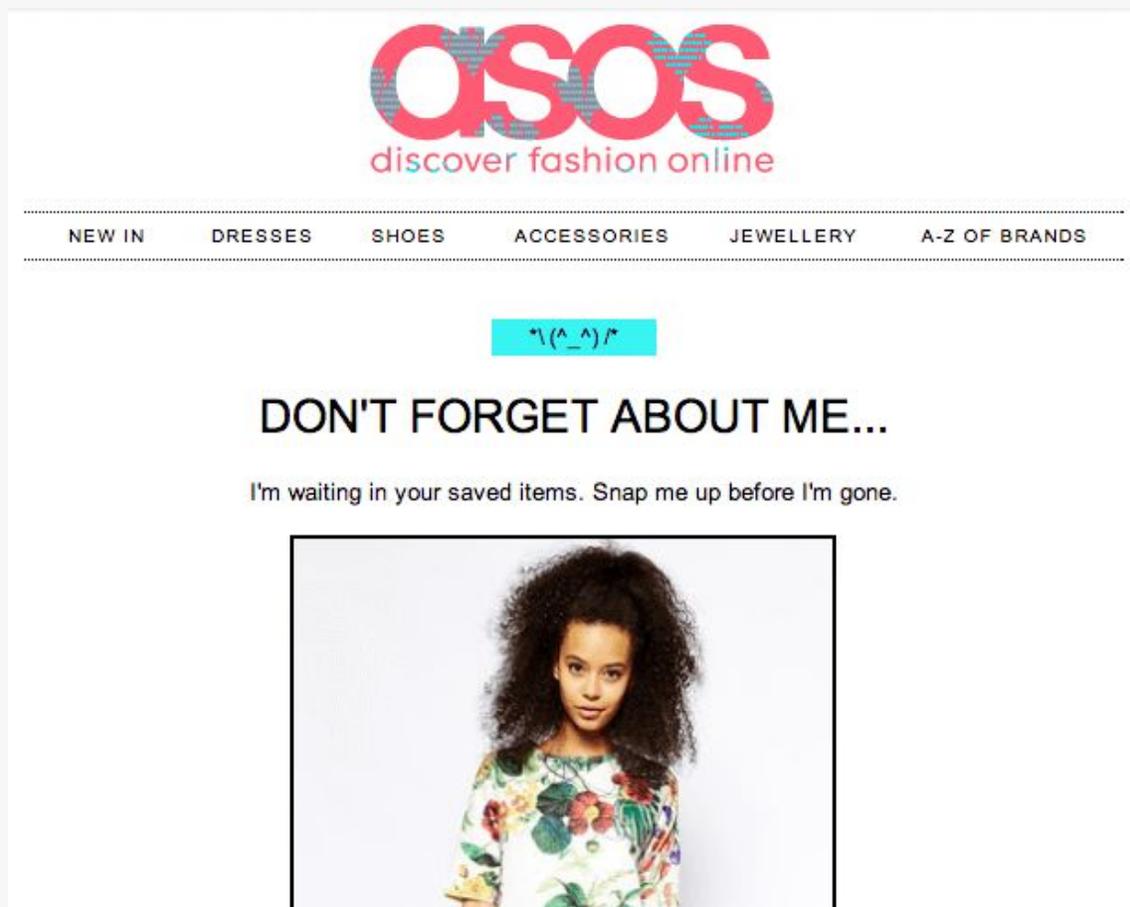
## 17. Send Email Reminders

Send an email **within the first three hours** after shoppers abandon a cart to remind them about what they've left behind. You can capture their email addresses using Exit-Intent campaigns (see tip #8 above) if they haven't already registered on your site.

Those emails have a 20% clickthrough rate, according to recent research.

Use great product photos that make the items look attractive, and include a call to action asking them to complete the purchase.

This works even better with a link that takes them directly to their shopping cart.



# How to Reduce Cart Abandonment: *After Abandonment*

## 18. Offer Email Targeted Discounts

For those who don't checkout immediately, you can offer exclusive discounts designed to win them back. You can easily capture the email addresses of abandoning visitors before they leave by using an Exit-Intent campaign (from tip #8 above).

Discounts on the items that interested them, or sitewide, time-limited discounts are a good strategy here.

Again, ensure that when they click on the link, the coupon is applied automatically and they go straight to the checkout.



The image shows a screenshot of an email campaign from Hayneedle.com. At the top left is the Hayneedle logo with the tagline "For the love of home". To the right is a link "View email in browser" and the text "Free Shipping on Orders Over \$49". Below this is a navigation menu with categories: Outdoor, Furniture, Kitchen, Décor, Bed & Bath, Baby & Kids, Sale, and Idea Gallery. The main body of the email features a large, bold message: "DON'T MISS OUT ON THIS SPECIAL OFFER YOUR CART IS WAITING!". Below this, it says "Just for you:" followed by "10% OFF" in very large letters, and "your order over \$50\*" at the bottom.

# How to Reduce Cart Abandonment: *After Abandonment*

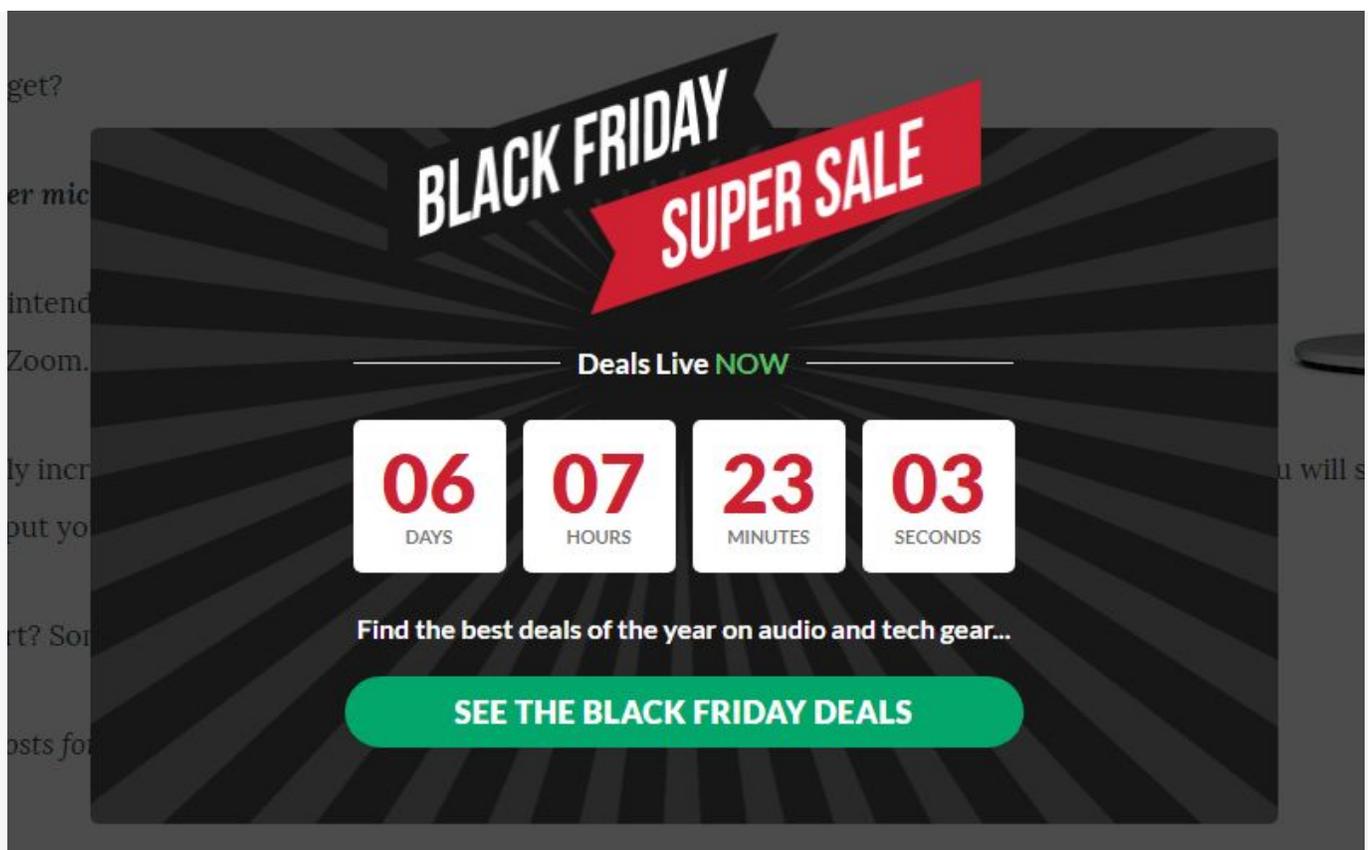
## 19. Use Onsite Retargeting

Here's our final tip: Even if you don't collect everyone's email address, you'll have another chance to win their business if they return to your site.

Cookies, which are small files dropped in the browser, include information about where they've been on your site.

You can use this information for an onsite retargeting campaign that makes new offers to encourage returning visitors to shop. OptinMonster customers have used this trick to [recover abandoning visitors](#) and [boost conversions by 2100%](#).

See [how onsite retargeting can recover your lost revenue](#).



# How Does OptinMonster Work?

OptinMonster allows you to unlock the highest conversion revenue from each visitor by helping you detect user's behavior and show them the most targeted offer at the right time.

## 1 Detect User Behavior:

 Time on Site    Exit-Intent®    Scroll Depth    MonsterLinks™

## 2 Create a Personalized Offer:

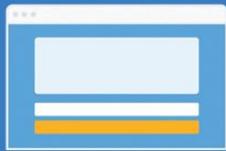
 Geo-location    Page / Site Section    Onsite Retargeting

 Onsite Follow-ups    Referrer Detection    User's Device

## 3 Display Offer with High Converting Forms:



Popups



Fullscreen



Floating Bar



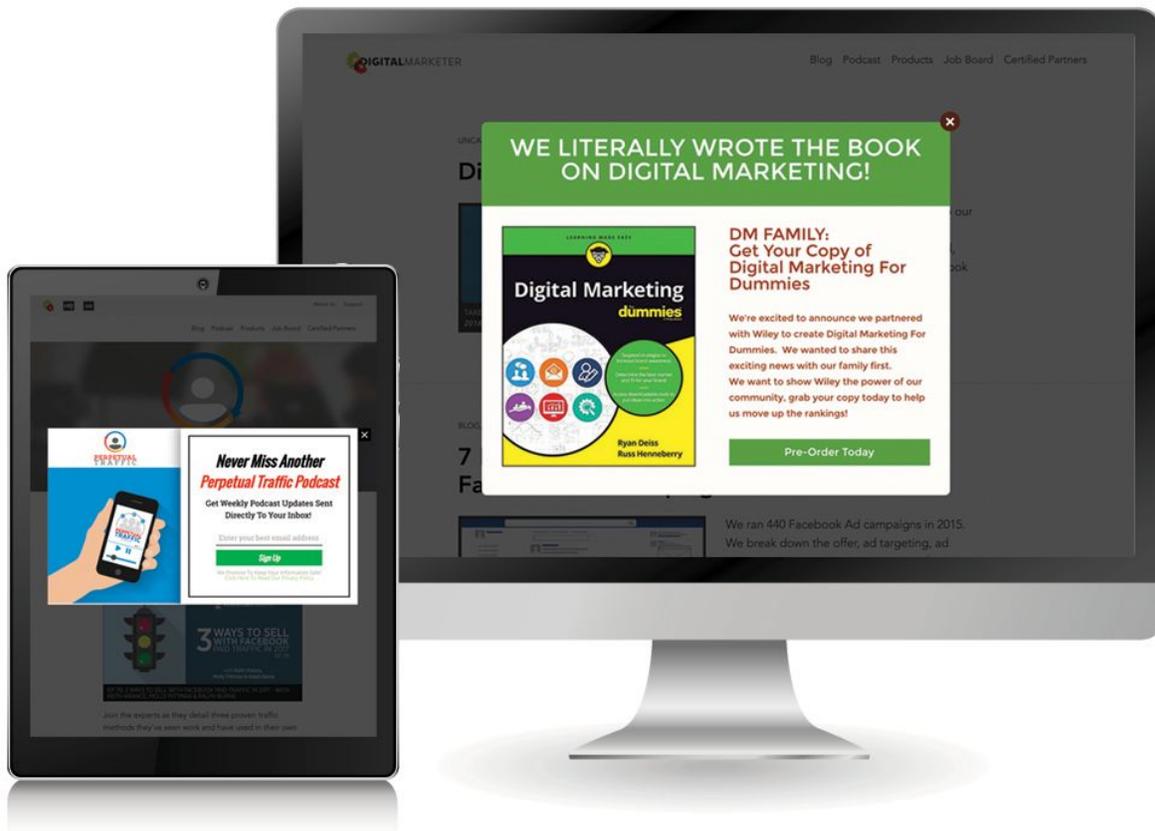
Slide-in

## 4 Test & Improve

 Easy A/B Testing    Powerful Conversion Analytics



# Convert Abandoning Visitors into **Subscribers & Customers**



**Powerful Conversion Optimization Toolkit  
to Grow Your Email List and Boost Sales!**

## Join Thousands of Smart Business Owners using OptinMonster to Grow their Business

DIGITALMARKETER

Bankrate®

 tripadvisor®

INTUIT

shutterstock

McAfee®

 Alexa

Don't just take our word. See what our users are saying:

OptinMonster was easy to setup. And easy to get started. With a better conversion and more emails on our list, we've almost **tripled our revenues** from last year!

- Nicolas Gagne - Founder, Win in Health

OptinMonster has allowed us to rapidly innovative our on-site engagements, greatly improving our customer experiences. The robust testing capabilities have helped us **increase conversion rates +200%**, resulting in tripled month over month growth of our email list.

Ben LoBue - Director of Ecommerce, Sportique

[Get Started With OptinMonster Today](#)