



**WP** engine®

# 11 ECOMMERCE TIPS TO REDUCE SHOPPING CART ABANDONMENT

WHITE PAPER



Even though your ecommerce store is driving phenomenal revenue, you still could be losing potential sales due to shopping cart abandonment. A common burden of ecommerce store operators, shopping cart abandonment occurs at the startling average of more than **68 percent of all shopping instances**.

An add-to-cart means the consumer expressed interest in your brand and product, and in fact, intended to make a purchase. Yet, some factor halted the process.

Therefore, you should consider shopping cart abandonment as an opportunity to make a sale.

In fact, some estimates say that around **63 percent of shopping cart abandonments** should be recoverable.

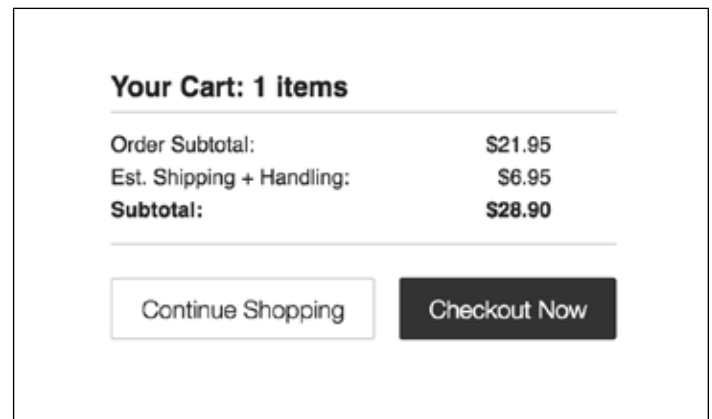
To counter shopping cart abandonment, this guide will teach you some preventative measures you can take with your ecommerce store to ensure a better shopping experience, and ultimately increase sales.

## 1 Be Strategic About Shipping Costs

Excessive shipping charges not added until the end of the checkout process can ultimately make a shopper not complete the purchase. Statistics show that around **28 percent of users** will abandon their shopping cart if presented with unexpected fees towards the end of checkout.

It's better not to surprise the shopper with unexpected shipping prices, but rather tell the customer up-front, or at the beginning of the checkout process, what the shipping price will be.

One solution is to include an estimated shipping fee within the shopping cart, before the checkout page. Your ecommerce store could also contain an estimated shipping and handling calculator, allowing users to enter their zip code to determine what the shipping cost will be prior to checkout.



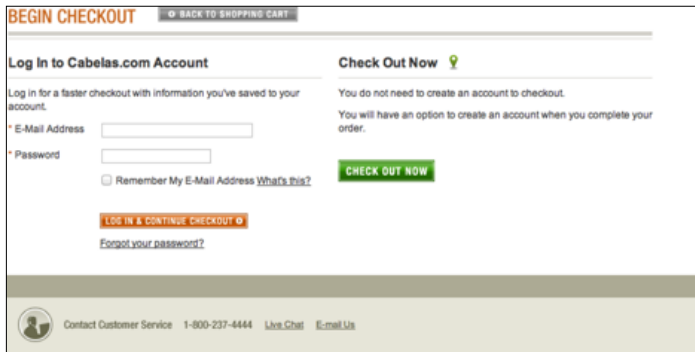
Crateandbarrel.com provides users with the Est. Shipping + Handling before they get to the checkout page.

Even better—offering free shipping is likely to attract more customers and will initiate more incentive to complete the purchase.

You could also motivate the customer to earn free shipping by spending a certain amount (e.g. “spend \$50, get free shipping”).

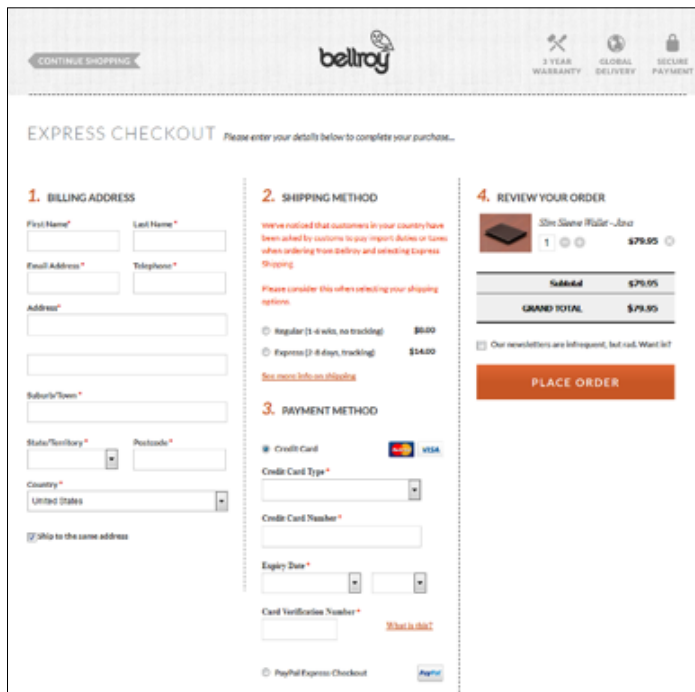
## 2 Don't Require Account Creation

It's imperative that your ecommerce store provides a guest checkout option for those who do not wish to create an account. Forcing the customer to sign-in or create an account is a major contributor to shopping cart abandonment, as statistics show that around 23 percent of users will abandon their cart if they are forced to create an account upon completing the purchase.



Cabelas.com and many other successful ecommerce stores allow users to complete their order as a guest.

To further streamline the checkout process, enabling an express checkout option makes it easier for the consumer to complete the purchase without complex navigation. Shortening the checkout process with a single page checkout reduces the hassle, saves time, and ultimately makes it easier for the customer to complete the



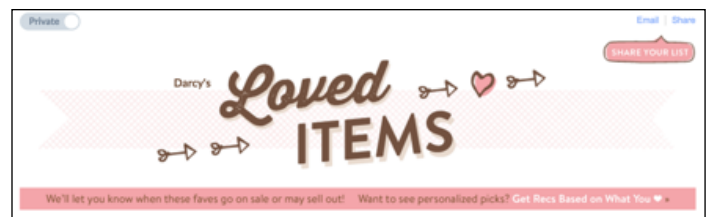
Bellroy.com simplifies the checkout process with its quick, one-step order process, eliminating the need for multiple pages.

order rather than abandoning the cart due to complicated website navigation and a poor user experience.

To improve your chances of a user creating an account, you could opt for user account creation via social media login. That way, a customer can easily create an account with the click of a button, rather than tediously typing everything in.

## 3 Include a "Save for Later" And/OR "Add to Wish List" Option

Should the consumer be on the fence or not ready to make an immediate purchase, including "save for later" or "add to wish list" functionality in your ecommerce store is a smart idea. This



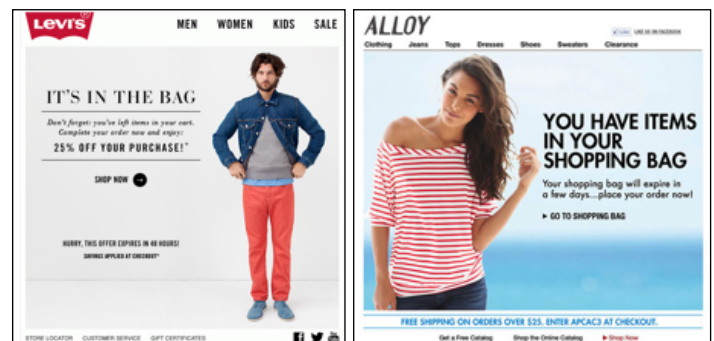
ModCloth.com engages its fans by giving them personalized product picks based on items that have been added to their wishlist.

will enable customers to save their wants for future purchase consideration, rather than abandoning their cart.

## 4 Retarget Shoppers With Friendly Reminder Emails

Often a user will abandon a shopping cart due to change of mind, or an uncertainty of wanting to purchase something at that immediate moment. Another cause is they simply forgot there was something in their cart. To help decrease shopping cart abandonment, try sending a follow-up email that contains some sort of incentive, like free shipping or a coupon code.

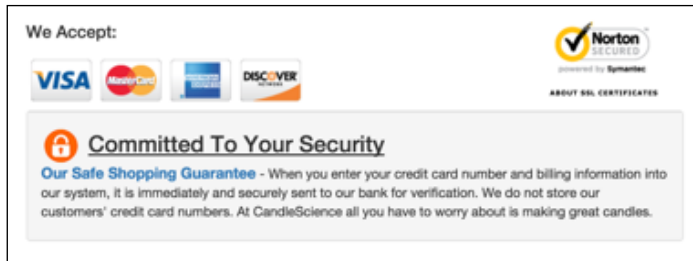
Studies show that around 54 percent of shoppers will purchase products left in their shopping cart if a coupon code or lower price is offered



Shopping bag reminder emails are an effective way to revert the process of an abandoned shopping cart.

## 5 Instill Trust With a Security Badge

The lack of confidence in your store's security is another cause for shopping cart abandonment. Adding security badges to the checkout page can instill trust in a shopper who might be fearful of data theft and the security of your site.



*CandleScience.com provides assurance that the consumer's financial information is never stored.*

Aside from displaying a security badge, make sure that your checkout page clearly communicates with customers about the security measures you are taking to ensure a secure checkout process. Mentioning that you do not store credit info, that your site is SSL certified, and that there's a "100% money-back guarantee" are all good ideas to give a consumer confidence in your ecommerce store's security, and ultimately, to make a purchase.

## 6 Offer Multiple Payment Options



Even if your site is incredibly secure (and also mentions it), that still won't prevent some shoppers from avoiding a purchase simply because they feel uncomfortable with inputting their credit card credentials electronically. Sensitivity to stolen credit card information and stolen data is something that will cost you should you not offer multiple payment options.

To decrease shopping cart abandonment rates, be sure that your ecommerce store offers a diverse amount of payment options, like Visa, MasterCard, American Express, Discover, and PayPal. If you want to diversify the options even more, you could offer alternative forms of payment, like Amazon Payments, Google Wallet, Stripe, and so on.

In addition, some customers prefer using services like PayPal or Google Wallet because their information is already saved so they don't have to enter their credential info.

## 7 Ensure Mobile Friendliness

More and more people are moving to their phones to shop.

Mobile now accounts for around 50 percent of all ecommerce traffic.

Yet, mobile tends to have the lowest conversion rates of all devices, as more people tend to browse via phone rather than complete a purchase. Despite this, you can still ensure that the [design of your site is mobile friendly](#) to increase the likelihood of a purchase made through a smartphone.

## 8 Make The Shopping Cart Easily Editable

A cart that is not easily editable might frustrate the customer and potentially lead to shopping cart abandonment. Ensure that the customer can go back and edit the order if needed in the checkout stage. Don't force customers to backtrack to make changes; the user should be able to directly delete or alter products within the cart, as well as be able to save items for later at the final stage of checkout.

## 9 Offer Immediate Customer Support

To avoid an abandoned cart due to lack of human interaction, make sure that your site's contact and support information is easy to find, whether it's in the header, footer, or sidebar of your site.

Not having a clear way to get support when needed can create frustration, and could result in negative feedback. A lack of human interaction could also result in shopping cart abandonment should the user not be able to receive support while still in purchasing mode.

Offering immediate chat support is a good way to ensure that the customer is attended to immediately. Shopping cart abandonment is likely to ensue if it takes too long to respond to a support inquiry.

## 10 Auto-apply Coupons to Cart

A consumer leaving your ecommerce store to look for coupon codes elsewhere is another common cause of shopping cart abandonment. If your store is having a sale or offering a particular discount, try enabling an auto-apply of that code to checkout. This will ensure that the customer doesn't leave your site to look elsewhere for a coupon code and potentially not return due to change of mind or inability to locate the desired code.

## 11 Ensure That Your Ecommerce Store is Scalable And Speedy

Around 65 percent of consumers are not willing to wait more than three seconds for a page to load. Should your ecommerce store encounter a large amount of site visitors (say coming from a recently sent email regarding a new product release or sale) this could make your site time out or slow down.

Not only does this lead to incredible frustration and a decrease in customer satisfaction, but a slow website could also lead to shopping cart abandonment should the customer be in the checkout process during a website timeout.

To resolve this, make sure your site has invested in managed hosting. Managed web hosting, like [WP Engine's managed WordPress platform](#), will improve your ecommerce store by giving it the necessary scalability and speed to ensure your site doesn't slow down or timeout when high volume traffic hits.

## Final Thoughts

Aside from these eleven factors, other factors to consider to improve your shopping cart abandonment rate include the overall aesthetics and design of your site.

Studies show that around 93 percent of consumers consider visual appearance to be the key deciding factor in whether or not they make the purchase, and 53 percent of shoppers won't return to your ecommerce store because the aesthetics deter them away.

Investing in good web design draws the consumer in, but to have the consumer complete the purchase will rely on not only beautiful aesthetics and effective design, but a smooth and well thought-out checkout process that abides by the best practices already mentioned.

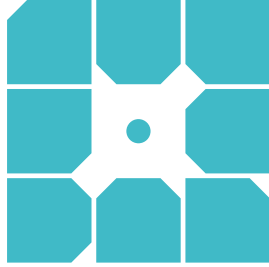
**93%** of consumers consider visual appearance to be the key deciding factor in whether or not they make a purchase.\*

**52%** of shoppers abandon sites and do not return because they dislike the overall aesthetics.\*

**42%** of users base their overall opinion of a site on its design alone.\*

\*Source: [BargainFox](#)

WP Engine delivers a managed WordPress platform to make your ecommerce site a sales-driving success and to reduce your shopping cart abandonment rate. We offer a number of plans to meet your ecommerce store's specific needs, ensuring it has the speed, scalability, and reliability to turn visitors into buyers. Visit: [www.wpengine.com](http://www.wpengine.com).



## **About WP Engine**

*WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.*

