

# Proven Practices to Reduce Online Cart Abandonment

On average, 67.91% of shopping carts are abandoned. This means just over 2 out of 3 prospects who add products to their shopping cart will leave without pulling out their credit cards – it's a lot of missed opportunities and revenue.

This might sound too good to be true, but you can recover 58% of abandoned online shopping carts by sending a simple email. Additionally, there are other practices you can replicate to help improve your store's checkout flow. Ready to learn how? Let's get started.

## Be Honest With the Shipping Cost

Consumers absolutely hate paying for shipping costs – so much that it's the main reason for shopping cart abandonment. Here are key figures we've learned:



The Baymard Institute found out that having long or complicated checkout processes is the reason why 26% of shoppers abandon their carts. Experts say that too many form fields to fill out creates points of friction during checkout.

## Optimize Checkout Flow

Craft a checkout form that has few fields. Here are some ideas to consider:

- Use a "full name" field instead of a first, middle, and last name field.
- Let prospects enter their street address in one line.
- Remove unnecessary optional fields



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### Billing Address

Full Name \*

Street Address \*

*Optional*

Zip \*  Enter Zip for City & State

Phone \*

Email \*

This order is a gift (prices will not appear on invoice)

Ship to my Billing Address

## Ensure Discount Codes or Vouchers Work

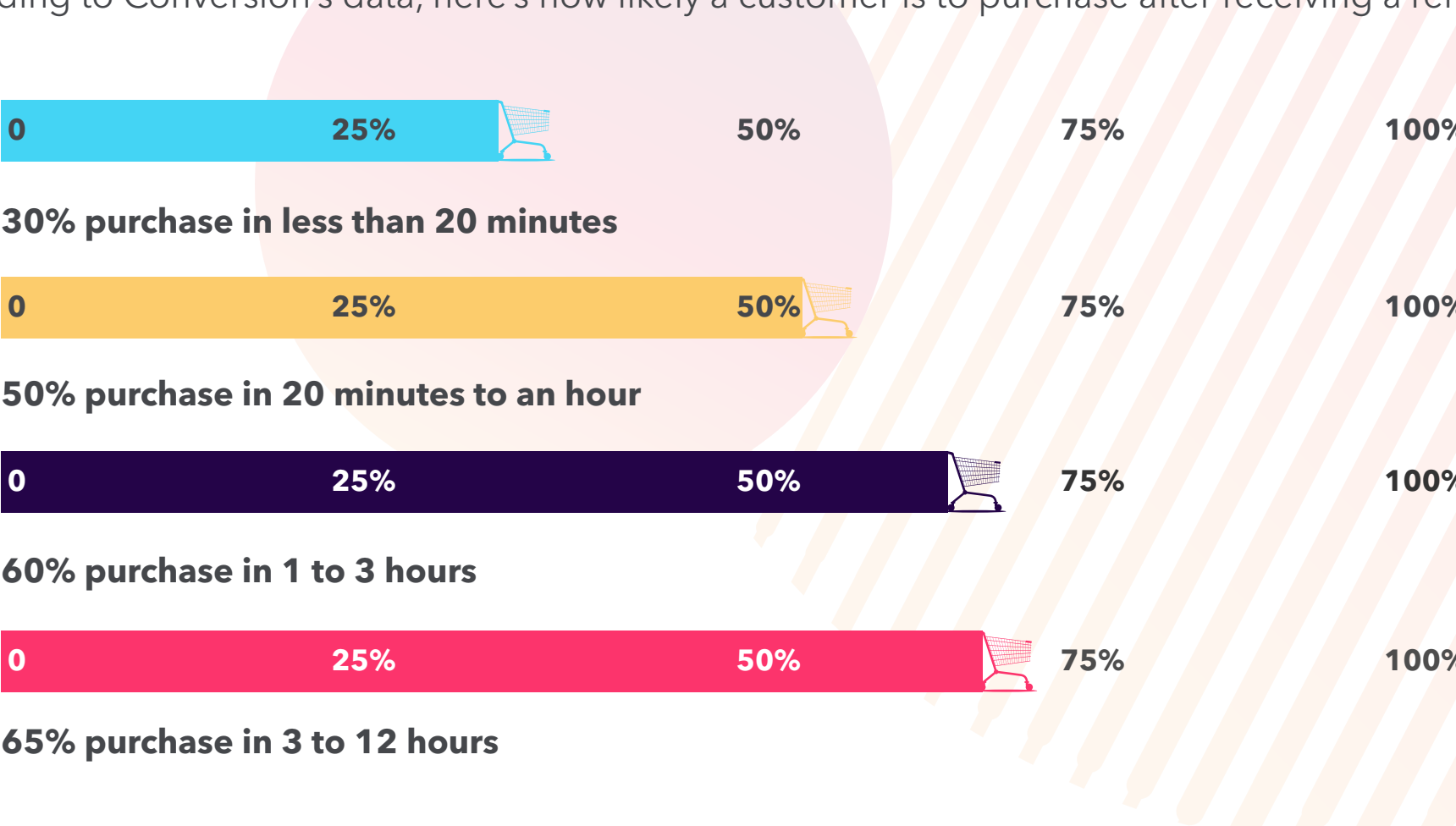
An overwhelming 90% of consumers use coupons when making online purchases. This is a proven eCommerce strategy that increases sales and instills loyalty in existing customers.

But if shoppers encounter issues where a discount code doesn't work, 46% of them will not hesitate to abandon their carts.

When customers abandon their cart, you have a few hours to encourage them to proceed to the checkout page. If you're using retargeting technology and email marketing, send an email right away.

## Send An Abandoned Cart Email Right Away

According to Conversion's data, here's how likely a customer is to purchase after receiving a reminder:



The first few hours of post abandonment are your window of opportunity to regain lost customers. Capitalize on it.

## Responsive Customer Support

Customers always expect quality service and convenience. A study conducted by LiverPerson found that 83% of online shoppers want help while they are on site.

51% said that they are more likely to purchase if they had customer support, such as live chat during the session.

Some shoppers abandon their carts simply because they're only using it as a wishlist or a place to save items that they want to purchase later.

## Adding a "Save For Later" or "Wishlist" Button

Instead of directing customers into a shopping cart, make it easy for them to create a wishlist with an option to buy later.

## A Solid Return Policy

If you notice a high abandon cart rate, then you have to reexamine your return policy. Be upfront with return policies because this helps customers feel better about the purchases they've made.

Here are tips on how you can create a solid return policy:

- **Be simple.** Use the language of your customers – normal, ordinary, and down-to-earth.
- **Offer free shipping.** If you're financially capable, provide a free shipping label or send customers a pre-labeled box to return the item.
- **Provide ample time for returns.** State the number of days a customer can notify you if they want to return an item. This can be between 7 to 30 days from the date of purchase.
- **Brag about it.** Feature your return policy prominently from your e-commerce storefront to the checkout page to inspire trust in customers.

Unfortunately, most stores make returning an item a hassle by restricting too much time and letting shoppers shoulder the shipping return fees.

## Conclusion

Let's be practical; achieving a 0% cart abandonment rate is not attainable. There are customers who will abandon their carts – and you just have to accept it.

But never use this as an excuse to keep you away from increasing your conversions. With the practices mentioned above, you're going to win some customers back, and it's worth giving it all you've got.

**Ready to grow your online sales? Sign-up for a FREE 14-day trial of PinnacleCart**

**GET STARTED**



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