

**CONVERT MORE VISITORS USING**

# **CART RECOVERY**

*Step-by-Step Guide for More Sales*



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This workbook is designed to help you with tips and strategies on how to increase your website conversion rate to get more sales.

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# Introduction

As an eCommerce store owner, you might be aware of how prevalent cart abandonment is in the eCommerce space. It has been observed that the average cart abandonment rate across the entire eCommerce industry is 69.57%.

It's frustrating to see visitors make up their mind to purchase a product, only to abandon their carts at the last moment for unknown reasons.

Given the industry statistics, imagine the amount of potential customers e-stores lose on a daily basis!

Fortunately, there are a lot of conscious efforts you can take to save your store from a high abandonment rate. Once you get an insight into the customer's psychology, you'll be able to identify the reasons behind why they jilt the products they desire midway.

# What Is Cart Abandonment?



Cart abandonment is when customers add items to their online shopping cart but exit the website without making a purchase.







Cart abandonment rate shows how many of the items that are added to the shopping cart are abandoned.

It is calculated with the formula:  $\frac{\text{added to cart}}{\text{added to cart} + \text{made conversions}}$ , (referring to the number of people). Alternatively, you can generate your cart abandonment rate via Google Analytics.

## Cart Abandonment Rate

$$1 - \frac{\text{transactions completed}}{\text{transactions initiated}} \times 100$$

# Common Reasons For Cart Abandonment

-  Hidden Or Additional Costs
-  Poor Return Policy
-  Forcing To Create Account
-  Exorbitant Upselling
-  Poorly Optimized Checkout Procedure
-  High Cap For Free Shipping

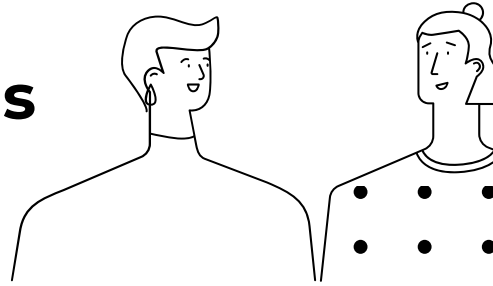
“

**Customers often abandon shopping carts when they get sticker shock after seeing how much their order costs with shipping. Avoid this by offering free shipping promos.**

”

01.

## Show Savings At Checkout



Always show how much customers are saving on every purchase. This subconsciously makes the customer feel like they're making a rational purchase, and that too at a competitive price, which in turn motivates them to place an order.

Always include all discounts that you're giving on your product. If you're offering free shipping and zero packaging charges, then display those too.



## 02.

# Send Compelling Reminders



Customers of today are extremely distracted. Often they'll abandon carts because something else has caught their attention, and then they never get around to making the purchase. You can't really do anything about these external factors, but sending persuasive reminders could help bring customers back.

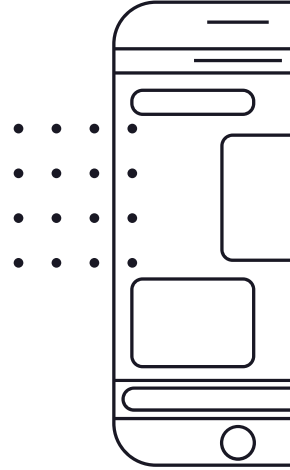
Send emails that include the products they have left in their cart, and make it sound casual and catchy. Remember to include a button that takes them to their cart or your website.

The image shows a screenshot of a Dyson abandoned cart recovery email. At the top left is the 'dyson' logo. At the top right are links: 'Not displaying correctly?', 'See email in full | Unsubscribe'. The main content area has the heading 'All is not lost.' followed by the text: 'Your basket wasn't empty when you left dyson.com, so we've saved the contents. Just click the link below if you want to complete your order.' Below this is a green 'Continue Shopping' button. To the right is an image of a Dyson V8 Absolute cordless stick vacuum. Below the image is the heading 'Ready to check out?' and text: 'Your basket for this promotion was saved, but the offer is only for a limited time. Click the link below to complete your order.' There is a chat icon and a link: 'Click here to chat with a Dyson expert.' Below this is a section titled 'Your basket' containing a table with one item: 'Dyson V8 Absolute' with a price of '\$599.99' and 'Quantity: 1'. A green 'Continue Shopping' button is at the bottom right of the basket section. The final section is titled 'Reasons to shop at Dyson' and features four icons with corresponding text: a dollar sign for 'Price match guarantee', a '30' for '30-day money back policy', a vacuum icon for '3 free tools with auto-registration', and a truck icon for 'Free 2-day delivery'.

Dyson has also included reasons to shop with their brand, which could induce customers to rethink their decision and go back to their cart. You can also add details on the product itself, and the value it could bring to the customer. If you're introducing any coupons or discounts on the product, then including those would make for a great incentive.

## 03.

# Show An **Exit Intent Pop-up**



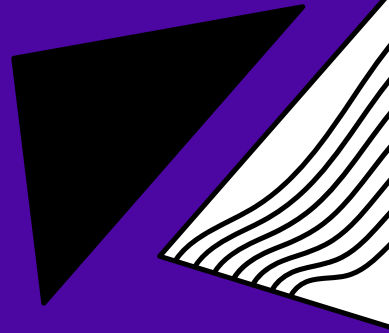
Displaying a pop-up when your customers are just about to leave your store could make them rethink their decision, and they might not abandon their cart at all. The purpose of this is to give it one last try and convince your customers to stay.

Your exit-intent popup scan include:

- Statements asking customers to rethink their decision to abandon
- Discount coupons or offers on your products
- A message requesting them to come back soon
- If you're offering in shipping or additional cost relaxations

## 04.

# Create A Sense Of Urgency



Sometimes customers leave because they're still contemplating their purchase decision. They could also be waiting for the product price to fall.

You can also display an 'only 2 left in stock' detail beside the product in the cart itself so that the customer doesn't unnecessarily delay their purchase.

Send an email or app notification reminding them of the content in their carts, and also inform them that those products are selling fast and may be of stock soon.

Claim My Spot Now »

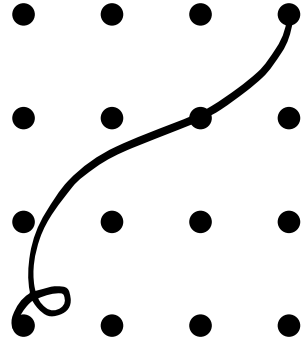
**FREE Masterclass**

0	0	7	9
DAYS	HOURS	MINUTES	SECONDS

Thursday, October 18 📅  
11:00 AM London Time, 3:00 AM Pacific Time, 6:00 AM Eastern Time

## 05.

## Targeted Ads



You can re-target lost shoppers through ads. Leverage Instagram and Facebook and run ads for the exact products customers have left in their carts.

For this, you need to capture some detail about the customer, their geographical area, Gmail account, name, etc.

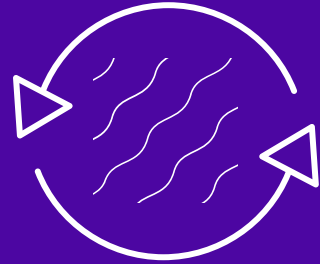
Re-targeting ads will remind customers of the products they want to buy.

If you include some incentive (discounts, relaxations, new offers, etc), then they might click on it immediately and come back to your website. You can also create a sense of urgency by telling them that only a few items are left in stock.



# 06.

## Include **User Generated Content**



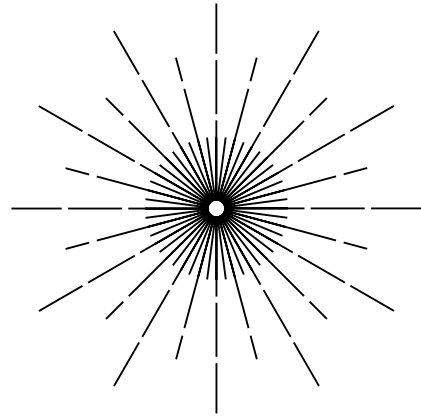
If your customer has stranded her cart because she's unsure of the product or not convinced if it's the best choice available, then user-generated content can establish trust and assure her of the product's quality by providing social proof.

### YOU CAN INCLUDE:

- Star ratings that verified buyers have given
- Product feedback they have left on your website
- Images they have shared along with the views
- Reasons why customers have gone and purchased your product

# 07.

## Time Your Emails Right

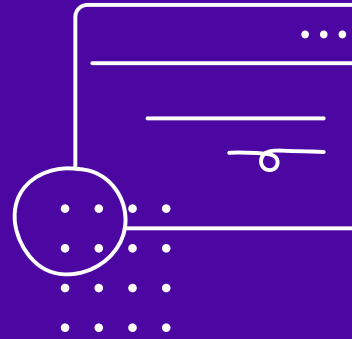


You might have put a lot of thought into crafting the perfect abandoned cart recovery email; one that is subtle yet effective, and has high chances of a satisfactory click-through rate. But, even that might fail if the timing isn't right.

Sending the email immediately after a customer has left could be ineffective. Whereas waiting for too long would mean you risk losing the customer as he/she might end up shopping elsewhere.

Your abandoned cart recovery email should hit your customer's inbox within 2 days of cart abandonment. A 2-3 day window is safe, it doesn't give the impression that you're trying too hard to urge your customer. Neither does it risk losing the customer altogether.

## 08. Highlight Your Competitive Price



Assuring customers that the price you are quoting is the best they will find in the market, is a great psychological trick. It gives them a sense of reliability and clears any doubts they might have about the purchase.

A lot of brands show price comparison, where they compare the prices and specifications of similar products or products of other brands.

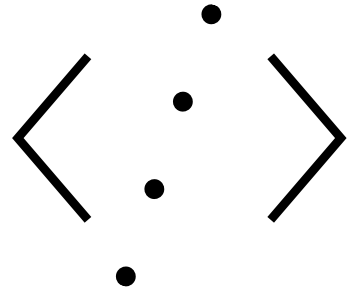
This is a cogent way to appeal to your customer's decision making, nudging them towards the next step on your sales funnel.

You could also give a price beat incentive. If a customer finds any other seller offering the same product for a lower price, you will offer a price relaxation in return.



# 09.

## Ask For Feedback



Sending an abandoned cart recovery email in the guise of a feedback query will kill two birds with one stone; it will remind your customers of the products they have left in their cart and you might get an insight into the apprehensions that are restricting them from placing an order.

Our advice would be to include answer options along with the questions in the email itself, so that all customers have to do is click the most relevant option. If you ask them to visit your site for feedback, they might not make the effort. This way, you can enhance the customer experience you're offering.

And who knows, you might end up solving problems of multiple customers who are facing the same issues.

# Cart Abandonment Statistics

- The Average Cart Abandonment Rate Across All Industries is 69.57 Percent.
- Mobile Users Have an Even Higher Abandonment Rate of 85.65 Percent.
- E-Commerce Brands Lose \$18 Billion in Sales Revenue Each Year Because of Cart Abandonment.
- Checkout Optimization Can Increase Conversions by 35.62 Percent.
- Extra Costs are the Number One Reason Why Shoppers Abandon.
- Being Forced to Create an Account is the Number Two Reason People Abandon.
- 57 Percent of Shoppers Will Abandon if They Have to Wait Three Seconds for a Page to Load.
- The Average Checkout Flow Has 23.48 Form Elements and 14.88 Form Fields.

# Finally...

There are a lot of measures one can take for eCommerce conversion rate optimization. Most of these are basic and doable. You can easily use tools to assess how customers are behaving on your website, and how you can make improvements in order to get them to complete a desired action.

If you have any queries or doubts, please free to mention in the comments below!

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