

# SHOPPING CART ABANDONMENT

**AN ONLINE RETAILER'S WORST ENEMY**

**PERZONALIZATION** 



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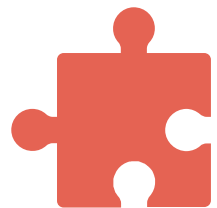


### What does shopping cart abandonment mean for eCommerce?

Let's think about an online shopper. She chooses an item and places it in the shopping basket. What would you normally expect at this point? Completion of purchase, right? The answer is a big NO because nearly 75% of online shoppers are leaving their carts without a purchase. This awful situation is called "shopping cart abandonment".

There is a critical fact that all online retailers need to admit; the moment your customers add something to their shopping carts, they are not browsing anymore – they are shopping! If you cannot give them what they are looking for during the eCommerce checkout process, they would eventually leave your website.

It is always good to believe in data and the Smart Insight research shows us that global **cart abandonment in Q1 2017** alone was 75.6%. Shocked? Well, let me shock you some more. In the first quarter of 2018, online cart abandonment across industries was **more than 75%**.



Shopping cart abandonment rate is high because most of the checkout processes are not designed with care. Besides, shipping costs are not visible on the user interface pushing the customers to add items in their carts just to see what they're going to pay for the delivery of items.



As a seller, your objective with the cart is two-fold. You want your customers to finish the checkout process and complete their shopping without abandoning their carts, and you would want your visitors to continue shopping and put more products into their carts, thereby increasing the average transaction value.

But one thing that is standing in between the cart and the final payment is the mighty 'Checkout Process'. This is typically the stage in the buying cycle which includes billing, payment and any other shipping information etc. It is this stage, which if not optimized, results in abandoned carts.

Shopping cart abandonment is a significant part of the web based shopping process that retailers give cautious consideration to. In the absence of a sales rep, convincing the shopper to finalize the order is often a hard task. This is the reason why most of the online shopping carts are turned into lost sales.

Online shopping cart abandonment rate is calculated by dividing the total number of completed transactions by the total number of transactions that were initiated.

Thus, the shopping cart abandonment rate formula goes like this:

$$\frac{\text{total number of completed transactions}}{\text{total number of transactions initiated}}$$



## Shopping cart abandonment statistics

The stats around abandoned carts reveal the hard truth; most online retailers have difficulty in convincing their customers in buying from their online stores. All the marketing efforts put into driving traffic to web shops are blown away when the online visitor leaves without making a purchase.

Average Cart Abandonment Rate in 2019  
(by country)

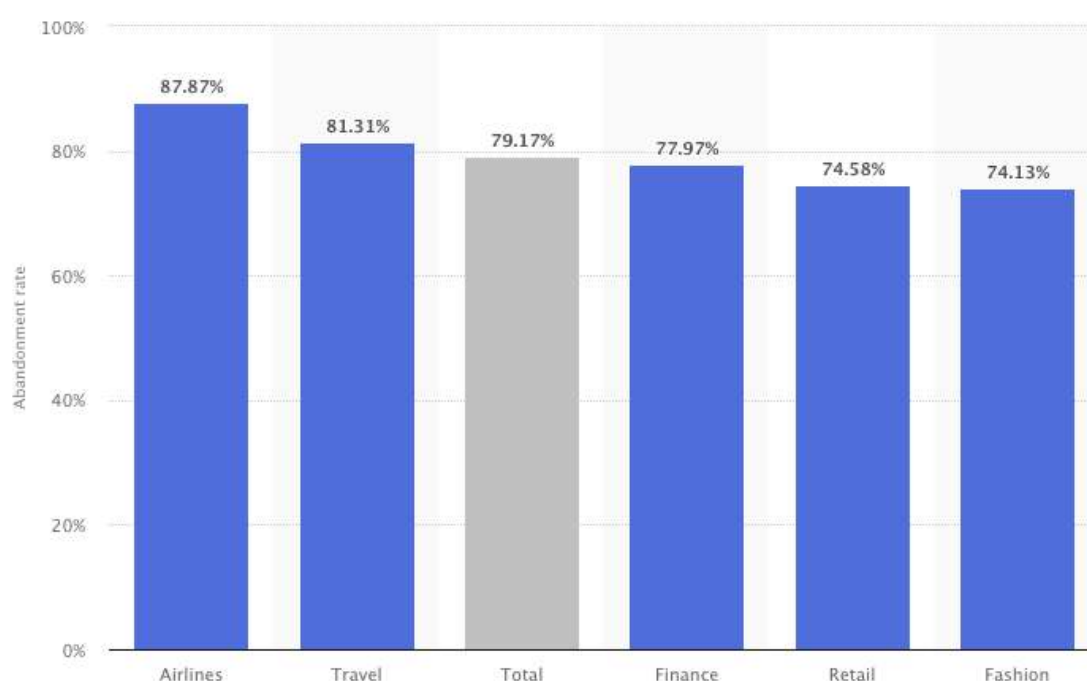
Country	Cart Abandonment Rate ▾
ES	86.14%
Global	77.73%
FR	76.81%
GB	76.01%
AU	74.64%
CA	72.44%
US	71.86%
NL	65.49%

Source: Barilliance Survey: February 6, 2020 | By Stephan Serrano



Average shopping cart abandonment rate is dependant on the countrywide shopping habits as well as the purchase behaviours inside the shopping categories. According to Statista's survey, the highest abandonment rate was in airlines category in 2018. This is something pretty much expected as the tax and other costs cannot be seen without adding a flight in the basket. The fashion industry, which has the lion's share among all online carts, is still lucky in terms of the lower shopping cart abandonment rates.

## Online shopping cart abandonment rate in selected industries



Source: Statista, 2018 survey (<https://www.statista.com/statistics/457078/category-cart-abandonment-rate-worldwide/>)



## Reasons for shopping cart abandonment

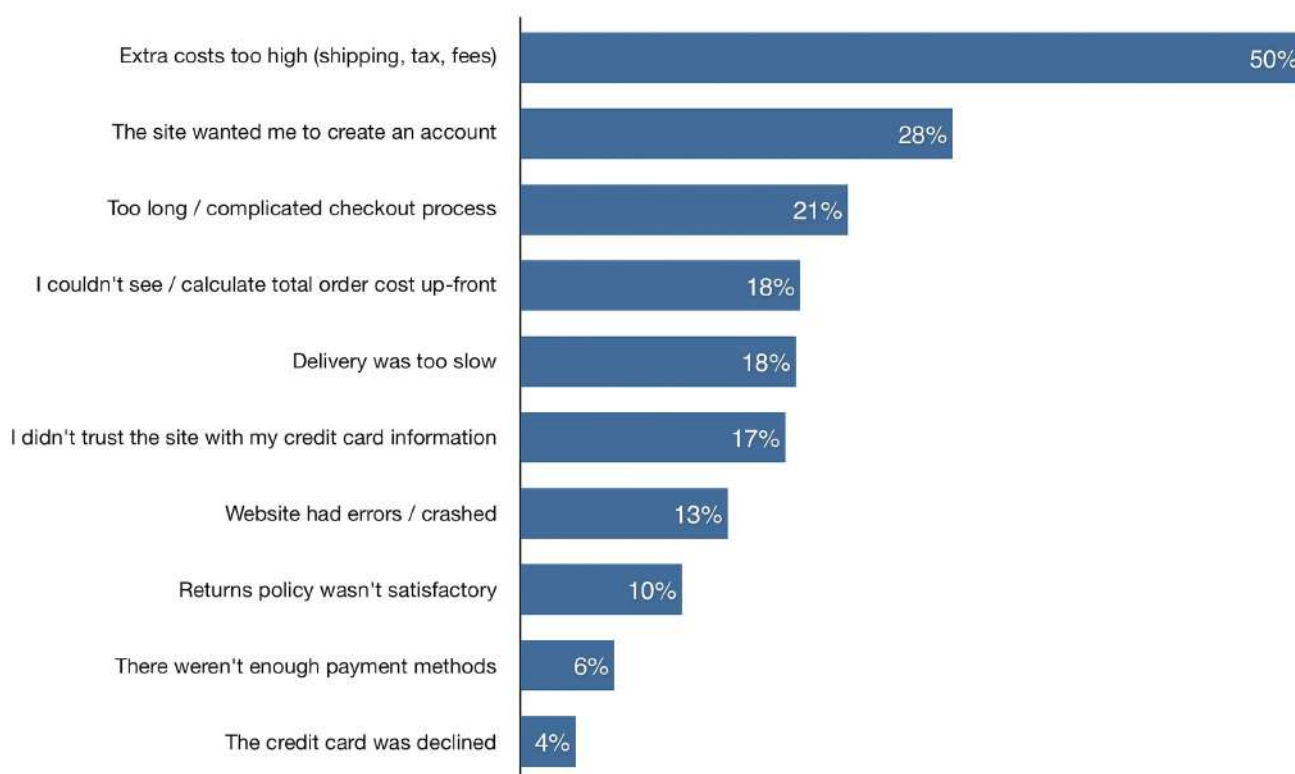


Online shoppers – especially Millennials – are quite demanding customers. This is something reflected in Baymard's survey that shows the reasons for shopping cart abandonment.

### 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



By having a look at the above survey, we can comment that online shoppers demand low shipping costs, fast login (or no login at all), fast checkout, transparency, fast delivery, credibility, smooth user interface and payment with ease. It may be relieving for the online merchants that the top reasons for shopping cart abandonment are the ones that can be avoided if certain measures can be taken.



## What to do with abandoned shopping carts?

There are some critical elements that determine whether your online visits will turn into sales or not:

- A. What should your cart consist of / cart contents
- B. How should these different elements be laid /cart layout
- C. How can you optimize both these elements /cart optimization







## A. Cart Contents

The contents of your cart should be clear and simple. There should just be the right amount of information and details. Few things that need to be a part of your Cart page are:

- ***Small photos in the cart:*** This will not only help your customers to identify and confirm the products they have chosen but will also provide a nice presentation.
- ***A small description of the product:*** Along with the name of the product, you should include a short description giving additional information for the visitor to confirm that what they've chosen is appearing on the cart.
- ***Costs and Quantities:*** The costs and quantities of each item must be shown distinctly. The information should be legible and should be accompanied by sub-totals and the total.
- ***Editable Card Content:*** Make sure that the quantities ordered can be edited, without leaving the page. You can either incorporate a drop-down in the quantity box or include '+' and '-' buttons.
- ***Update Cart Functionality:*** Once changes have been made to the contents of the cart, there should be an "Update Cart" or "Update Quantities" button. This finalizes/confirms the changes made to the cart.
- ***Customer Support:*** This is an optional element, but definitely goes a long way to imbibe trust in your customers for your brand.



NIXON

1 SHOPPING CART

2 ADDRESS & PAYMENT

3 REVIEW ORDER

CONTINUE SHOPPING

ITEMS	QUANTITY	PRICE	TOTAL	CUSTOMER SUPPORT
<div><div></div><div><div>THE MONOPOLY</div><div>All Silver Crystal</div></div></div> <div><div>1</div><div>Remove</div></div>	\$250.00	\$250.00	<div>Need assistance?</div> <div>Call us at (888) 455-9200</div> <div>Monday to Thursday</div> <div>8:00am - 5:00pm PST</div> <div>Friday</div> <div>9:00am - 5:00pm PST</div> <div>Shipping Policy</div> <div>Return Policy</div> <div>Watch Warranty</div> <div>Headphone Warranty</div> <div>Luggage, Packs and Handbag Warranty</div> <div>Privacy Notice</div>	
Subtotal:			\$250.00	
Estimate Tax & Shipping:			<div>Zip Code</div>	
TOTAL:			\$250.00	

CHECKOUT

SHIPPING'S ON US

Free Ground shipping on all orders!

© 2014 Nixon Inc.

VISA

MasterCard

DISCOVER

AMERICAN EXPRESS

PAYPAL

NIXON

HOME / SHOPPING CART

SHOPPING CART (1)

ORDER TOTAL £85.00

FREE SHIPPING & RETURNS.

CHECKOUT

PRODUCT	COLOR	SIZE	UNIT PRICE	QUANTITY	TOTAL
<div><div></div><div><div>TIME TELLER</div><div>A645-001-00</div><div>Edit</div><div>In Stock</div></div></div> <div>All Black</div> <div>OSFM</div> <div>£85.00</div> <div><div>1</div><div>Remove</div></div>	£85.00				

NEED ASSISTANCE?

0800 234 7003

Monday - Thursday

8:00 - 17:00

Friday

8:00 - 16:00

ukcustomer@nixon.europa.com

ORDER SUMMARY

Item Subtotal

£85.00

\*Shipping

Free

Standard - Free

ORDER TOTAL

£85.00

\*Incl. VAT & Duties

CHECKOUT

PayPal

APPLY A PROMO CODE

+



## **B. Cart Layout**

Merely having all the right content in your cart page is not sufficient to reduce shopping cart abandonment. Having a clean and understandable layout is what brings out the best in your eCommerce cart page.

There are three goals you need to achieve from your cart page.

- 1.To get your customers to complete the purchase process.
- 2.*To increase the transaction value* by encouraging them to continue shopping
- 3.To build trust

There are typically two layouts for a cart page.

**3 Goals In Cart Page: Get your customers to complete the purchase process, upsell and build trust.**



## SINGLE COLUMN CART PAGE


The one-column layout gives a list of all the products added to the cart, their prices, and at the bottom lists the total with a button to complete the checkout process. Mobile optimized eCommerce stores usually feature one-column cart layouts when viewed on a smartphone.

[< continue shopping](#)

### Your Shopping Bag

Prefer to shop in our boutiques?  
Take this list with you!

EMAIL  
PRINT



**Lana Leopard Lace Tee**  
Style: 570113309  
SKU: 451004831976  
Color: Summerberry  
Size: Size 1 (8/10, S)

[Edit](#) [Remove](#)

PRICE


\$55.00

QUANTITY

1 ▼

TOTAL

\$55.00



**Easy Cotton Tyree Shirt**  
Style: 570105245  
SKU: 451004495130  
Color: Mysterious Blue  
Size: Size 1.5 (10, S)

[Edit](#) [Remove](#)

PRICE

\$39.50

QUANTITY

1 ▼

TOTAL

\$39.50


CHECKOUT

### Order Summary

ITEM SUBTOTAL	\$94.50
ESTIMATED TOTAL (BEFORE TAX)	\$94.50

Promotion Code

APPLY



The two best words ever?  
*shoe* SALE!  
**50% OFF**  
Select Styles  
[SHOP THE SALE](#)

\*Details

### Need Help?

We're happy to offer international shoppers with English Customer Support!

[CLICK TO CHAT](#) [CLICK TO CALL](#)




## TWO-COLUMN CART PAGE LAYOUT

The two-column layout displays the products in a list in the first column and the second column contains the total and the button to complete the checkout process.

**Free Shipping on Everything.**  
60-Day Money-Back Guarantee | Lifetime Tech Support

### SHOPPING CART



30519D4003

[Change quantity](#)

**Samsung UN19D4003** **\$199.99**

19" 720p LED-LCD HDTV

Qty: 1

**in stock**

[Add accessories for this product](#)

[Add a warranty for this product](#)

**Item(s) total** **\$179.99**

Instant Rebate \$20.00 off  
You save \$20.00

### CHECKOUT

Check out with **PayPal**

or

**Proceed to Secure Checkout**

Order Subtotal **\$224.99**

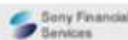
Standard Shipping **FREE**

**Order Total \$224.99**

Total saving for this order **\$20.00**

**Crutchfield Rewards**

Crutchfield Rewards points **225**

[Special Financing Available](#) 


Shipping Estimator

Enter ZIP code

**Review your order with an expert**


Call 1-888-802-7697 - 7 days a week

Your Connect ID: **863214464**



VA residents will be charged 5% sales tax

[Privacy](#) | [Guarantees](#) | [Supported Forever](#)

Crutchfield Corporation 



Links like “View Accessories” or “Continue Shopping” increase transaction value by promoting upselling and cross-selling. These are usually found next to the “Complete Checkout” button in case of “Continue Shopping” and below or next to the particular product in the case of “View Accessories”. There are many third-party apps like the one we have here at **Perzonalization** , *which when integrated with your eCommerce store*, will help you upsell and cross-sell products by recommending related products to your customers.

Links for customer support, warranty information or ‘Site Secure’ information accompanied by a list of payment options help to build trust.

Additionally, give your shoppers the opportunity to save their cart for later, or bookmark specific products as favourites.





## C. Cart Optimization

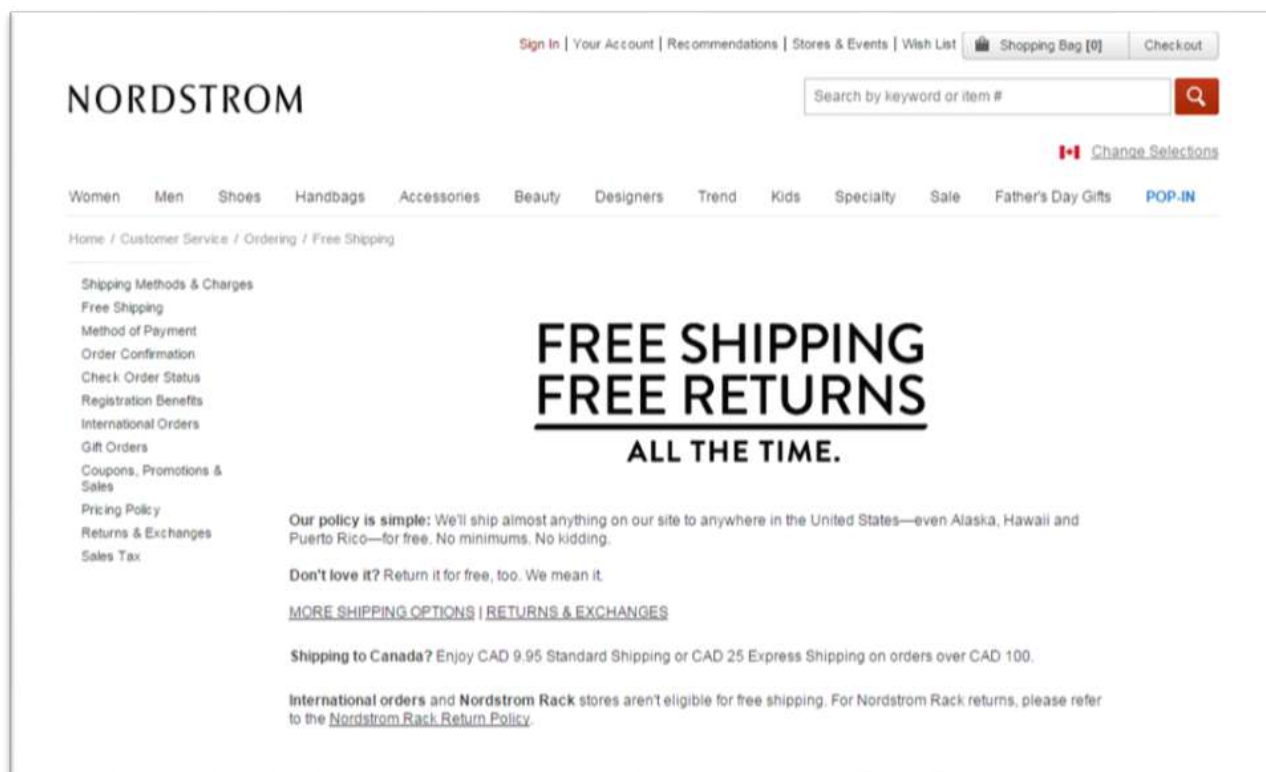


In order to reduce shopping cart abandonment, the shopping cart page should be optimized. And for this, we need to first target the single biggest elephant in the room – high shipping costs and other costs that could be involved. So, let's first deal with this and then look at the other elements of the cart which can be optimized.

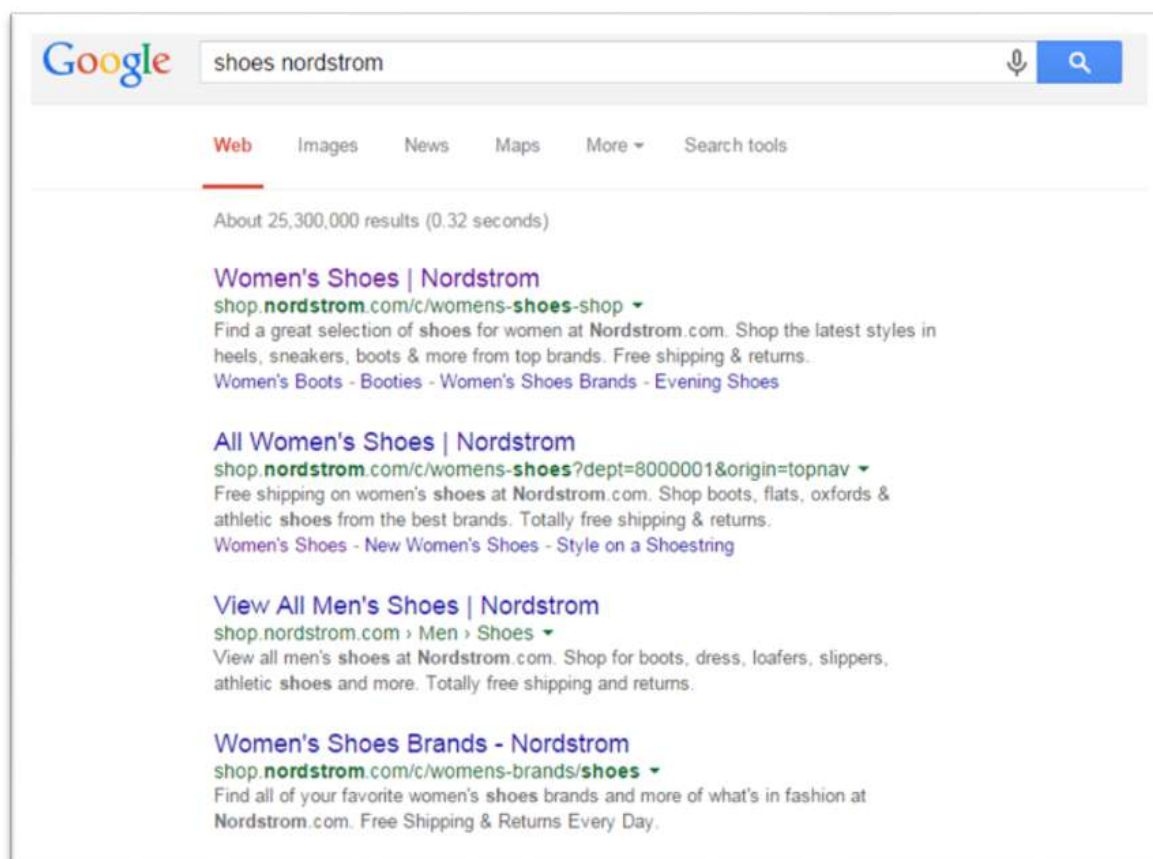
## SHIPPING AND OTHER COSTS

High shipping costs is the main reason behind the recent trend in increasing cart abandonment issues. This is also the reason why many major eCommerce players have now started playing around with this single aspect of cart optimization. From including free shipping as a part of a minimum order value to simply offering *all-time free shipping* and free returns, online retailers are trying to make this stage as smooth as possible.

However, one thing to keep in mind here is that it's not merely enough to offer free shipping; it's important that your customers are told about it at the very onset of their purchase journey, so that they can shop stress-free. Look at how Nordstrom informs its customers about free shipping at the very moment they start interacting with its customers.




Not only this, Nordstrom's Meta texts feature its 'free shipping, making this information readily available on all organic search results.








If you are wondering how smaller eCommerce stores – like Shopify stores – are going to afford free shipping all the time, PayPal recently announced a Return Shipping Refund Service, which basically allows you to offer free shipping and returns for payments made through PayPal.



### Introducing the no-fee Return Shipping Refund service.



You're invited to participate in the trial of our new [Return Shipping Refund service](#).

Once you've activated the service, if the purchase you've made online with PayPal isn't quite right, you can return it and make a claim for the return shipping costs,\* worldwide. In order to receive your refund on the return shipping costs, all you need to do is follow the three simple steps below. So, relax and buy with confidence!

By clicking the activate now button, I agree and consent to the Return Shipping Refund service [terms and conditions](#) and [privacy policy](#).

[Activate Now](#)

Online purchases made through PayPal. Shipping fees are refunded to you.

**It's not merely enough to offer free shipping; it's important that your customers are told about it at the very onset of their purchase journey, so that they can shop stress-free.**



## OFFER GUEST CHECKOUT

One of the shopping cart problems is related with the online shopper's reluctance in giving their personal information. To overcome this issue, always give your visitors a chance to browse through your store without them having to create an account. There is a reason why this accounts for 37% of your cart abandonment issues. When Amazon doesn't mind doing this, I see no reason why you shouldn't.

A screenshot of the Amazon.com sign-in page. The page features the Amazon logo at the top left, followed by a shopping cart icon and links for 'SIGN IN', 'SHIPPING & PAYMENT', 'GIFT OPTIONS', and 'PLACE ORDER'. Below the logo, the text 'Sign In' is displayed. A form field prompts the user to 'Enter your e-mail address'. Two radio buttons are present: the first is selected and labeled 'I am a new customer. (You'll create a password later)', and the second is labeled 'I am a returning customer, and my password is:'. Below the second option is a password input field. A yellow button with a play icon is labeled 'Sign in using our secure server'. At the bottom, there are two blue links: 'Forgot your password? Click here' and 'Has your e-mail address changed since your last order?'.

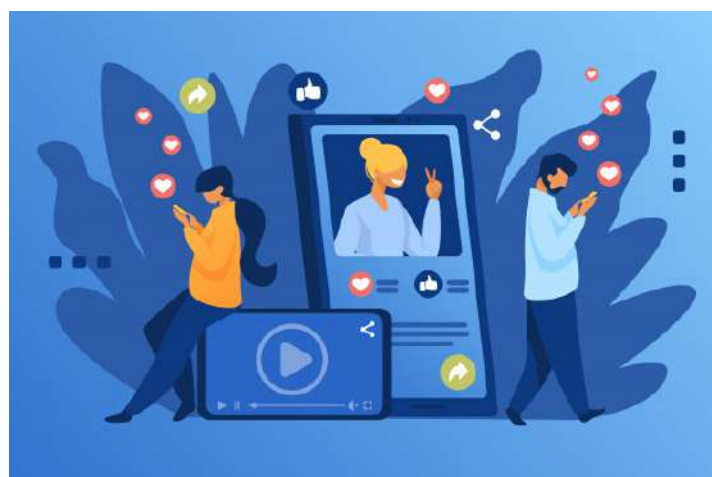


The guest checkout option is an example of reducing the chance of your customers' "hitting the wall" in checkout process. When you give your customers the option to check out as a guest, you tell them that they can make a purchase without giving you their personal information. This helps reduce abandoned carts.

But if you have to get customers to log in, you can do two things to ease the process for them.

First, you could enable them to use their social media login to get in to your site. This takes away the effort of entering every single information manually and makes it possible to complete the registration with a single click.

Second, you could reward customer registrations. Offer them a discount or price reduction on certain products or give them free shipping, if they register. This will make your customers feel that they will actually get an award if they fill out the form.





## EASE OUT THE CHECKOUT PROCESS FOR YOUR CUSTOMERS

Fewer clicks to checkout, the higher will be your conversion. There are a couple of tips I have gathered for you:

1. If, for some reason, you need to have a couple of pages to be filled, give a visual indicator to your shopper on how far they have progressed in the process. Nixon's cart page below will give you an idea on how this can be done.

The screenshot shows the Nixon shopping cart page. At the top, there is a progress indicator with three steps: 1. SHOPPING CART (active), 2. ADDRESS & PAYMENT, and 3. REVIEW ORDER. A 'CONTINUE SHOPPING' button is located to the right of the progress indicator. Below the progress indicator, there is a table with columns: ITEMS, QUANTITY, PRICE, and TOTAL. The table contains one item: 'THE MONOPOLY All Silver Crystal' with a quantity of 1, a price of \$250.00, and a total of \$250.00. Below the table, there is a 'SHIPPING'S ON US' section with the text 'Free Ground shipping on all orders!'. To the right of the table, there is a 'CUSTOMER SUPPORT' section with links: 'Need assistance? Call us at (888) 455-9200', 'Monday to Thursday 9:00am - 5:00pm PST', 'Friday 9:00am - 5:00pm PST', 'Shipping Policy', 'Return Policy', 'Watch Warranty', 'Headphone Warranty', 'Luggage, Pads and Handbag Warranty', and 'Privacy Notice'. At the bottom of the table, there is a 'Subtotal' of \$250.00, an 'Estimate Tax & Shipping' section with a 'Zip Code' input field, and a 'TOTAL' of \$250.00. A 'CHECKOUT' button is located at the bottom right of the table. At the bottom of the page, there is a copyright notice '© 2014 Nixon Inc.' and logos for VISA, MasterCard, DISCOVER, and American Express.

ITEMS	QUANTITY	PRICE	TOTAL
THE MONOPOLY All Silver Crystal	1	\$250.00	\$250.00
		Subtotal:	\$250.00
		Estimate Tax & Shipping:	
		TOTAL:	\$250.00

SHIPPING'S ON US  
Free Ground shipping on all orders!

CUSTOMER SUPPORT  
Need assistance?  
Call us at (888) 455-9200  
Monday to Thursday  
9:00am - 5:00pm PST  
Friday  
9:00am - 5:00pm PST  
Shipping Policy  
Return Policy  
Watch Warranty  
Headphone Warranty  
Luggage, Pads and Handbag Warranty  
Privacy Notice

CHECKOUT

© 2014 Nixon Inc.

VISA MasterCard DISCOVER American Express

2. Add 'checkout' buttons at the top and bottom of the screen, so that no matter where the customer is, he is never far from one of those.

3. Allow the customer to copy the shipping address to the billing address and vice versa. This will save them time and effort.



### TAKE THE FEAR OUT OF YOUR CUSTOMERS



One of the main reasons for shopping cart abandonment is security concerns.

Make your customers feel that security of their personal information is something you take very seriously. Get an SSL Certificate and proudly showcase it on your payment page for your customers to see it.

The 'https' in your web address also means that your site is a secure site, and nowadays many people know these basics. So, host your eCommerce site on a secure site.

Last, but not the least, your privacy policy and terms and conditions should be in its place, which should have a security policy spelled out as well.

### MAKE YOUR SITE STORE IMPORTANT DATA

Once a visitor creates an account on your site and fills up information like shipping method, billing and shipping addresses, credit card information etc., make sure that your site stores that information. This way, your customer doesn't have to re-enter all the information every time she stops by. When people don't have to waste their time on these things, buying becomes a one-click process.



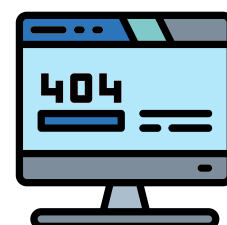
## OFFER MULTIPLE PAYMENT OPTIONS

Over and above the standard credit cards like Visa, MasterCard and American Express, offer other payment options like Debit Cards, Cash on Delivery etc. Although there is no hard and fast rule on how many **payment options** we want to give our customers, some simply prefer one payment method to another.

Consider allowing payment options such as Google Wallet, PayPal, Dwolla or similar other modes of payment available. Consider third-party integrations such as Amazon Pay. Sometimes, your payment options should also depend on the country you operate in.

## MAKE ERROR MESSAGES SPECIFIC

Sometimes your customers may encounter errors despite your best efforts. If that happens, make sure that your errors are not generic. Ideally the error should spell out what the particular error is and how to resolve it. This will reduce customer frustration and will keep them moving forward instead of quitting.





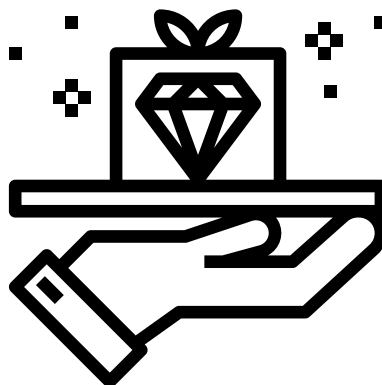
## REMIND YOUR CUSTOMERS ABOUT THE GOOD STUFF

When a customer has brought a product, he would want to know how soon the product is going to be delivered or whether he is entitled to a free shipping etc. Look at the checkout page from ASOS. It shows three key messages for all its paying customers.

A screenshot of the ASOS checkout page. At the top left, it says 'SAVE CART | EMPTY CART (Cart items are saved for later on expiration)'. Below this are logos for VISA, Mastercard, PayPal, American Express, VISA Electron, LAZER, and others. On the right, the subtotal before shipping charges is \$342.60. Below that, a dropdown menu shows 'US Standard (Up to 6 days) \$0.00'. A link for 'View international rates' is also present. The total cost is \$342.60. There are two buttons: 'CONTINUE SHOPPING' and 'PAY SECURELY NOW'. At the bottom, there are three boxes highlighting benefits: 'FREE STANDARD SHIPPING FULLY TRACKED 6 DAY SERVICE', 'FREE & EASY RETURNS FULLY TRACKED', and 'UNLIMITED 2-DAY SHIPPING Only \$19 for a whole year!'.

These kinds of messages remind the customers that you care about them and their safety. It will immediately make them trust your brand and they will want to come back for more.





## INCLUDE A GIFT WRAP OPTION

Amazon always uses this, and I like it because it makes me feel that Amazon is going a step further to save me from the effort of gift wrapping. It becomes particularly valuable around the holiday shopping seasons. These “little things” which add a personal touch and helps the shopper save time are very valued and remembered by customers.

## PROVIDE FINANCING OPTIONS FOR HIGH-TICKET ITEMS

Consider some creative and trending financing options for those high-value items. Use PayPal’s “Bill me Later” function or offer payments in installments (EMI). This will have a two-fold benefit. It will move your high-ticket products faster and also encourage customers to buy that product instead of leaving it in the cart.







## **How to reduce shopping cart abandonment by optimizing the experience on the whole webshop?**

### ***A. Mobile optimization***

This is important, considering almost a third of eCommerce transactions come from mobiles and tablets. Make mobile optimization a priority for better sales and improved conversions. You will definitely see a reduction in your cart abandonment.

### ***B. Put promo codes on your website***

No one wants to off-site to a coupon directory to find a promo code. Keep your promo codes in your check out page where your customers can see it.

### ***C. Announce the discounts***

Everyone loves a good deal. Showcase products which go through a price reduction. Show the previous price of a product. This will encourage your customers to grab the product while it is still on sale.





### ***E. Provide 24/7 customer support along with a 365 day return policy***

It is normal human psyche to stick to a brand which is always there to listen. Make sure you incorporate that in your store. Provide customer service to your shoppers at all times, and show them that you care. Add a 365-day return policy for that icing on the cake.

### ***F. Use one of the automated cart abandonment solutions***

There are great shopping cart abandonment solutions that can help you prevent recover your lost sales or prevent abandoned carts in the first place. Let's go review those software tools.



## *Exit intent pop-ups*

It is possible to predict if a customer is going to leave your website or not. An intelligent tool can decide when an online shopper will abandon his cart and then display a checkout pop-up to create urgency. The pop-up text might include a message like this; “Don’t go! You’ve got products in your cart. Get 5% off your purchase when you use this code.” One of the app developers Optimonk provides exit pop-up solutions for Shopify stores.

## *Facebook Messenger*

Conversational marketing has grown into a huge communication channel for the eCommerce brands. If you are in online retail, you can easily add a Facebook Messenger app on your website and set it up to ensure that it pops-up whenever a shopper is about to leave her cart.





## *Push notifications*

Like Facebook Messenger, push notifications on web or on mobile apps help online retailers recover their lost customers via sending notifications each time a cart is abandoned.

## *Cart abandonment emails*

You will always have some cart abandonment even after you have done your best. For those times, take the help of email marketing. Use Personalization's automated emails to send shopping cart abandonment emails to your customers and create a sense of urgency in your emails. We have observed 22% open rate on the cart reminder emails we sent out for our clients.





## Your Checkout Optimization Checklist

### DO-s

1. Display thumbnails of items in the cart
2. Give them the option of Guest Log in
3. Provide Customer Support info at all times
4. Enable visitors to go back and continue shopping from the cart page
5. Have a Checkout progress Indicator
6. Highlight the important steps with CTA
7. Inform about Products' availability

### DON'T-s

1. Force Users to register
2. Hide Shipping or extra costs
3. Add coupon codes on the checkout page
4. Try to cross-sell all the time
5. Clutter your checkout page.
6. Hide the most important information.
7. Make your background colour for the checkout page jazzy. Make sure the background colours serve true purpose.



8. Allow multiple payment options
9. Save all customer information, even for guest login
10. Use cart abandonment mails
11. Add third-party security badges on the payment page
12. Reduce the number of steps required to checkout
13. Enable address look up/predictive entry tools
14. Include a Gift Wrap option
15. Provide financing options for high-ticket items
16. Incorporate clear and helpful error messages

8. Ignore your font size and don't make your customers squint. Reserve bigger font size for important information and smaller size for terms and conditions.
9. Overuse whitespace and confusing line breaks.
10. Put any information on the Checkout Page which can distract your customers – like header and footer navigation, related products, banners etc.



## Some Checkout Page Best Practices

### 1. BERKEY WATER

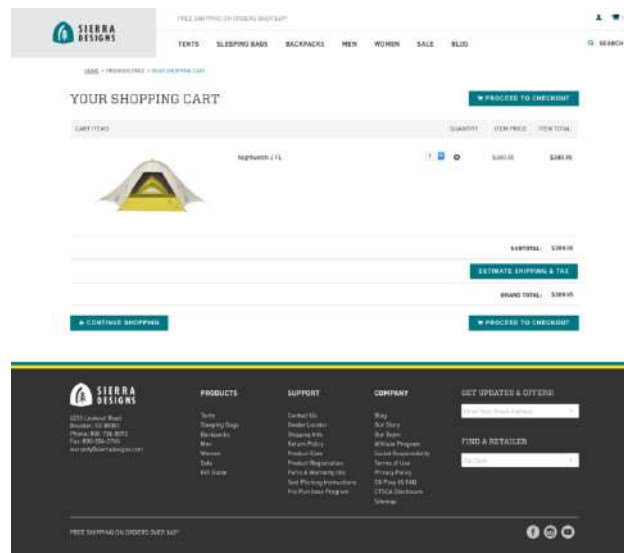
Berkey Water here is a really good example of displaying security information on the checkout page. There is no way a customer will miss that when he is entering his credit card details here.

### 2. COUTURE CANDY

This is another neat checkout page I really like. This page spells simplicity. It removes all distractions, and it pulls the cart summary information down as you progress.

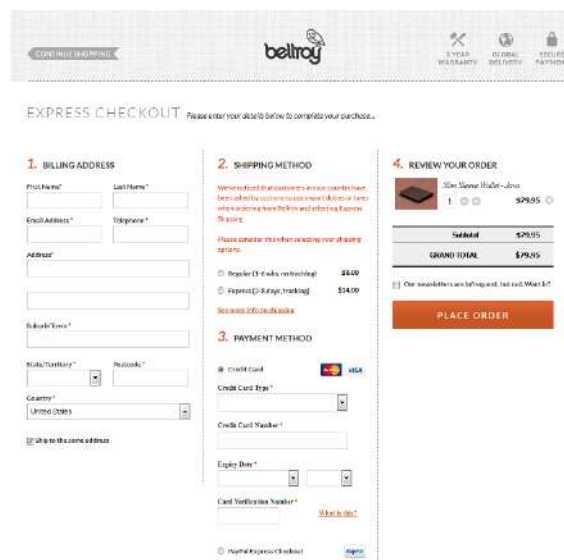


## 3. SIERRA DESIGNS



This is a very strong cart page and a lot of research must have gone into this one. I like the way it provides a summary of the order, followed by a clear 'Next Step', and all the way to the next stage of the checkout.

## 4. BELLROY




Now, Bellroy has managed their cart abandonment issues really well. It's a one-page checkout, which is always a better option, and it also gives its customers a disclaimer about shipping costs, which keeps customers informed what they are paying for.





## 5. FAB

**Fab.** [Return to Cart](#)

**Checkout** 

**Sign Up**

\* Enter Your Email Address

\* Create A Password

☒ I agree to the Terms Of Use and Privacy Statement.

[Create Your Account](#) [Login with Facebook](#)

**Login**

Have an account already?  
Click here to [sign in](#).

**Order Summary**

Order Subtotal	\$97.67
Shipping	<b>FREE</b>
Special Offers	-\$26.25
Estimated Tax	\$0
<b>Order Total</b>	<b>\$71.62</b>

[Place Your Order](#)

You are saving \$65.13


**Shipping**

**Billing**

**Review & Confirm**

**In Your Cart**

Standard Shipping Only




Alarm Clock Dark Wood

Qty:

\$33.37

Shipping: FREE

Estimated Arrival: Oct. 14 - Oct. 21



Color-Block Duvet Set Salmon

Size: Twin

Qty:

\$64.50

Shipping: FREE

Estimated Arrival: Oct. 14 - Oct. 21

Speaking of social logins, Fab does a neat job of providing an option to login with Facebook to complete the purchase – thereby saving valuable customer time. Additionally, they also clearly display the shipping cost for each item separately.



## Wrapping it all up

Ultimately, the checkout process should be as convenient as possible for the user, and it is safe to say that there's no such thing as an optimum checkout process. The results will always vary depending on the product you are selling, demographics, price point and various other factors. The best results are likely to come only from continuous testing, monitoring and improvising.

For starters, in order to prevent cart abandonment, you need to ensure that the page is well designed and avoid confusing your shoppers – simplicity and user convenience are really the winners here!

The actionable tips/hacks I have mentioned in this article will help you to improve your checkout process and improve your conversions. So, let us know how it went!





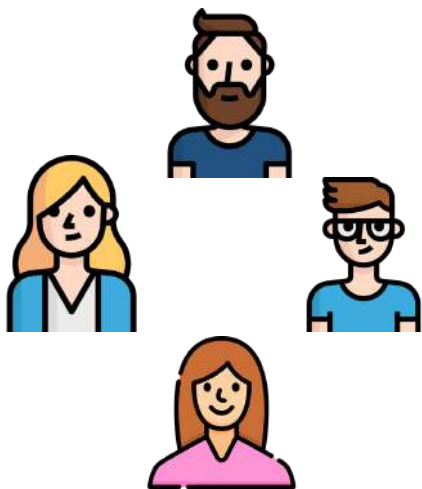
## Final Thoughts

Creating the best eCommerce customer experience, is a great way to retain your customers and always keep people talking about your brand.

The first step to offer the best eCommerce customer experience to your customers in this digital world, is to gather the right data, and have a strategy for your steps.

We have summarized some of the tips regarding offering the best eCommerce customer experience.

If you think that we have missed some points, please send us a message and we will be more than happy to add them into our article.



**Are you a small online business owner?  
Or a professional eCommerce manager?**

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# DISCOVER

# PERZONALIZATION

