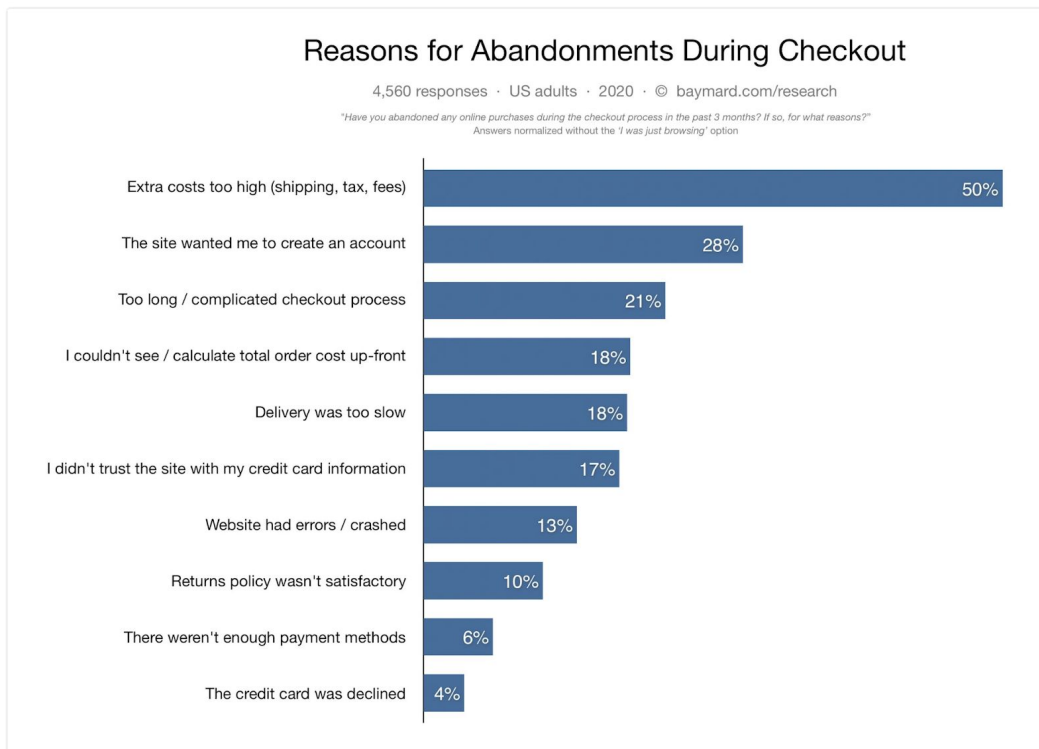## **Decrease Your Abandoned Cart Percentage** (Plug N Play)

Why this is so important:

The average abandoned cart percentage is 77.24%. This means that out of 100 people who are *wanting* to buy your product, only 23 of them actually complete their purchase.

Notice how I said 'wanting to buy your product'. They were about to complete their purchase, however, they may have gotten distracted, their preferred payment method wasn't available, they got confused and didn't know how to proceed etc. The point I'm making is that they had the intent to buy, but something threw them off.

Here are the most common reasons:

Reasons for Abandonments During Checkout

4,560 responses · US adults · 2020 · © baymard.com/research

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"
Answers normalized without the 'I was just browsing' option

Reason	%
Extra costs too high (shipping, tax, fees)	50%
The site wanted me to create an account	28%
Too long / complicated checkout process	21%
I couldn't see / calculate total order cost up-front	18%
Delivery was too slow	18%
I didn't trust the site with my credit card information	17%
Website had errors / crashed	13%
Returns policy wasn't satisfactory	10%
There weren't enough payment methods	6%
The credit card was declined	4%

Here are 4 ways to decrease your abandoned cart rate:

1 - Make your product/s more expensive (Ecommerce brands)

This may sound ludacris but as you can see via the above image, the number 1 reason why people abandon their cart is because they approach the checkout process, thinking they are going to spend $30, however, they realise at checkout that shipping is $15 (for example).

They instantly have a sour taste when they see the total of their cart because they feel as though they are paying $45 for a $30 product.

Conversely, if you were to bump the original product to $40 and tack on a $5 shipping fee they now feel like they are paying $45 to get a $40 product.

Even though they are paying the exact same price overall, their perspective of the price has changed which will result in higher conversion rates.

Even better, if you only ship in one country then you can do 'free shipping' and make the product $45 at which point the customer feels as though they are paying $45 for a $45 product.

I understand that if you ship globally, different shipping charges apply to different countries and so in this case you just want to make the shipping costs smaller rather than eliminate them entirely.

## 2 - Instill confidence in your customers by increasing payment security

A study found that over 61% of customers didn't complete their purchase because they didn't feel as though the checkout process was secure.

As a result of this ensure that you increase your checkout/payment security:

1. *Provide multiple payment options*

   - If a customer proceeds to checkout on your website and they *always* use PayPal (for example) when doing online shopping, then they will

expect to see PayPal on your checkout page. If this
payment option isn't available then they will most
likely go and find your product elsewhere.

Express checkout

| shop Pay | G Pay | P PayPal |

OR

Pay By

| VISA AMEX | P PayPal | afterpay |
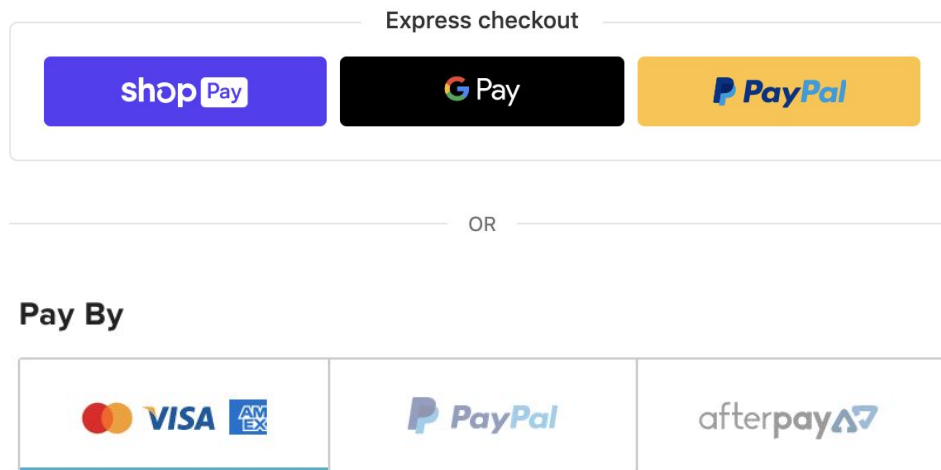
2. *Show trust symbols on your website*

- Oftentimes, customers may not realise that you actually provide a
  plethora of payment options and so you need to advertise it by
  showing trust symbols within the checkout process.

- Simple images like the one below can massively increase your overall
  conversion rate because the customer feels safe inputting their
  payment information.

GUARANTEED SAFE CHECKOUT

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3 - Create as least friction as possible

-   Creating as least friction as possible is vital because if someone doesn't know what to do next/they get confused, then they won't complete their purchase even if they have *every* intention of buying.

    If you have an ecommerce brand, then when some adds a product to the cart, ensure you have a pop up that says 'do you want to checkout or continue shopping?'

Success! You've added this item to your bag.

Nike
Air Force 1 '07 - Men's
$150.00
Qty: 1

CONTINUE SHOPPING   CHECKOUT

You may also like   ‹   ›

This makes it very methodical for the customer to proceed with whatever they want to do next which creates an amazing shopping experience!

- Additionally, you want to remove any friction from the checkout process itself. As you can see within the first image of this document, 21% of people abandon their cart because the checkout process is too long/complicated.
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Additionally, you want to remove any friction from the checkout process itself. As you can see within the first image of this document, 21% of people abandon their cart because the checkout process is too long/complicated.

Focus on making it as step by step as possible and don't implement anything that could get them side tracked and/or confused.

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4 - Abandoned cart email follow-up sequences

As I mentioned at the beginning, a very common reason people abandon their cart/the checkout process is because they simply get distracted. This is why

retargeting ads are so powerful because they only ever get shown to people who have a vested interest in buying your product.

And don't worry about your retargeting advertising funnel as we will take care of that on our end, however, you do want to implement abandoned cart email follow-up sequences.

These hold the exact same purpose as retargeting ads however because you are doing it through email (traffic that you own) it is entirely free and so the returns you make are 100% profit (at least for info-products and it's 100% profit minus product cost for ecommerce).

Final Words

By putting an emphasis on decreasing your abandon cart percentage, it can have a drastic impact on your overall, monthly profits. Ensuring that you have a smooth and

streamlined checkout process (whether it be for an ecommerce or info product business), it is going to increase your bottom line drastically.

There is no point in, pouring more water into a bucket (pushing more traffic to your website) if there are holes in it (if there are holes in your checkout process).