

Want to avoid abandoned webshop carts?

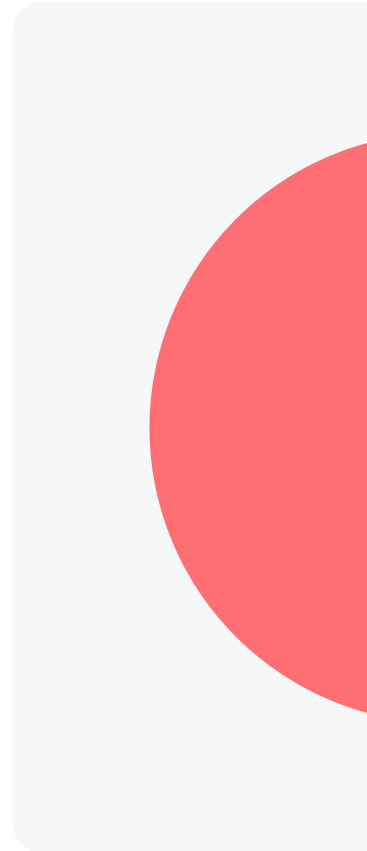
Utilize the newest marketing techniques

Introduction

Almost 70% of online shopping carts are abandoned – **that's a lot of lost revenue.**

As an ecommerce owner, you are missing out on hundreds, if not thousands, of potential sales. While you might not be able to eradicate the issue entirely, there's a lot you can do to mitigate it as the owner of a webshop.

This guide investigates the most common reasons shoppers abandon their carts while exploring the newest marketing techniques you can utilize to enhance your webshop conversion rate.



Understanding the abandoned cart phenomenon

Only three out of ten online shoppers make it from ‘add to basket’ to ‘completed purchase.’ Understanding the mechanisms behind this phenomenon is not as simple as you might think.

Sure, a big part of the reason is low buying intent. You might have tried it firsthand: Browsed webshops spontaneously and added different items to your basket that you might like to own one day or merely added to save for a future Christmas or birthday wish list. However, cart abandonment can also often be caused by a lack of trust, competing webshops, or high shipping costs – things that are within your control as a webshop owner to fix.

While you won't be able to make every added item into a completed sale, there's a lot you can do to turn those spontaneous shopping moments into actual purchases and reduce the frequency of abandoned carts. In the following, we'll look at the most common reasons behind cart abandonment and then discuss how to remedy the issue.



The pre-payment predicament

Shoppers abandon their carts at different times during the shopping experience. If the cart is abandoned pre-payment, it usually has to do with the buying intent, as mentioned above. However, it might also be caused by:

> Price competition:

Online shopping competition is tough. Many webshops attempt to profit from selling the same fashion items or popular appliances, giving consumers countless options. A quick Google search will show your potential customers other shops where they can purchase the same item, and if they find it cheaper elsewhere, they will most likely choose to purchase it from there.

> Unexpected costs:

All the additional fees beyond the product can scare customers off. An example is shipping costs that are either high or show up too late. If the additional cost appears late in the shopping experience and surprises the shopper, it will throw them off, which is why you should maintain complete transparency regarding your prices.

> Mobile-optimized sites:

Mobile shopping is gaining popularity, and webshops need to optimize their sites to ensure a mobile shopping experience as good as their laptop experience with short descriptions, brief headings and a clean user interface that looks good on a small screen. A clunky shopping journey on a mobile phone will significantly reduce trust.



The mid-payment misfortunes

Shoppers who make it past the obstacles mentioned above now need a seamless checkout experience to actually follow that purchase through to the end. For this, there's a whole new list of pitfalls to avoid:

> **Trust and security concerns:**

Make sure that your shoppers feel safe and avoid any confusion as to the legitimacy of your page. Having payment redirects is just one example, as it will make your shopper's alarm bells ring to suddenly find themselves on another page than the one they thought they were shopping from.

> **A convenient payment experience:**

Keep it simple and limit the steps your customers must go through to agree to the final purchase. The checkout should be as convenient as possible. Instead of having your customer fill out their billing and then their shipping address, ask if it's the same. Moreover, you should ensure your page loads immediately, as latency is annoying and might leave time for your customer to reconsider their purchase.

> **Ask for the right information at the right time:**

Account creation or guest checkout? Some shoppers prefer to log in and have their information stored. Yet, for a spontaneous purchase, your customer might want to avoid creating an account or even logging in to an existing one - so give them options.

> **Limited payment options:**

Offering suitable payment options has to do with both convenience and trust. Your customers don't want to get up in search of their credit card, they want mobile payment options, and they might get suspicious if you don't offer the solutions they are used to. There is really no excuse for not offering various payment options to suit all preferences.

The simple solution to the abandoned cart issue is to eliminate all of these issues that might cause friction for your shoppers. Still, some shoppers will inevitably leave their basket, but that doesn't mean you should give up on the sale.



The newest marketing techniques

Once a customer has left their cart, you can utilize different techniques to make them reconsider the purchase. Let's dive into the newest approaches you can use to avoid abandoned carts or get that customer to return.

> Utilize your data for retargeting

Utilize your data from customers' browsing behavior and purchase history for retargeting on different ad platforms. Retargeting can nudge those who abandoned their cart into reconsidering the items they abandoned. You can also set up a popup trigger if a customer adds an item to their cart but doesn't go to checkout to remind them that they haven't completed the purchase.

> Personalized product recommendations

Implement AI-driven personalized product recommendations to show customers additional items. If you have their email, you can also send an abandoned cart email with new product recommendations or offer discounts on the products they were considering.

> User-generated content

While AI is great for automating product recommendations, the most compelling recommendations come from users who have tried the products themselves. The same goes for influencers. Utilize social selling to increase sales and conversion rates. Some webshops have succeeded in creating a community surrounding their products by enticing shoppers to post pictures of their purchases online – consider whether this could work for your shop.

Going back to the basics

Talking about the newest marketing techniques doesn't mean you should forget the basics. Before you attempt to implement the latest AI growth hacks, make sure you fully control the basics.

Trust plays a vital role in reducing shopping cart abandonment, which makes assessing the complete buying process essential. Taking a step back to review the entire journey can reveal opportunities to improve trust and the overall shopping experience. Here are some of the aspects you should consider:

> Understand your target audience

Start by gaining a thorough understanding of your customer segment. Understand their pain points, preferences, as well as shopping behavior, and implement a closed feedback loop to improve your site and offerings continuously.

> Create coherence across platforms

Create a compelling and coherent brand story across channels. A well-designed logo and brand guidelines recognizable across platforms will create trust and brand awareness. Familiarity will help make customers return.

> Focus on optimizing your conversion rate

Instead of only focusing on getting more traffic and visitors to your site, focus on optimizing the conversion rate for the visitors you already have. Invest in your UI and UX design and optimize your webshop with a seamless shopping journey. Ensure your page loads fast, and write compelling product descriptions with high-quality product pictures.



The main takeaways

The main takeaway from our exploration of abandoned shopping carts is that the little things matter a whole lot. If you don't offer a mobile payment solution or your page takes five seconds to load, demanding shoppers will abandon their carts. That is why you must ensure the shopping experience flows seamlessly. Go through your checkout from browsing to returns at least once a month to discover any hiccups. Eliminate all friction, and keep your site as transparent as possible to turn some of those spontaneous shoppers into customers.

You might be good, but if you want to thrive in the competitive webshop landscape, **you need to be great!**

