



Put a Stop to Cart Abandons!

8 Reasons Customers Click Away... and How to Keep Them Clicking Through

REASON 1
Shipping costs are too high.



Be upfront about shipping costs as well as any taxes or fees. Offer a free shipping option or at least several shipping options at different price levels.

REASON 2
The checkout process is cumbersome.



Streamline the process to reduce the number of pages or steps involved. Check for clear calls to action guiding customers to the next step. Reduce the information they have to enter with auto fill.

REASON 3
There's a lack of trust.



Add social proof like testimonials, items sold, and obvious links to social media sites. Also make your return policy easy to find. Display trust seals and signals throughout the buying process.

REASON 4
A purchase requires an account.



Allow customers to check out as a guest rather than require them to create a username and password.

REASON 5
It's too hard to pay.



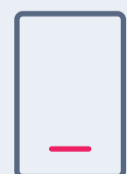
Offer as many options for paying as possible, from credit cards to PayPal to Buy Now Pay Later (BNPL).

REASON 6
There's no sense of urgency.



Add a sense of urgency with popups offering discounts or letting them know there is limited stock on hand.

REASON 7
The website is not optimized for mobile.



Make sure your site loads quickly and is optimized for mobile.

REASON 8
They weren't ready to buy.



Customers will put an item in a cart to think about it, or to hold it while they comparison shop. Offer wish lists or a "save for later" option that customers can use instead of a cart.