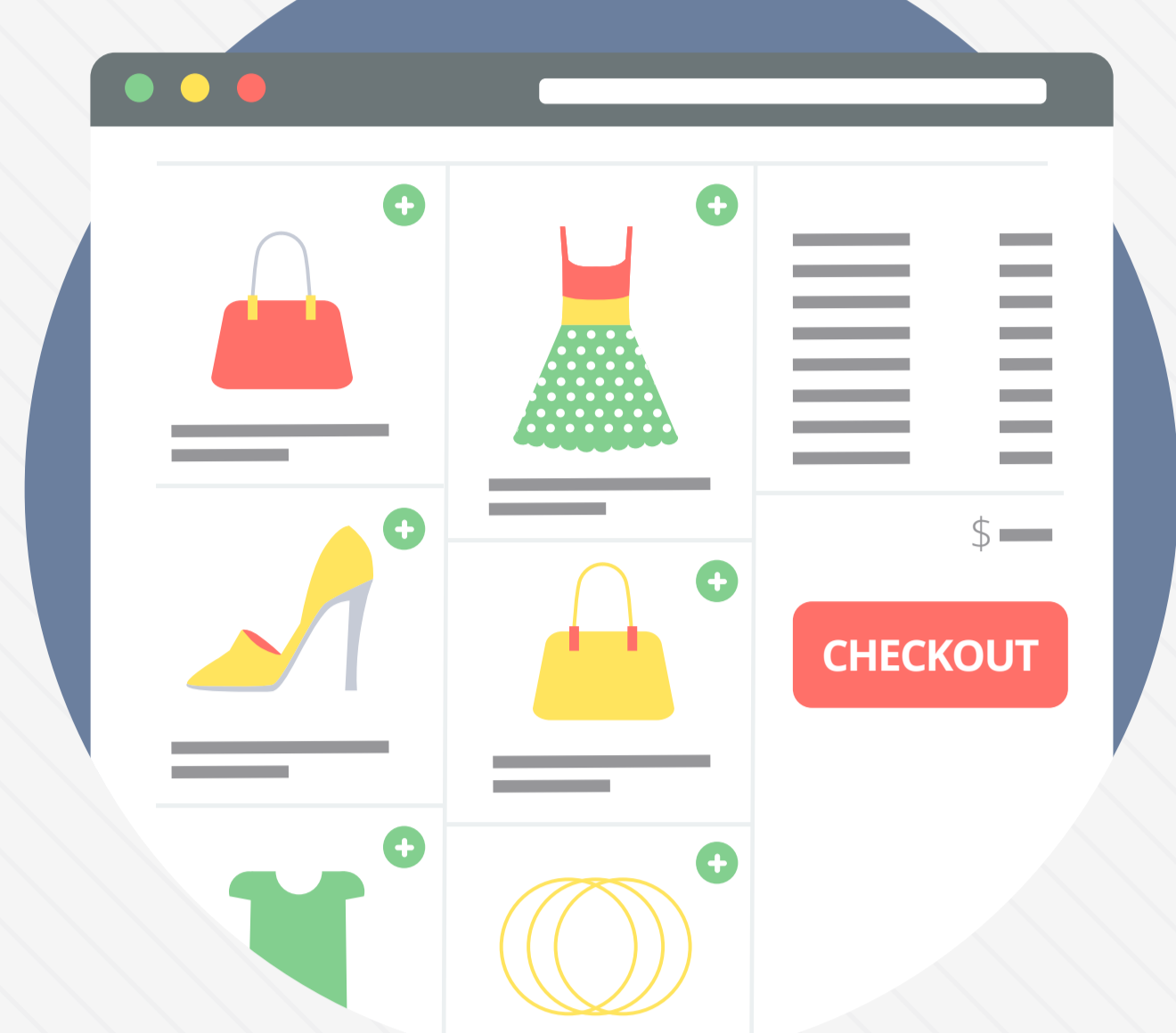


# THE TRUTH ABOUT Shopping Cart Abandonment



In ecommerce, getting shoppers to convert can be a challenge. Lots of shoppers leave your online store without buying — but why? ShipBob created this infographic to help you understand (and overcome!) shopping cart abandonment.

## The Basics



### What is shopping cart abandonment?

An ecommerce term used to describe visitors adding items to an online shopping cart but exiting without completing the purchase.

Cart abandonment rate =

$$1 - \left( \frac{\text{Total number of shoppers who complete transactions}}{\text{Total number of shoppers who add items to cart}} \right)$$



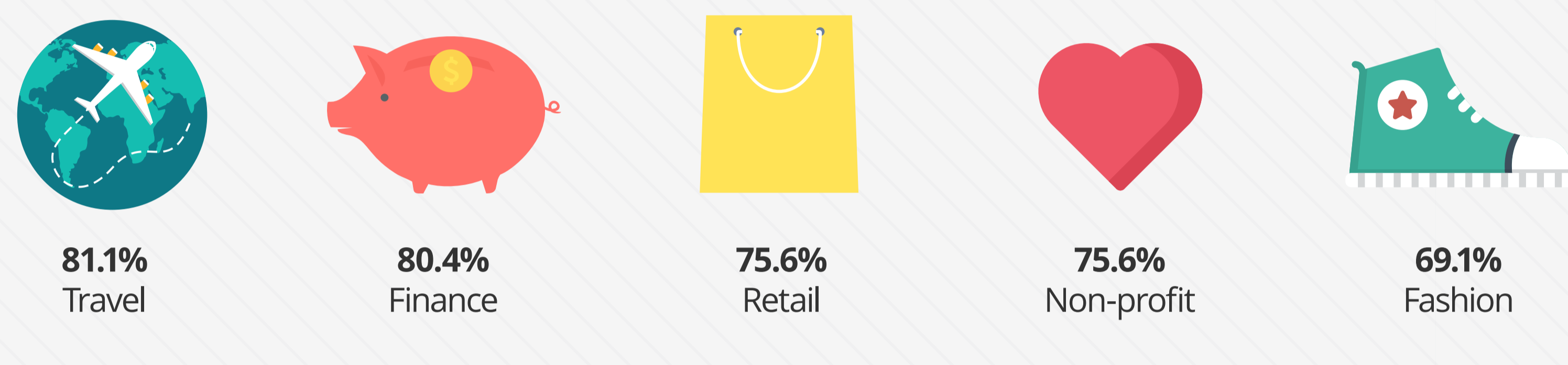
75.6%

Average cart abandonment rate across industries<sup>1</sup>

### Cart abandonment rates by device<sup>2</sup>

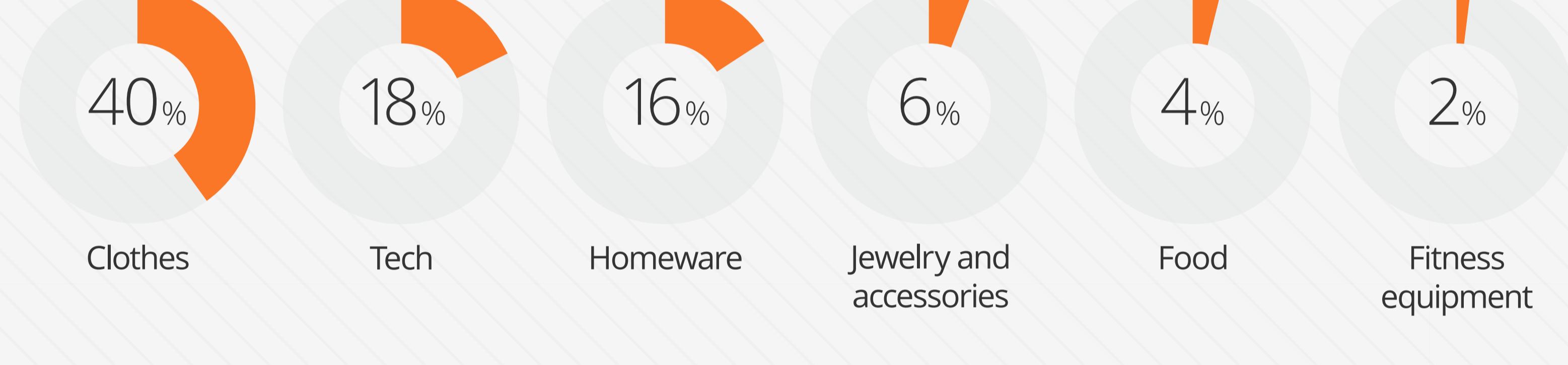


### Cart abandonment rates by industry<sup>1</sup>

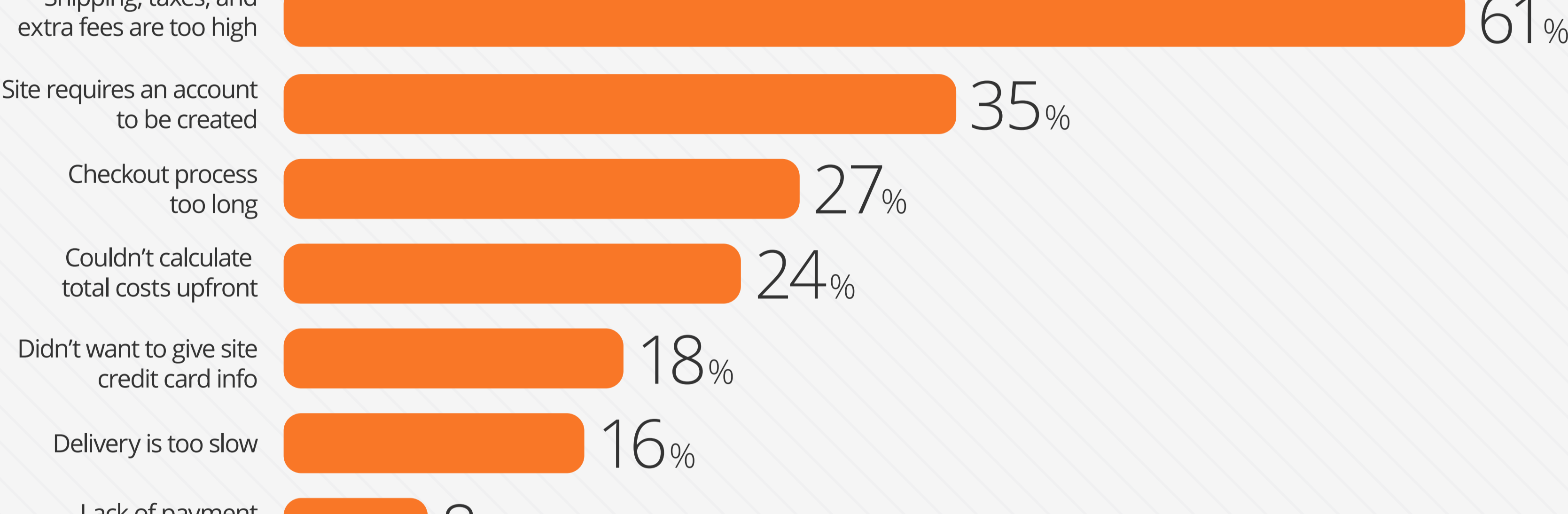


### Which products are most commonly abandoned?<sup>3</sup>

% of shoppers who abandoned this type of product in their carts



### Why do people abandon shopping carts?<sup>4</sup>



**\$4,600,000,000,000**  
in ecommerce sales lost to cart abandonment.<sup>5</sup>

## Reducing Cart Abandonment

\$260 B

in ecommerce sales is recoverable through checkout optimization.<sup>4</sup>



35.26%

increase in conversion rate can be achieved by improving checkout design.<sup>4</sup>

### What can you do?

#### SHOWCASE SECURITY



Use trust icons

Add an SSL certificate

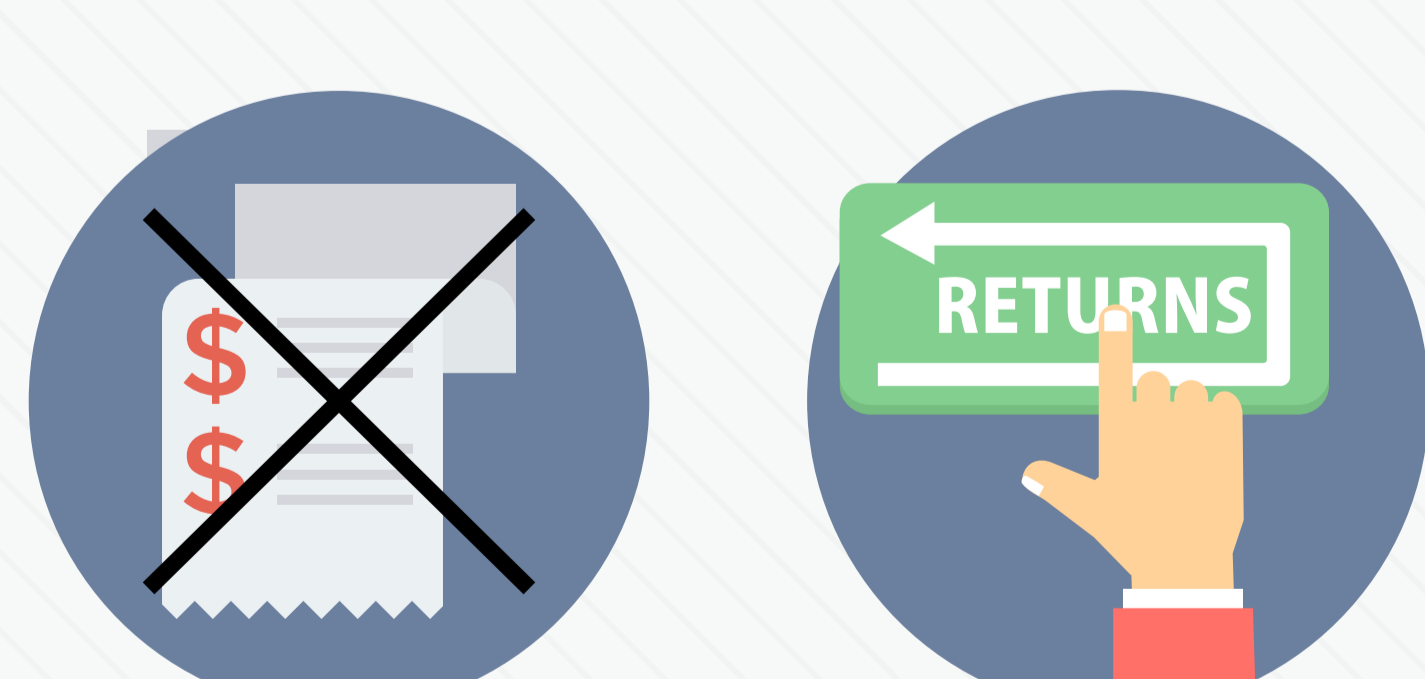
#### SIMPLIFY CHECKOUT



Remove optional fields

Optimize for mobile

#### BE TRANSPARENT



Eliminate hidden fees

Be upfront about returns

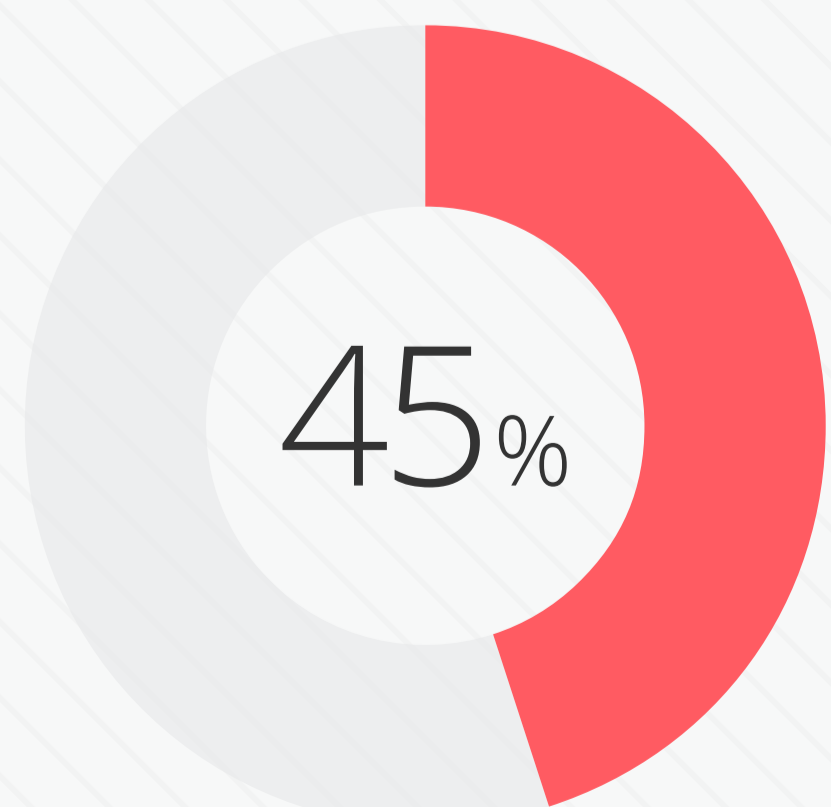
#### MEET SHIPPING EXPECTATIONS



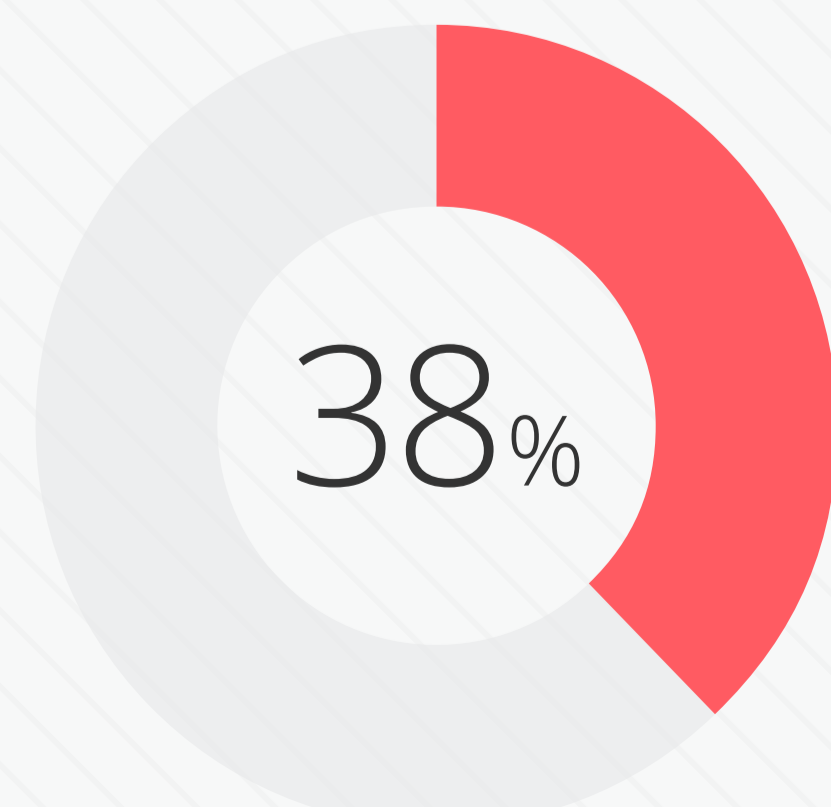
Highlight 2-day shipping

Offer affordable delivery

### Why offer fast and affordable shipping options?



of customers have abandoned a cart because of unsatisfactory delivery options.<sup>6</sup>



are likely to never shop with a retailer again following a negative delivery experience.<sup>6</sup>