5 MISTAKES
ECOMMERE BUSINESS SHOULD AVOID TO REDUCE CART ABANDONMENT RATE

Article from Revalsys Technologies

This article provides the
tips to be used by ecommerce business
to avoid cart abandonment rate

Over the last couple of years, the amount of potential revenue eCommerce businesses are losing due to shopping cart abandonment has been getting higher at a rapid pace. It's so much depressing for marketers when the shoppers leave the shopping carts without buying the products they have added to their carts. The consumers visit their website, browse the pages, select the products, add them to their carts and just stop at the finish line. All the time, effort and resources they have put into perfecting the information architecture, optimise the landing pages, pricing strategies etc. just go futile.

Shopping cart abandonment may occur at any moment of the purchase journey of the customers. Visitors leave the shopping carts for a variety of reasons ranging from a poorly designed website to lack of desired payment options. However, there are some mistakes that eCommerce marketers make which play a great role in making higher shopping cart abandonment rate.

Let's check the factors that most eCommerce businesses make:

- **No Urgency to Buy:** Online shoppers are getting smarter these days. They visit an online store, look for products of their choice and buy only when they get those at a reasonable price. An expensive price tag is the primary reason for shoppers leaving their shopping carts. Some people even hesitate to buy products from a new store. You can integrate measures such as coupon codes, offer on first purchase, discounts, giveaways etc. Offering your existing as well as potential customers coupon codes creates a great sense of urgency. Separating extra costs such as taxes and shipping charges can also make shoppers leave carts during checkouts.

- **Tedious Checkout Process:** Tedious checkout process can also make shoppers abandon their shopping carts. Customers can endure a long process during checkout only when there are exciting milestones. Make sure that you don't force your customers to create an account with you. Offer guest checkout option for those who don't want to create an account. Also, let the shoppers see how far they have progressed in the checkout process and eliminate unnecessary information at the early stage of the checkout process.

- **Lack of Payment Options:** Lack of payment options is another reason for shoppers to leave the shopping carts. Shoppers these days expect multiple payment options so that they choose the one that is suitable for them. Offering at least four payment options can make lower the cart abandonment rate significantly.

- **Poor Email Marketing Strategy:** No doubt social media marketing is a great tool to make better eCommerce business but not paying heed to create a strong email marketing strategy can be a great loss. With email marketing, you can approach the people who have abandoned their shopping carts. Retargeting is a wonderful way to remind the customers you have lost about the added products in their shopping carts. You can't simply assume that your lost customers will remember about the cart items. If they open your email and see the items they have added to the cart, it acts as a reminder which will help you to bring them back to your website. You can even send emails to your customers when the price of any added products get dropped.

- **Technical Issues:** Technical problem is another important reason that makes a significant percentage of shoppers abandon their shopping carts. The most common technical issues include page error, slow loading time, broken links and network downtime. Shoppers expect a page to load in two seconds. If a web page takes three seconds to load, it can take away around 40% of your potential customers. Make sure that you optimize the loading speed of your website and take measures to reduce other technical issues, if can't be eliminated completely.

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