

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

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**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*

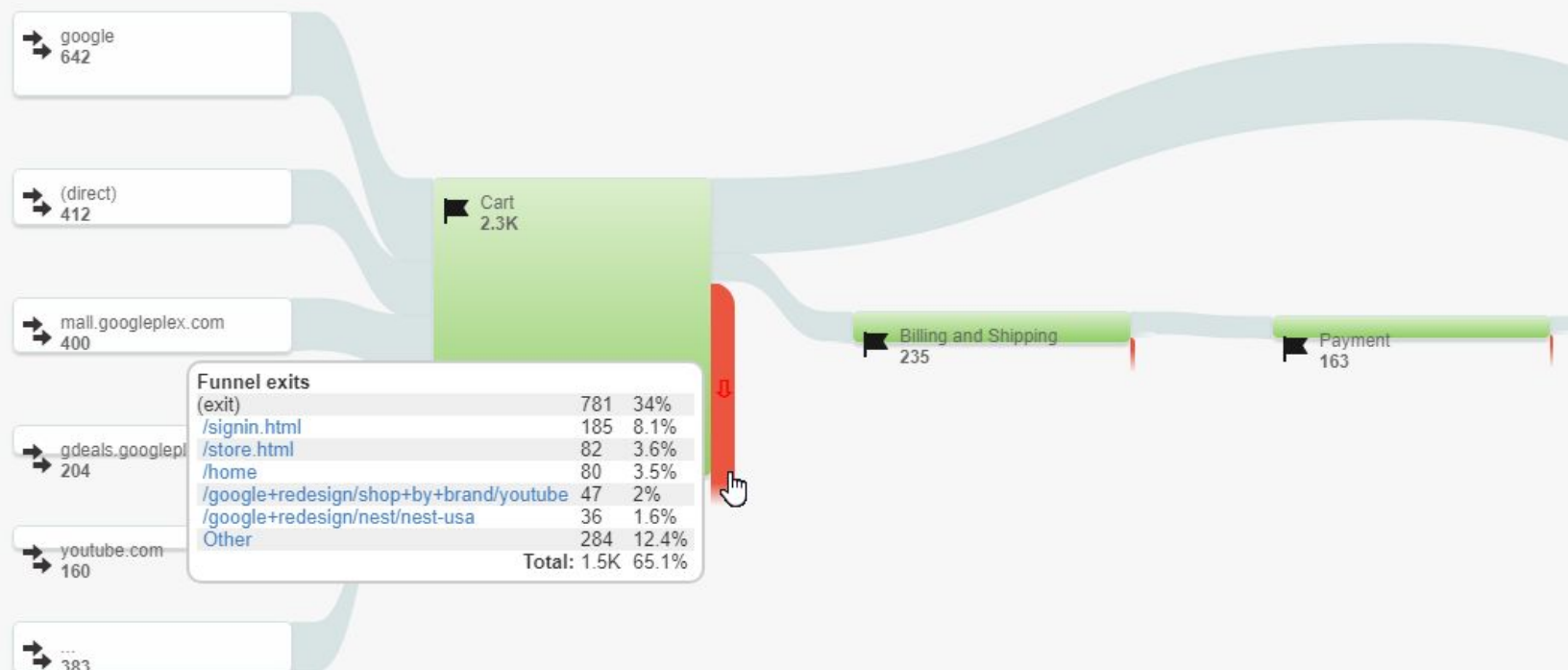
## 1. Start with Analytics

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*

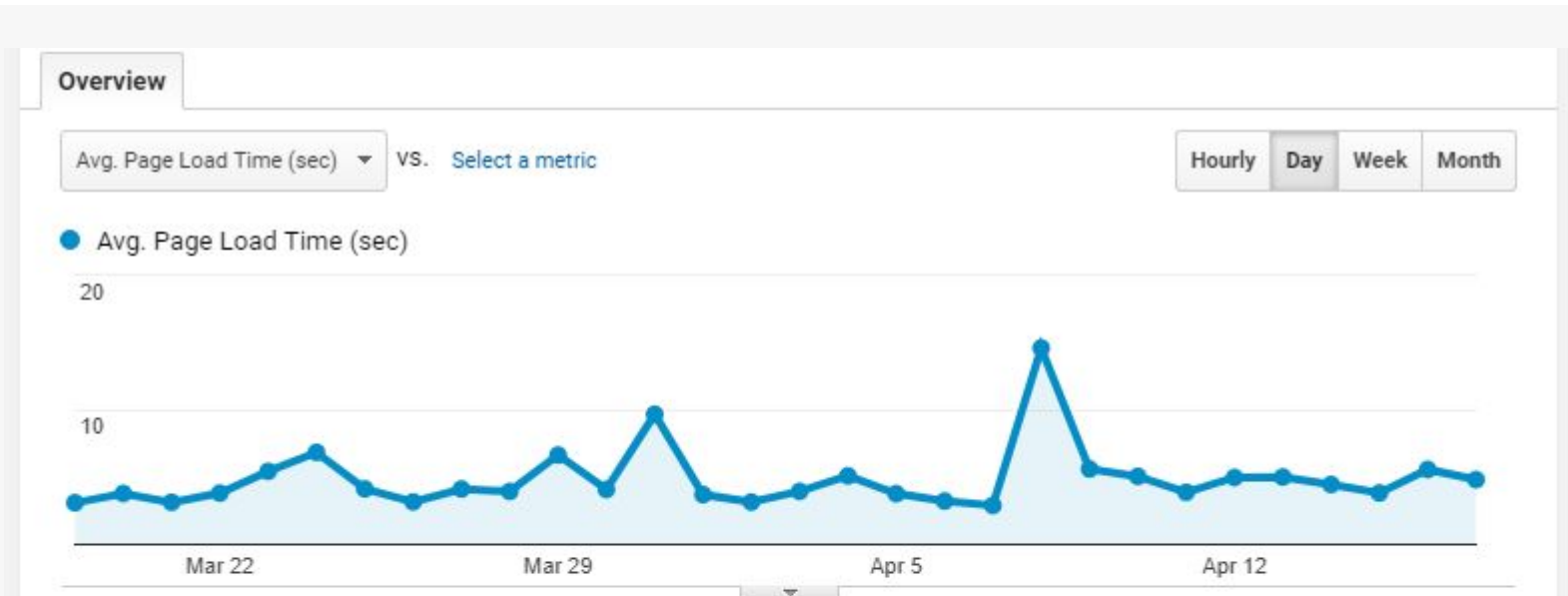
## 2. Improve Site Speed

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**.



# 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.



The image shows a product page for Reef Fanning Mens Sandals. On the left, there is a vertical strip of eight small thumbnail images showing different views of the sandals. The main image is a large, high-resolution photo of a pair of black sandals. Below this main image is the text "Roll over image to zoom in". To the right of the main image, the product title "Reef Fanning Mens Sandals | Bottle Opener Flip Flops for Men" is displayed. Below the title is a star rating of 4.5 stars, followed by "1,527 customer reviews" and "41 answered questions". The price is listed as "\$26.28 - \$139.44 & Free Return on some sizes and colors", with a note "Sale: Lower price available on select options". The fit is noted as "Fit: As expected (86%)". The color is "Color: All Black". Below this, there is a row of 12 small thumbnail images showing different color options. The size selection area includes a "Size:" label, a "Select" button with a dropdown arrow, and a "Size Chart" link. Below the size selection, there is a list of bullet points describing the product features: 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, and STRAP: Soft and comfortable water-friendly synthetic nubuck upper strap.

# 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.





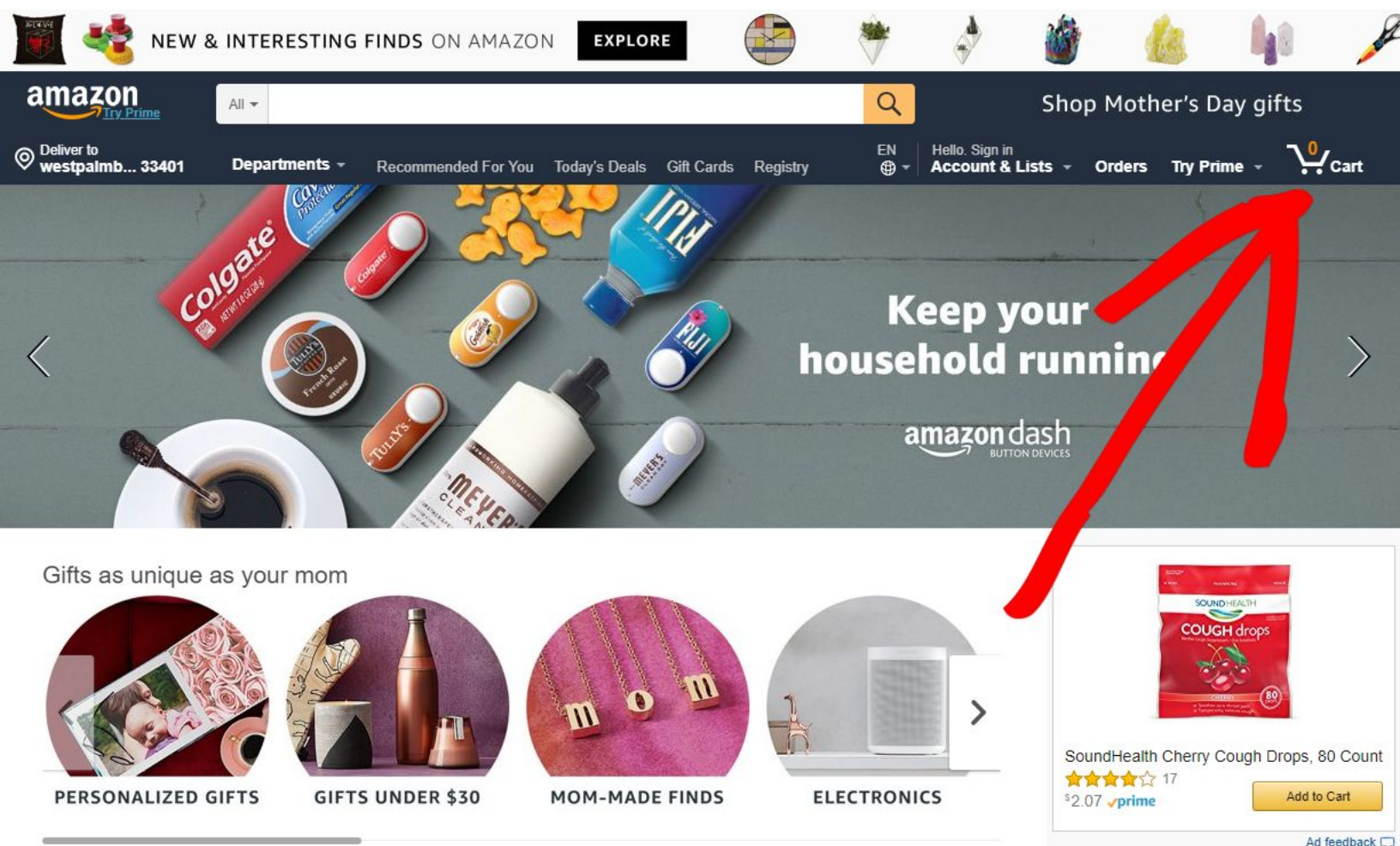
# How to Reduce Cart Abandonment: *Before Checkout*

## 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.



# How to Reduce Cart Abandonment: *Before Checkout*

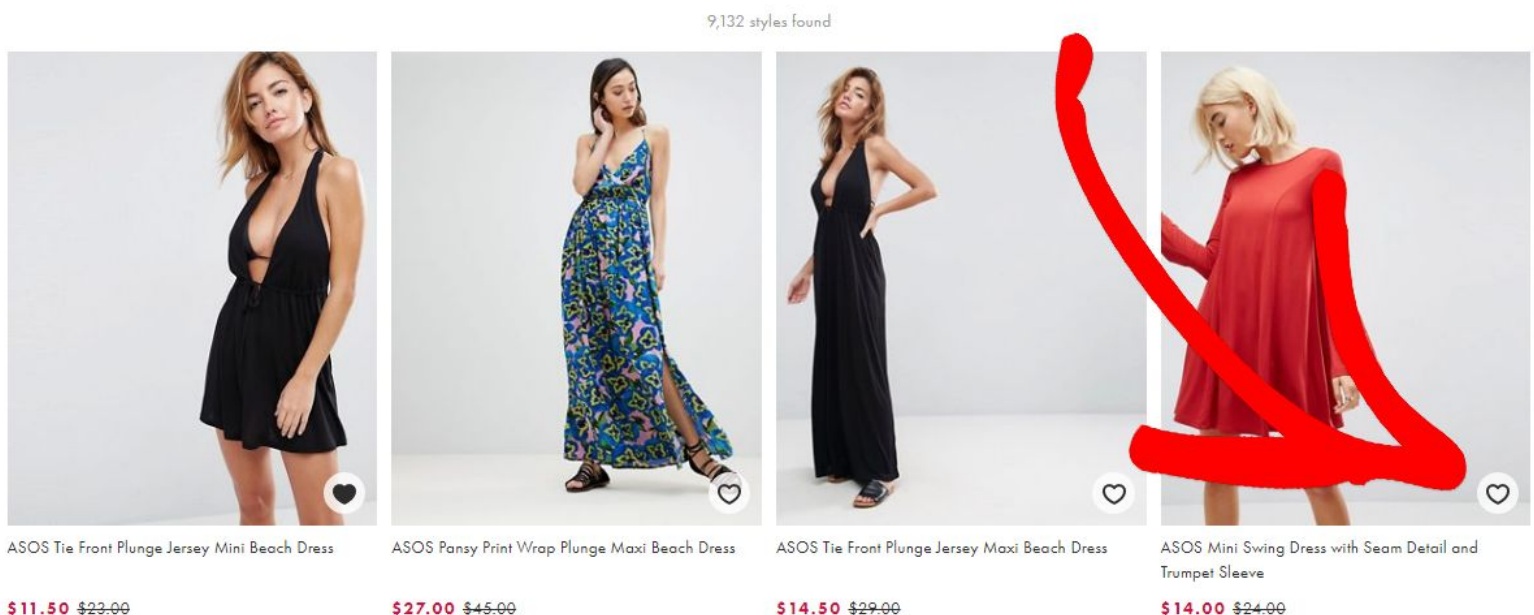
## 7. Enable Wishlists

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*

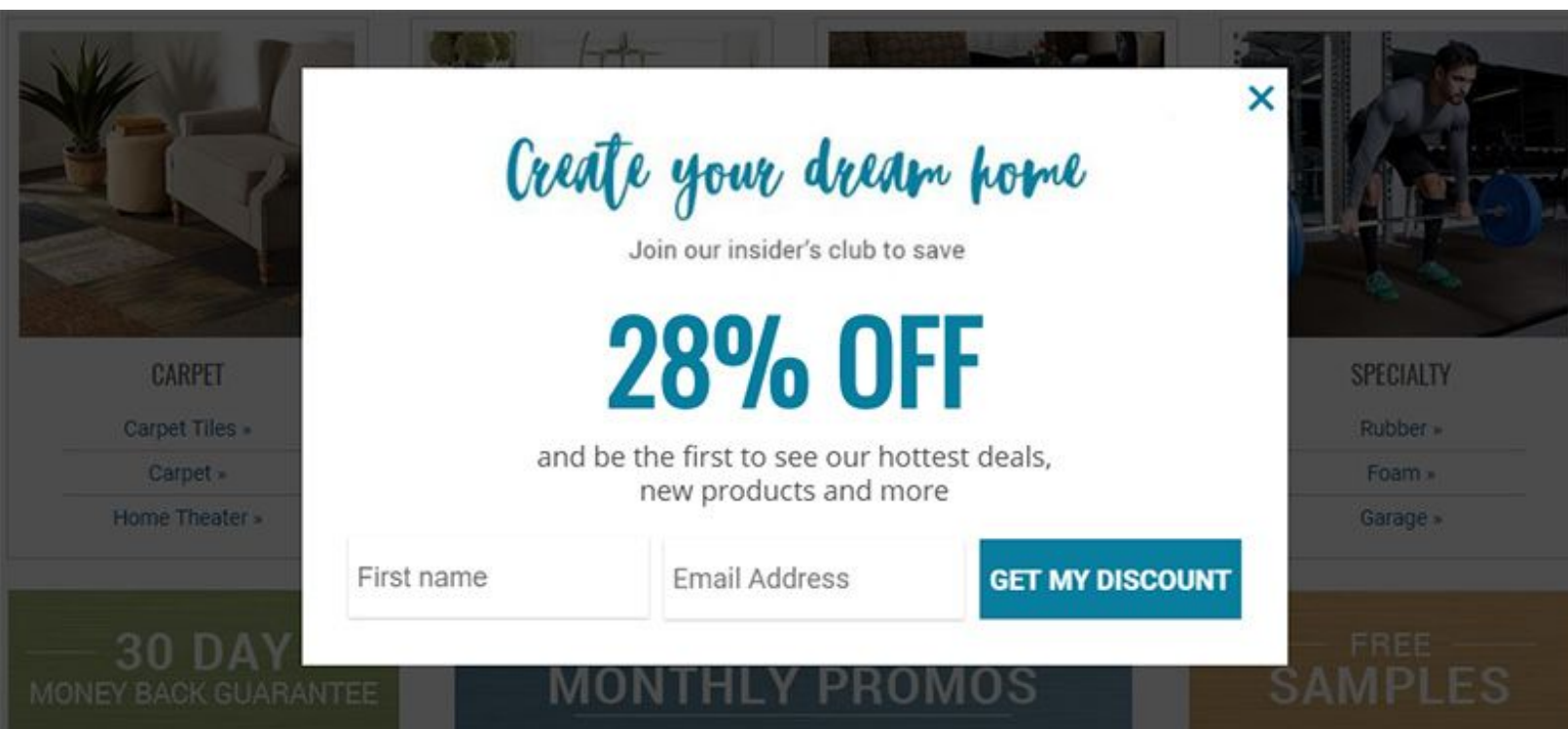
## 8. Offer Exit-Intent Discounts

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.



# 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    



### Credit Card Number

Credit Card Number



### Card Expiration (MM/YY)

04 ▼ 18 ▼

### Card CVC / CVV

Card Verification Code (CVC)

✓ 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 \*

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 this is the 'amazon smile' logo and a search bar. The main navigation bar includes 'Departments', 'Supporting: Browsing History', 'EN', 'Hello, Account & Lists', 'Orders', 'Try Prime', and a shopping cart icon with '3' items. The cart summary shows a subtotal of \$40.72, a gift card bonus of -\$5.00, and a cost after bonus of \$35.72. 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' for \$24.25. A red arrow points to the 'Save for later' link next to the item. The checkout section shows a 'Proceed to checkout' button and a 'Sign in to turn on 1-Click ordering' link. The bottom of the page features a 'Books You May Like' section with 'The Neon Boneyard...'.

NEW & INTERESTING FINDS ON AMAZON EXPLORE

amazon smile Try Prime

All

Supporting: Browsing History

EN Hello, Account & Lists Orders Try Prime 3 Cart

reload

get a \$5 bonus when you reload your gift card balance with \$100 or more

Current subtotal: \$ 40.72  
Gift card bonus: - \$ 5.00  
Cost after bonus: \$ 35.72

Shopping Cart

Zenana Outfitters 4 Pack Womens Basic Ribbed Racerback Tank Top (Large, Charcoal, Heather Grey, Hot Pink) \$24.25

In Stock  
Shipped from: Trendy Friday  
Gift options not available. L

Delete Save for later

Subtotal (3 items): \$40.72

This order contains a gift

Proceed to checkout

Sign in to turn on 1-Click ordering.

Books You May Like

The Neon Boneyard...

# How to Reduce Cart Abandonment: *During Checkout*

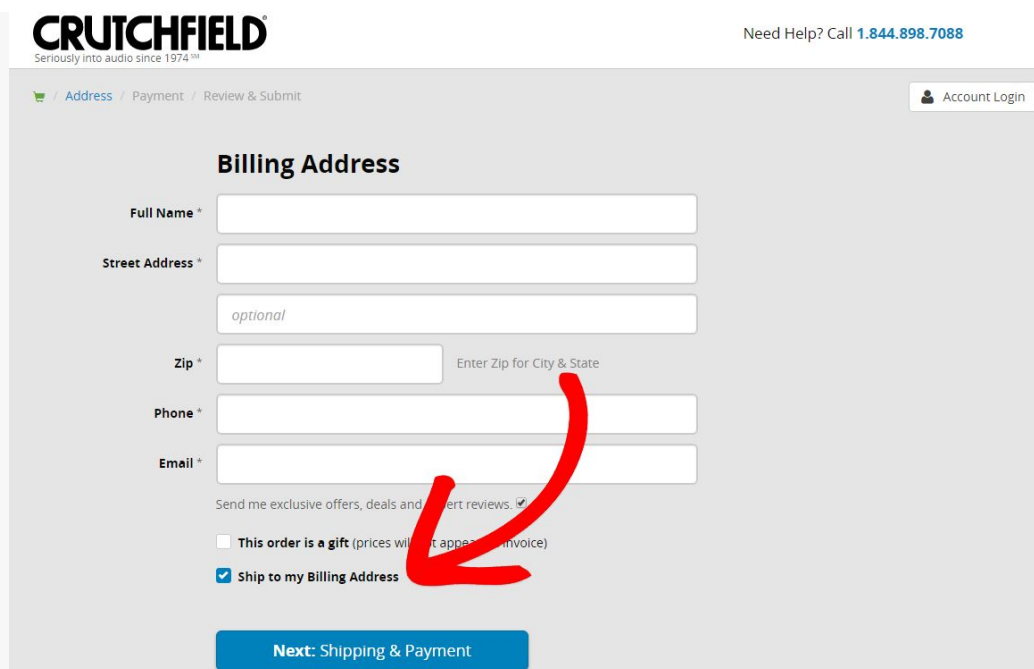
## 14. Simplify the Checkout

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 'Need Help? Call 1.844.898.7088' is on the right. Below the logo is a breadcrumb trail: 'Address / Payment / Review & Submit'. On the right side of the page is an 'Account Login' button. The main section is titled 'Billing Address' and contains several input fields: 'Full Name \*', 'Street Address \*', an 'optional' address field, 'Zip \*' (with a hint 'Enter Zip for City & State'), 'Phone \*', and 'Email \*'. Below these fields are two checkboxes: 'Send me exclusive offers, deals and expert reviews.' (checked) and 'This order is a gift (prices will not appear on invoice)' (unchecked). A red arrow points to the 'Ship to my Billing Address' checkbox, which is checked. At the bottom of the form 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
 <div><b>The Sims 2 - PC</b> \$3.50 Condition: Used Sold by: Reset Games <a href="#">Delete</a></div>	1	<div> Sorry, this item can't be shipped to your selected address. <a href="#">Learn more.</a> 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 <a href="#">another seller</a>.</div>	

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:	--
<b>Order total:</b>	--

How are shipping costs calculated?

# How to Reduce Cart Abandonment: *After Abandonment*

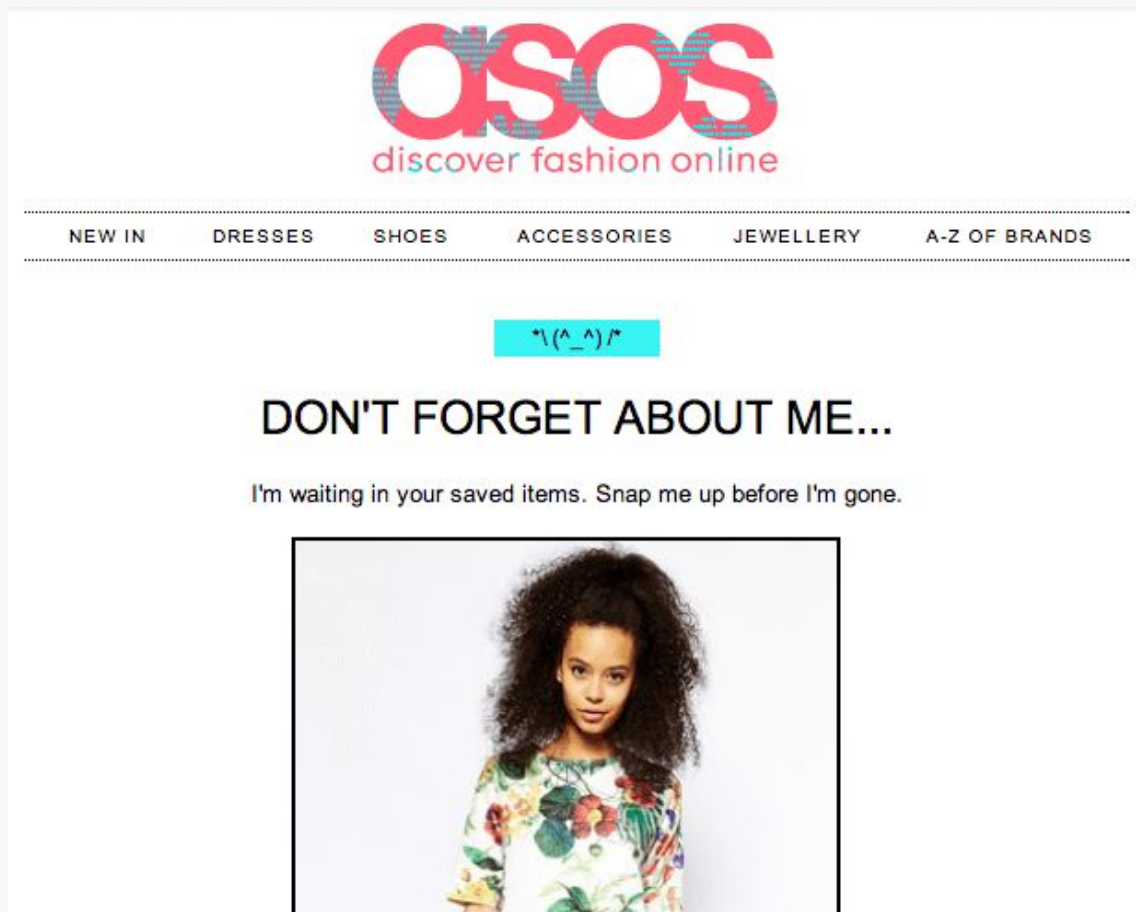
## 17. Send Email Reminders

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.



# How to Reduce Cart Abandonment: *After Abandonment*

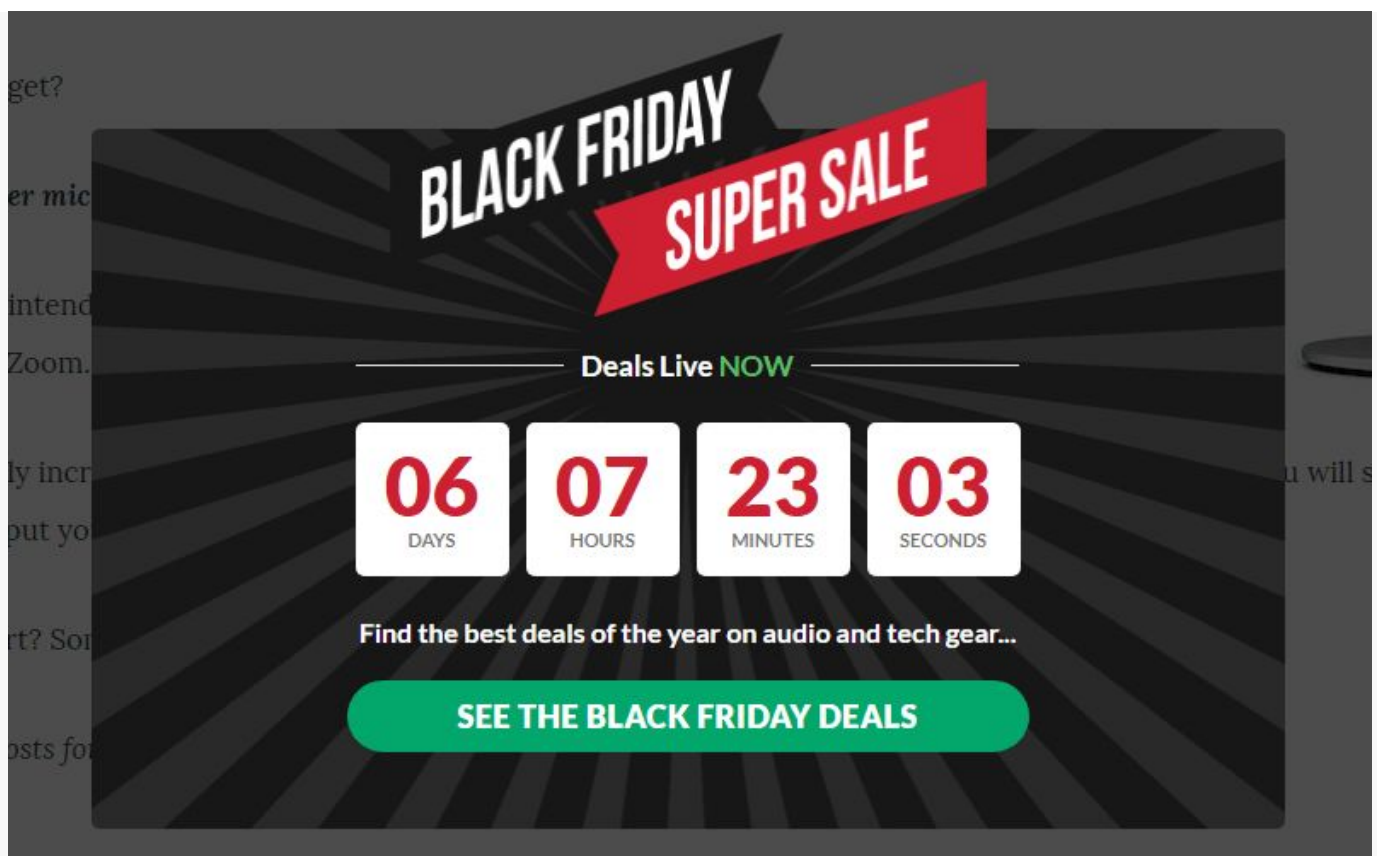
## 19. Use Onsite Retargeting

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

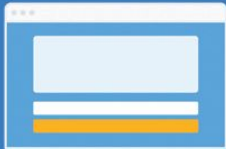
 Onsite Follow-ups    Referrer Detection    User's Device



## 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

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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**