

The Shopping Cart Abandonment Handbook

5 Tips to Minimize Cart Abandonment



Abandonment. Even the word is ominous – and in the world of online sales, the challenge of cart abandonment is a real issue. According to the Baymard Institute, **67.95% of all filled shopping carts are abandoned.** And in some verticals, like travel, the rate is even higher. So, why do potential customers abandon their purchases, and what can marketers do to keep them shopping or entice them to return to forgotten products?

The Shopping Cart Abandonment Handbook has the answers.



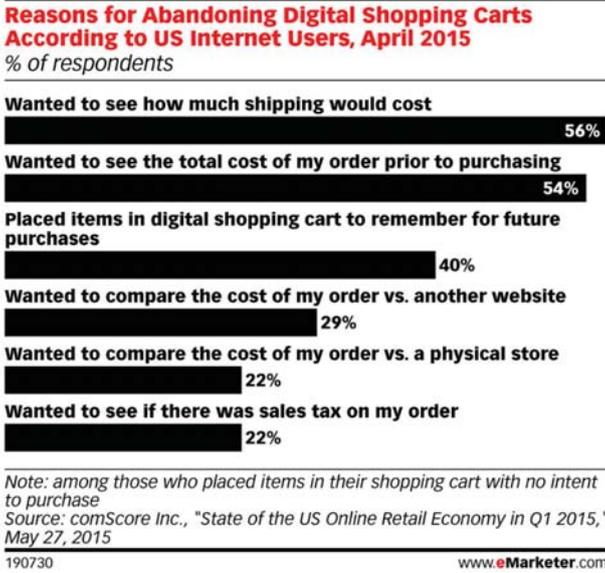
Part One



Cause and Effect

Understanding the reasons behind cart abandonment

In order to minimize cart abandonment, it's vital to understand why customers are leaving in the first place. The chart below illustrates the top reasons:



At first glance, it's easy to see that the top reasons are cost-related. Customers wanted to estimate outside and uncontrollable costs (i.e., taxes and shipping fees), they wanted to compare prices elsewhere or they decided the overall price was too expensive. These are all causes that ultimately lead to people leaving without buying.

However, most of the highest reasons on the list can be likened to a customer that was "just browsing." We've all used that line before, whether because we're just taking a quick look around a store or because we don't want a salesperson to bother us. But a customer who is "just browsing" and has gone far enough to place items in their cart is a customer who, ultimately, has high potential of making a purchase. It's just a matter of reaching them in a timely and effective manner.




Part Two



Cause and Effect

Understanding the reasons behind cart abandonment

Come Back to Me

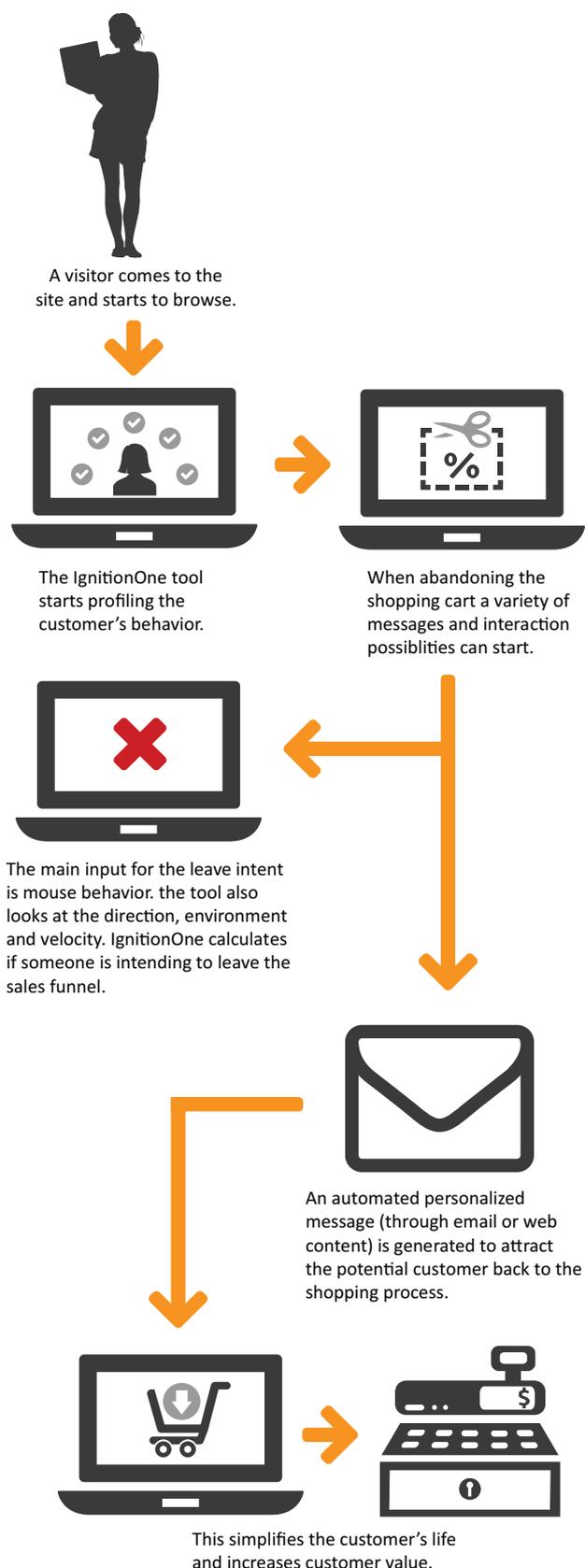
Winning back potential customers

So, it's happened. A customer has abandoned their shopping cart, and it's time to figure out how to win them back. Rather than wishing, wanting and hoping for a purchase completion, increase the odds of making it happen with these tips.

Tip 1: Oh, Won't You Stay?

It may seem obvious, but when a customer is about to navigate away from your website, it's the ideal time to reach out to them and incentivize them to stay. This is where accurate web data becomes more vital than ever, including an algorithm that automates timing of outreach with appropriate offers based on interest, behavior and level of engagement with brand. Knowing exactly when to reach out can make all the difference.

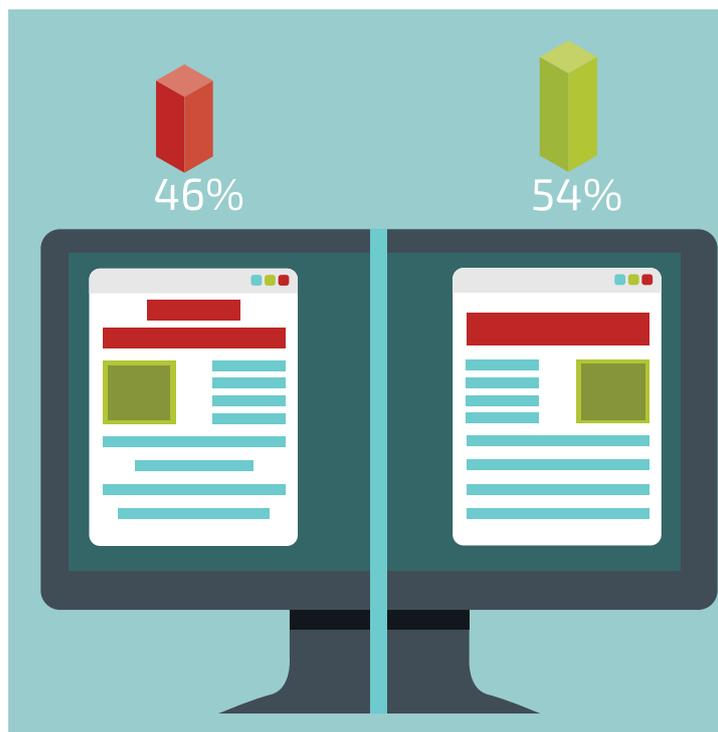
Marketing technology can automate your ability to identify a person's intent to leave, then provide re-win solutions. For instance, the IgnitionOne platform calculates each individual's propensity to leave the buying funnel and can automatically intervene when the system senses signs of cart abandonment, providing customers with messaging and/or incentives to make a purchase and/or convert. The algorithm works like this:



Tip 2: You're So Far Away

If a customer has already navigated away from your website and left their shopping cart behind, it's time to remind them of what's waiting for them. It's important at this stage to be as specific as possible with each individual customer based on the data you have available. For example, an email with the subject line "Items Waiting in Cart" is less likely to do well than an email with a subject line that includes your customer's name and a description of something in their cart, "Paul, what about that camera you wanted?"

Likewise, paid media should also reflect a customer's specific cart, serving up ads with the images of the products they were considering. It's important to engage in A/B testing when pushing out this creative to determine what language, creative and cadence works most effectively.



Tip 3: Give Me Something to Believe In

Go ahead – incentivize. Since customers often abandon carts due to unexpected costs, it's worthwhile to consider what types of incentives may work best in luring them back. For example, setting up a discounted shipping opportunity for customers visiting your website from outside of a certain radius or time window may soften the blow of shipping sticker shock. Additionally, it creates the feeling of an exclusive deal. Come back now, and you'll save money. Wait, and you risk spending more.



Another opportunity to incentivize comes in the form of offering up discounts that can be used on later purchases. For example, an email that gives the customer the opportunity to buy within the next 24 hours, and get 30% off their next purchase. This also creates a cycle in which the customer is more likely to become a repeat buyer, as they don't want to let their incentive opportunity go to waste.

Tip 4: Your Friendly Neighborhood Marketer

Knowing the location of your customers doesn't just allow you to set up shipping incentive perimeters, it also gives you the opportunity to reach them with messaging that's geographically relevant. For example, if a customer in Chicago abandons their cart in November and it includes winter boots, you can respond directly with a relevant message about the coming winter, and remind the customer of their need for the item they abandoned.

Likewise, if data points to a customer planning a trip, you're able to not only remind them of the items left behind in their cart, but suggest additional items as well (if someone is considering purchasing towels and a bathing suit, it would be appropriate to suggest flip flops and sunglasses in a follow-up email).



Score-powered Facebook Website Custom Audiences provides an excellent way to connect with those cart-abandoning customers on an individual level, especially when you use what you know to influence the content served. For instance, knowing what items your customer left behind, you can tie those item categories into their sponsored newsfeed. Using Facebook powered by IgnitionOne Engagement Scoring, brings a new level of relevance and increase conversions. You can also coordinate that with an email outreach, website or other campaign to further incentivize a customer. For example, "Check your inbox for a special discount code" – this will help the customer continue their journey through another platform.

Tip 5: Get the Picture?

Whenever you're faced with cart abandonment, be sure to look at the big picture. Statistics show that many factors contributing to abandonment are site-based, so test out your digital experience. It's important to go through quality assurance on desktop, mobile and tablet to confirm that no issues are present that could repetitively turn customers away. Even the best marketing incentive tactics can't tempt back a customer who hasn't been able to successfully navigate your website or find the Buy Now button. Work with your IT team to be certain of optimum performance (speed and clarity across all devices) so you can rest-assured that when a customer returns to their cart, they'll have a seamless experience.

