



# OSI Affiliate

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## 44 Ways To Reduce Shopping Cart Abandonment



# 10 Best Ways to Reduce Cart Abandonment



The eCommerce world is an exciting arena where you make money by selling products you love. Most of the time, one of the problems eCommerce entrepreneurs encounter is lack of traffic. But of what use is traffic if potential buyers end up abandoning their cart? There are a lot of ways you can avoid this from happening.

## What Is Cart Abandonment?

Cart abandonment is a common phenomenon in the business world. Not only does it happen to eCommerce store owners, but it also happens to owners of brick and mortar stores. Ever gone to your local grocery store, added some items to your cart only to put everything back into the shelf? It happens, and the reasons could be enormous.

When it comes to cart abandonment in the eCommerce world, the reasons could be countless, perhaps because the store is sluggish, no evident navigation, and so on. Cart abandonment happens when a buyer refuses to check out after adding some items in the cart.

In this article, you're going to learn diverse ways to reduce cart abandonment. If you're smart, you might even eliminate cart abandonment in

your store, although it is improbable but possible. Are you ready to reduce cart abandonment? Let's go!

## 1. Integrate Exit-Intent Popups

If you're running a store and you're yet to use this incredible mechanism, then you're the cause of the cart abandonment. Perhaps that's harsh, but that's the bitter truth. With Exit-intent popup, you will be able to detect when a buyer is about to abandon cart, then present the buyer with a mouthwatering deal they can't resist.

You can install this pop on any page, including the shopping cart and checkout page. It all depends on what you want, and your reason for establishing the exit-intent popup. For example, you can present a buyer with a coupon code that slashes a product by some percentage when they want to exit the page. That way, they would change their mind and proceed.

This trick is straightforward and effective in reducing cart abandonment. OptinMonster's exit-intent technology is very exceptional and sophisticated in that regard. It can present a well-tailored message whenever a buyer is about to abandon the cart.

If the buyer succeeds in abandoning the cart, the battle is not lost yet. You can send them an abandonment cart email sequence, which would urge them to return and complete their order. When it comes to reducing cart abandonment, this trick works big time.

## 2. Improve Customer Experience

Some tiny elements on your website can make or mar your journey as an eCommerce business. In other words, there are little details that can repulse customers, causing them to abandon a cart. Your strategy should be to improve the customer experience.

Take Shopify, for instance. Over 39% of customers were found not to complete their orders due to a website time out error. No doubt, this caused the buyer to use the back button and never return. By fixing this anomaly, they were able to skyrocket sales. Aside from timeout error as the case was with Shopify, here are some ways to improve customer experience and reduce cart abandonment.

- **Using A Mobile-Friendly Theme** – The number of mobile users is almost flying over the chart, and the mistake you will make is overlooking your mobile users. It is no

longer news that about 79% of your visitors are on mobile. By using a mobile-friendly theme, you would be able to reduce cart abandonment.

- **Load Speed** – Speed is very crucial because no one has the patience to wait an eternity for an order to process. A slow website is a turn-off and would affect your store's overall performance. Not only would it increase cart abandonment, but your ranking on Google search results would also be significantly affected. Use a tool like **GTMetrix** to test your website loading speed, then work further in making it faster.
- **Use Attractive Product Images** – A picture they say is worth a thousand words. In that case, you need to invest in high-quality product pictures. By using an image that is of high-quality, you would be able to build trust and consequently reduce cart abandonment.

### 3. Enable Guest Checkout

It is often a common practice to request potential buyers to create an account before they can make orders. But that practice is becoming obsolete as it leads to a high bounce rate and cart abandonment. A way around this is to enable guest checkout. That way, serious buyers don't need to pass through the rigorous process of signing up.

Inputting information, confirming the email address, and returning to the store is exhausting and time-consuming. Tear down that barrier by utilizing this feature. Perhaps later, when the order is complete, you can ask them to sign up for an account.

If you're using WooCommerce or Shopify, all you need to enable this feature is just a tick on a checkbox. On WooCommerce, go to the checkout page, then allow guest checkout.

On Shopify, you can enable this feature by selecting "Accounts are optional" in your customer account setting.

When they have successfully made an order, they can create an account at the end of the checkout process. Do you want to reduce cart abandonment? Use this technique, and you will notice a difference.

### 4. Offer Various Payment Options

You might have a lightning speed store, a guest enabled checkout, and still suffer cart abandonment. The reason for this could be offering a few payment options. According to a study by ComScore, about 65% of online shoppers want to see tons of payment options at the checkout page. That way, you allow them to choose the method they prefer.

By knowing your target market, you will know the ideal payment options to include. In general, options like American Express, Mastercard, PayPal, Visa, etc. are the best bet. If you want to go the extra mile, you might even include a bitcoin option.

When you have numerous payment options, you give your customers more options. If you're a new business, you will be able to determine the top prospects and eliminate those rarely used. There are lots of tools that would even allow you to manage numerous payment options all at once. One of them is MindMeister. With this remarkable tool, your users can pay using American Express, Discover Card, MasterCard, PayPal, Diners Club, etc.

With this tip, you would be able to reduce cart abandonment and increase orders exponentially.

## **5. Use Scarcity**

Humans are always battling with FOMO (Fear of missing out), and you can exploit that and reduce cart abandonment. Sometimes, what people need is a little urge or motivation to complete an order. With this trick, you will be able to do that without hassle.

To do this, display the number of units of the product remaining. In other words, telling the buyer that there are only a few of this item left, you will be able to compel them to make that order for fear of missing out.

Another way to explore this nature is to use a countdown clock. There are a lot of apps or plugins which you can use to do this. When you display a countdown, the customer feels anxious almost immediately and more likely to make an order for fear of missing out.

There are tons of eCommerce stores using this strategy, and the result is always impressive. The fact is, they go in detail to tell the size and styles already sold.

## **6. Reduce Shipping Price**

Ridiculous shipping can be a considerable factor affecting store revenue. With giants like Amazon spoiling their customers with fast and cheap delivery services, you need to give them a reason to order from your store.

If you don't figure out a way to reduce shipping costs or possibly offer free shipping, you would be competing with these giants. You won't survive!

There are tons of strategies you can use to go around this. The first is adding shipping expenses to the price of the product. In other words, the product selling edge becomes free shipping.

You will be making money and reducing cart abandonment using this simple technique. Free shipping doesn't mean you're forgoing shipping costs, and it means you are adding the expenses to the product. By doing so, customers would have more reason why they should complete the order.

## **7. Build Trust With Secure Payment Options**

In the eCommerce world, faith in your services is a very costly commodity. It would be foolish to hand over your wallet to a stranger, right? Of course! That is why you need to build trust with your customers if you must reduce cart abandonment.

To build trust, you need transparency. Your customers need to be sure that their details are safe, and that they can trust you. If they don't trust your platform, they would abandon the cart and go to a more reliable store. To solve this, try and add trust badges and payment providers icons on your website. It shows that your website is safe to make a purchase.

When a customer trusts your platform, they would be free to purchase as much as they want without fear. To build that trust further, feature reviews from people who already bought the product. When customers believe in your business, you can expect not only a reduction in cart abandonment but an increase in average order value and customer retention.

## **8. Reliable Customer Service**

One of the reasons customers often abandon cart is when there is no one around to answer their questions. Ever gone to a store and you have a question, but it seems there is no one to answer you? It is a terrible experience, and you often end up leaving without buying the product. The same rule applies in the eCommerce business.

You need to assure your customers that you're there whenever they need you. Poor customer support is among the reasons for cart abandonment. Before some customers complete their orders, they might have a question regarding the product or perhaps encountered a technical issue. Have numerous channels through which your customers can reach you, and always be ready to respond whenever you get a message.

The most popular channel for eCommerce owners are:

- Phone
- Email
- Live chat
- FAQ Page
- Social media handles, etc.

Social media is important so you must always pay attention to it.

## **9. Add Social Proof**

People go where the crowd is. It is an innate ability and often one that secures them from making a wrong decision. When customers are on the fence about making a purchase, social proof is what you need to get them to decide. By displaying how your products have helped people, you will be able to convince them to complete their order.

There are numerous ways to add social proofs to your store, and they include:

- Integrating customer review
- Feature reviews or testimonials on your other landing pages in your store
- Use an application such as 'Notify' to show customers who else is purchasing your product.

Social proof would help your customer decide whether to checkout or abandon the cart. If the reviews are positive, they are most likely to complete the order.

## **10. Run A Promotion**

Following a study by Statista, 8% of customers forgo their cart if there is no ongoing discount promo. The majority of your customers love deals, and they can cross seven oceans to get them. The same report also revealed that about 46% of people often abandon their cart if the coupon code doesn't work. It further buttresses the point that your customers are die-hard deal seekers.

If you want to reduce cart abandonment, you might want to run a promotion and offer discounts. Through this, you will be able to build customer trust, loyalty, and their lifetime value.

## **Wrapping Up!**

There are numerous ways that you can implore to reduce cart abandonment in your eCommerce store. The most important thing is to discover where the problem lies, then solve it. Perhaps the reason you have an increased cart abandonment is that your store is slow, or maybe you aren't offering the ideal payment options. If you implement the tips in this article, you will notice an increase in sales.