

20+ tips to reduce Shopping Cart Abandonment



On

average 75 percent of shoppers abandon their online shopping carts before completing the checkout process, according to industry research. Over the last decade shopping cart abandonment has remained a significant problem for the vast majority while the best optimized shopping carts would consider abandonment over 35% a crisis. Numerous factors (your brand, credibility, merchandising etc.) influence shopping cart abandonment rates, but we'll share with you some of the tips we've shared successfully with clients over the past 12 years to reduce shopping cart abandonment rates dramatically.

Here are

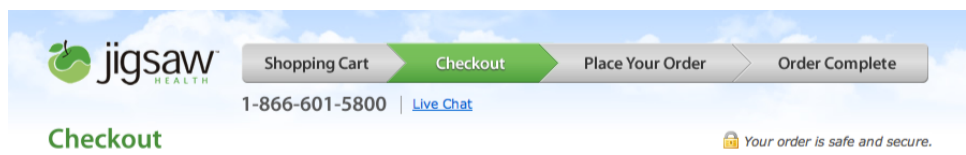
Bryan & Jeffrey Eisenberg's Tips To Reduce Shopping Cart Abandonment.

1

Include a progress indicator and transaction status on each checkout page.

Include a progress indicator and transaction status on each checkout page. No matter how many steps are in your checkout process, let customers know where they are in the process.

- Number the steps, and label the task clearly for each step.
- Also, if you really want to make this powerful, give shoppers an opportunity to review what they did in previous steps and a way to return to the previous step if they need to go back to make a change.

A screenshot of the 'Place Your Order' page. The title 'Place Your Order' is in green. Below it, there is a section for '1 Your Info' with three input fields: 'First Name *', 'Last Name *', and 'Email Address *'. To the right of these fields is an 'ORDER SUMMARY' box. The summary lists 'Items' for \$179.00, 'Shipping/Handling' for \$0.00, and 'Tax' for \$0.00, with a 'Total' of '\$179.00'. A lock icon and the text 'Your order is safe and secure.' are visible in the top right corner of the page.

2

Do Shoppers Really Need to Register?

No!!!!

Please make the checkout process even easier for new visitors than for registered customers. Offer them a “Guest Checkout”. There is no need to register since you will be able to capture almost all the information required during the checkout process anyway. Acquiring new customers is much harder than selling to the loyal ones. Registered customers will find a way to sign in (if they don't have a cookie). Don't position registration and log-in as an obstacle between new visitors and checkout. If you need encouragement you can read about the case of the [\\$300 million button](#).

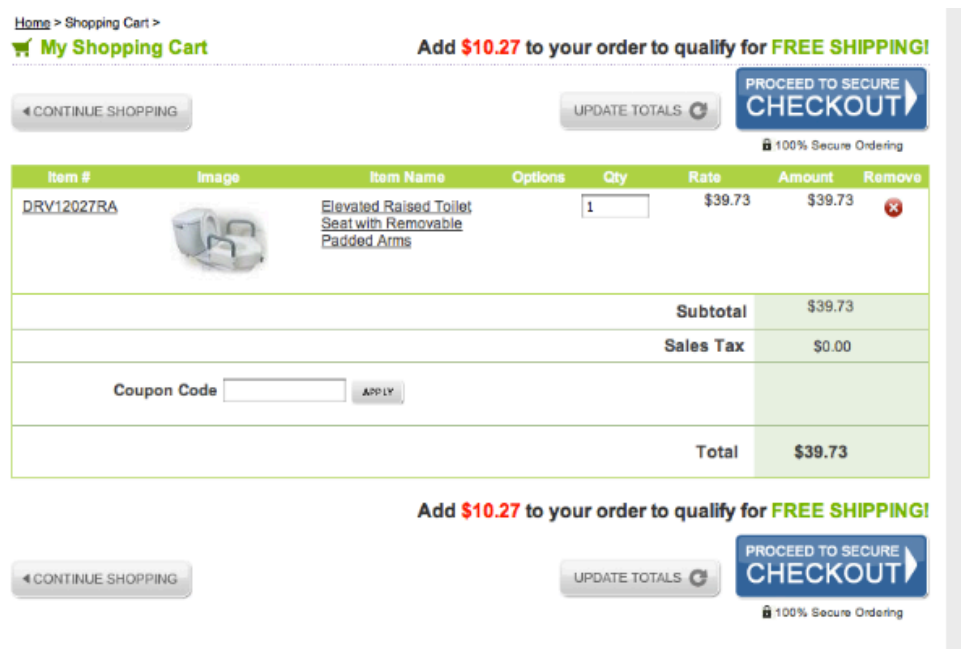
Select Checkout Method

Returning Customer? If you already have an account, please sign in for faster checkout. Reward Zone® program members: Sign in to earn points. E-Mail Address Update e-mail address. <input type="text"/> Password Forgot your password? <input type="password"/> <input type="button" value="SIGN IN"/>	New Customer? You do not need to create an account to place an order. Just click Checkout As Guest to continue. Reward Zone® program members: Create an account to earn points on your order. <input type="button" value="CREATE ACCOUNT"/> <input type="button" value="CHECKOUT AS GUEST"/>
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3

Display clear calls to action.

Always have one primary call-to-action. That call-to-action must be the most prominent button at every step of the checkout process. Prominence is achieved with size, color, shape & contrast; the button should convey the feeling of forward momentum. Duplicate your buttons above and below the fold so the shopper can find them. Also, to test your call-to-action button copy (Checkout Now vs Continue vs. start checkout, etc.). Keep your buttons consistent in terms of color and location. Make all additional links (guarantees, etc.) in cart open in pop-ups or separate new windows, to again, avoid the diversion of customer checkout completion.



4

Provide a link back to the product.



When an item is placed in the shopping cart, include a link back to the product page. Shoppers can then easily jump back to make sure they selected the right item. We recently observed a consumer shopping for a printer and she wanted to know how many and what color cartridges come with the printer. It wasn't obvious where she should click to review the product description. She had to navigate using the back button to get her questions answered.

Need Help? Customer Service Toll Free: 888 331-4362, 9-5 M-F, ET or [send us an email.](#) [Print cart](#) | [Save cart](#)

Item#	Product	Qty	Price Each	Total Price	
pk-01	3-Pack of Smoked Pimenton Paprika IN STOCK	<input type="text" value="1"/>	\$16.00	\$16.00	Remove
Subtotal				\$16.00	

Returning Customer? Save time.

[CONTINUE SHOPPING](#) [UPDATE CART](#) [CHECKOUT](#)

TESTED 22-AUG VERIFY


5

Add pictures inside the basket.

It seems trivial but placing a thumbnail image of the product in the shopping cart increases conversions by as much as 10 percent. We've tested this often enough to know that while it doesn't work every time it works for most shopping carts - even those offering digital goods.


100%
Guaranteed

No questions asked
unlimited [return policy](#)



Cart Summary

Subtotal	\$41.30
Estimated Shipping	\$8.16
Estimated Tax	\$0.00
<hr/>	
Order Total	\$49.46

Description	Quantity
<div><div>Stoic Thrive Short - Men's Navy, M - Item SIC0113 Inventory Available: 52</div></div>	1

6

Provide shipping costs early in the process.

Whenever possible, provide an estimated shipping cost while visitors browse. They may want to buy but they also want answers to all their questions now, when they want them. Total cost is one of those critical questions. Whenever possible offer free or flat rate shipping. Some merchants successfully geo-target visitors to offer different flat rates. Also, if the shipping information is the same as the billing information, include a checkbox to automatically fill in the same information.

\$10 Flat Rate Shipping & Free Shipping on orders over \$150! [*Details](#)

SEE YOUR TOTAL COST (OPTIONAL)	
Enter ZIP Code > <input type="text"/>	<input type="button" value="Update"/>
Please enter a valid 5-digit U.S. ZIP code.	
For International Shipping rates, click "Proceed to Checkout" and enter country information.	
Subtotal:	\$41.30
Tax:	\$0.00
<u>Shipping:</u>	\$0.00
Total:	\$41.30
* Add \$8.70 to qualify for free shipping!	

2. Shipping Address

- ☒ Ship to my billing address
☐ Ship to a different address

☐ This is a gift order -- Include a gift note
 You'll be given the opportunity to include a gift message and all prices will be excluded from the shipping invoice.

3. Choose Your Shipping Speed

- ☐ Economy - \$6.45
 Usually arrives in 9-11 business days
- ☒ Standard - \$7.95
 Usually arrives in 5-7 business days
- ☐ Premium - \$11.95
 Usually arrives in 3-5 business days
- ☐ Priority - \$18.95
 Usually arrives in 2 business days

For overnight orders, call us! 1-877-359-3428
 Please allow 24 hours for order processing.

Shipping Info

08/28 - 08/30 (ESTIMATED delivery dates)

Please note: If shipping to a U.S. address, estimated arrival dates are valid for the 48 contiguous states.

Orders with multiple items may be shipped in separate packages depending on the item type and how long it takes to process.

Please allow an additional 3-5 business days for delivery to PO Boxes.

Please allow 4-6 weeks for delivery to APO.

Canadian Shipment: The recipient is responsible for duties and taxes (GST, PST, HST) but NOT the brokerage fee.

Re-enforce your Free Gift / Free Shipping and other Threshold offers. Also remind them how much more they need to add or confirm they have already achieved the offer.

Monday: Friday, 8am-6pm (MT)

Home Products Learn Discounts for Dentists About Us Store Locator My Account Login

Xylitol Sweetener Xylitol Gum What's Popular Everything You Need to Know About Xylitol

Home » Shopping Cart

Your information is secure with Epic. We use industry standard SSL encryption for our site's ordering, and encrypt your credit card (or other commerce data) on our servers, in addition to industry standard data security measures.


[Shipping Information](#) | [Our Return Policy](#) | [Your Privacy and Security](#)

[Continue Shopping](#) [Checkout](#)

We accept the following payment options:




Discover American Express Mastercard Visa

Your Shopping Cart Items

Items	Details	Club Options	Total
 Complete Xylitol System Kit SKU: CPKIT90 CSK Add - [1] Spearmint Mouthwash - [1] Fluoride & Xylitol Toothpaste - [1] Gum - Cinnamon Flavored - 60 pieces - [5] Gum - Spearmint Flavored - 60 pieces	1 remove	Save 10% <input type="checkbox"/> Auto Ship Every 30 Days	\$49.99

Promotion Coupon [Apply Code](#) [Update Cart](#)

You're only \$0.01 away from FREE standard shipping!*
 Add other products to your cart to qualify for free shipping.*

 Spearmint Xylitol Gum \$4.99
 Cinnamon Xylitol Gum \$4.99
 Fresh Fruit Xylitol Gum \$4.99

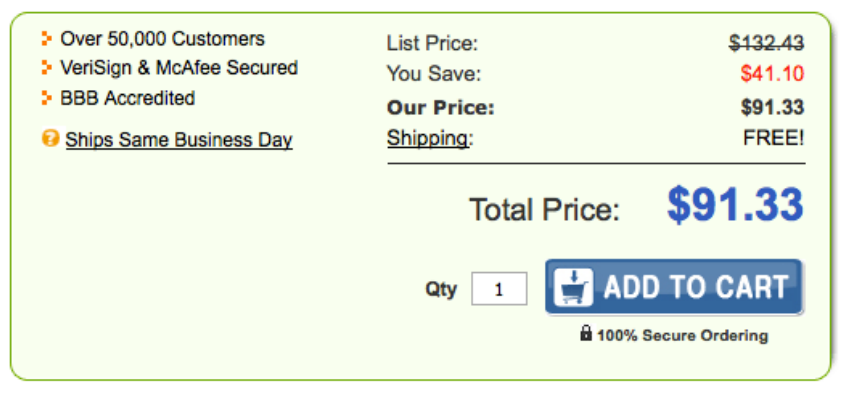
Total \$49.99
Shipping: Calculated During Checkout
 Note: Increase your order size to \$50 to [qualify](#) for **FREE** standard shipping!
Tax: Calculated During Checkout

[Continue Shopping](#) [Checkout](#)

7

Show stock availability on the product page.


Shoppers should never have to wait until checkout to learn if a product is out of stock. This is not just bad programming it's disrespectful of the customer's time. Always provide an estimated delivery date. Customers have an "I want it now" mentality, so let them know when they should expect to get their products.




A screenshot of a product page's pricing and shipping information section. It features a light green background with a thin border. On the left, there are four bullet points: 'Over 50,000 Customers', 'VeriSign & McAfee Secured', 'BBB Accredited', and 'Ships Same Business Day' (with a clock icon). On the right, there is a price breakdown table. Below the table, the 'Total Price' is displayed in large blue text. At the bottom, there is a quantity selector (Qty 1) and a blue 'ADD TO CART' button with a shopping cart icon. Below the button is a small lock icon and the text '100% Secure Ordering'.

❖ Over 50,000 Customers	List Price:	\$132.43
❖ VeriSign & McAfee Secured	You Save:	\$41.10
❖ BBB Accredited	Our Price:	\$91.33
🕒 Ships Same Business Day	Shipping:	FREE!

Total Price: **\$91.33**

Qty  **ADD TO CART**

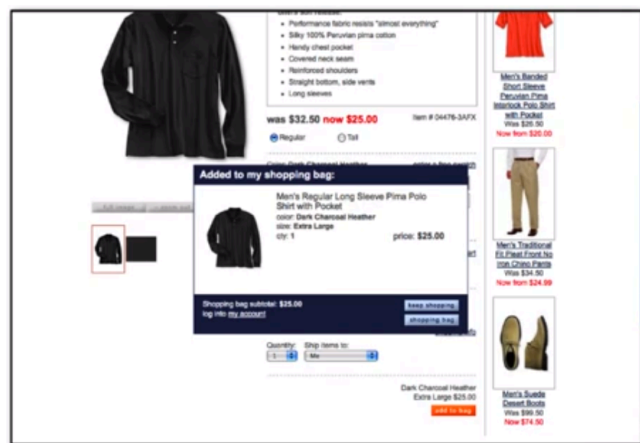
 100% Secure Ordering

8

Make it obvious what to click next.

Include a prominent "Next Step" or "Continue With Checkout" button on each checkout page. Make the button you want them to click next the most prominent and obvious.

Don't make the mistake of one top 50 e-tailer that mistakenly placed its "remove from cart" and checkout buttons next to each other, so that neither stood out. They didn't believe that many people ended up clearing their carts accidentally. When shoppers went to check out, they found nothing in there and immediately abandoned the site in frustration. You can see how LandsEnd.com did this in this video:



<http://www.youtube.com/embed/ckbDeA199I4>


9

Make editing the shopping cart easy.


It should be simple to change quantities or delete an item from the shopping cart. If a product comes in multiple sizes or colors, make it easy to select or change values in the shopping cart. See how easy Nordstrom.com makes it when you click on the edit link.

items to order

- We'll keep items here for 14 days.
- To keep items longer you can [Save for Later](#).

Nordstrom Smartcare™ 'Traditional Fit' Herringbone Dress Shirt #199886		qty	price	total	
edit remove save for later	 SEE COLORS & VIEWS	Size: 15 - 35 Color: Lilac Gift Services: make it a gift Delivery: Usually arrives in 3-6 business days.	1	\$65.00	\$65.00

[pick it up instead](#)

Nordstrom Smartcare™ 'Traditional Fit' Herringbone Dress Shirt #199886		qty	price	total
 SEE COLORS & VIEWS	<input checked="" type="radio"/> Regular 199886 \$65.00 <input type="radio"/> Big 199886 \$65.00 <input type="radio"/> Tall 199886 \$65.00 Size: 15 - 35 Color: Lilac	1	\$65.00	\$65.00

Cancel Save

10

Add Quick Shop to cart products.

Adding that keeps your customer in the cart and closer to converting. Plus is a helpful benefit if they need to confirm sizing or other detail element.

11

Make it your fault.

Whenever information is missing or is filled out incorrectly during checkout, give a meaningful error message that's really obvious to see. The message should clearly tell visitors what needs to be corrected. The tone of the message should be that the system was unable to understand what was entered, never tell the visitor that they might have made a foolish mistake.

Forms should use inline correction and formatting like Google Checkout does when visitors are inputting their credit card numbers. Since transposing and input errors are most common in this field, you can make it much easier by automatically chunking the 16 digit credit card number in to 4 groups of 4 digits for them.

12

Show them you're a real company.

People's concerns start to flare up during checkout. Let them know you're a real company by giving full contact information during the checkout process. Are you surprised that one of our clients experienced less abandonment when they added their toll free phone number but hardly ever received a call?

13

Offer the option to call.

If visitors have a problem during checkout or feel uncomfortable using a credit card online, offer a phone number. Devote a dedicated toll-free line for tracking purposes. Also offer a printable order form so customers can complete orders by fax, if they prefer.



The screenshot shows the Smashbox checkout process. At the top, the brand name "smashbox" is displayed in a white sans-serif font on a black background. Below this, a progress bar indicates four steps: "1. SHIPPING" (highlighted in red), "2. BILLING", "3. ORDER REVIEW", and "4. ORDER CONFIRMATION". The main heading "SHIPPING" is in a bold, black, sans-serif font. To its right is a red button with the text "CONTINUE CHECKOUT" in white. Below the heading is a text input field labeled "SHIPPING ADDRESS". A small asterisk with the text "* denotes required fields" is located at the bottom left of the form. On the right side, there is a "CUSTOMER SERVICE" box containing three options: "CALL: 1-888-763-1361" with a phone icon, "EMAIL" with an envelope icon, and "CHAT WITH A STUDIO ARTIST" with a speech bubble icon.

14

Make the most of cross- and up-sell.

It isn't always effective to up-sell on a product detail page; sometimes this is best left for checkout. Try interstitials or overlays to capture up- and cross-sell options.

Are your cross-sells based on the cart amount? They should be! Don't offer the \$5.99 widget to the \$300 cart, or conversely offer the \$100 shoes to the cart with \$9 in socks.

15

Add third-party reinforcement messages.

VeriSign, Better Business Bureau, McAfee Secure and credit card logos either greatly boost conversions or at least keep them neutral. In other words, they can't hurt.

16

Add Customer Testimonials.

Use targeted testimonial banners in the cart and checkout flow. Customers love to hear that other customers loved their products/service.

17

Handle coupon codes with care.

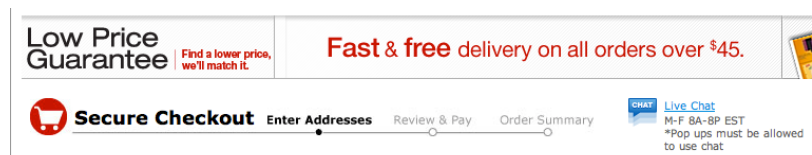
You could decrease your conversion rate 90 percent, [as my friend Brad did](#), but don't.

Think carefully about where you present the option to enter codes and how you label it. Your coupon/promo code box may be driving people away. Hide or convert to an expanding element link to minimize distraction.

18

Offer a price guarantee.

If you sell name-brand products and your store is price competitive or truly provides better value, try a "Lowest Price Match" guarantee.





19

Provide multiple payment options.

Follow Wal-Mart's lead and add more payment options. Allow visitors to pay by credit card, check, PayPal, or any other means you can.

Card Identification Number

**Visa, MasterCard, Discover, Walmart Cards:**
Last 3 digits on back of card.

**American Express:**
Last 4 digits in small print on front of card.

[Need help?](#)

Billing Address

This address must match your credit card's billing address.

☒ Same as Shipping address

Company Name (optional)

Address Line 1

Address Line 2 (optional)


City

State

Zip Code


Phone Number (Must be the number associated with your credit card)

[CONTINUE](#)




Pay With PayPal
PayPal is the safer, easier way to pay and get paid online.
[Learn More](#)

[PAY WITH PAYPAL](#)



Pay With Bill Me Later
Buy now, pay later with quick, easy Bill Me Later®. [See Terms](#)

[PAY WITH BILL ME LATER](#)



Pay With a Walmart Gift Card
If you use a Gift Card, any outstanding balances can be charged to your credit card.
[Learn More](#)

20

Reassure customers at the right time and place.


How often is critical information buried in tiny type at the bottom of the page or deep within a site? Way too often!

In a brick-and-mortar store, it's fairly easy to find product warranty information. Offer customers this same opportunity online, at the point of action, when their discomfort is at its peak. This is the time to link to product warranties, shipping costs, return policies, testimonials, even optional extended service plans. Or, provide the information in a pop-up. Make the best use of your [assurances at the right time and place](#).

Your Shopping Cart

Buying from us is safe. Your order will be processed on our secure servers.
[Easy Returns](#) | [30 Day Satisfaction Guarantee](#) | [Privacy Policy](#)

[Keep Shopping](#) [Checkout Now](#)

Item Description	Qty	Availability	Gift Wrap	Price	Discount Per Item	Sub Total
 Barney the Dinosaur - COW	1 Remove	In Stock	Gift Wrap not available	\$ 7.95	- \$ 1.46	\$ 6.49

[Update Cart](#)

Product Total: \$ 7.95
 You Save: - \$ 1.46
 New Product Total: \$ 6.49

Get FREE SHIPPING!
 Add \$58.51 and your order SHIPS FREE today!

Proceed to checkout to select shipping method.
 Economy: \$6.45
[More Shipping Options](#) Subtotal: \$12.94

[Keep Shopping](#) [Checkout Now](#)

Call 877-359-3428
 NEED HELP? chat is [Online](#)

Shop with Confidence
 Satisfaction Guaranteed: If you're not satisfied with any item, return it within 30 days for a refund of its purchase price.
 Privacy: We will not share any of your information.
 Safe and Secure: All personal information is secure using EV-SSL technology.

VERIFIED BY **GeoTrust** **AuthorizeNet**
 CHD Checking...
 ONLINE 22 06 11 10:17 UTC

21

Track your mistakes.

Develop a system to keep you notified of errors during the checkout process. One client noticed a portion of his visitors had cookies turned off. He developed a cookie-free checkout option. His conversion rate and sales jumped. Tealeaf research shows that retailers [lost a potential \\$44 billion](#) due to transaction problems on their websites.

22

Use an exit survey.

If a visitor abandons checkout, offer an incentive to complete an exit survey. She may tell you why she didn't complete that order.

23

Save the Cart for Later.

People often use their shopping cart as a placeholder when they evaluate purchase options, or they may want to show it to someone else before they make the decision to purchase. Enable them to share it and return without having to do all the hard work of browsing for the products and adding them to their cart again. You can also then try to email the cart to them to save the sale a few days later.

Save Your Shopping Cart!

Enter your email so you can retrieve your cart from anywhere!

Email:

[Sample Email](#) | [Privacy Policy](#)

Note: Shopping carts are saved for 30 days.

Now you have more than 20 different ways to reduce shopping cart abandonment. Every site is different, of course, with its own environment and issues. This is important but don't obsess over abandonment rates. Many people use shopping carts as place holders for considering items. Remember to help those who want to check out and may have questions, doubts, or obstacles holding them back.

NEXT STEPS:

Not all of these tips will result in dramatic improvements - but some will.

Nevertheless, do test each one that's appropriate. Improving your conversion rates is a one step at a time process. [Let us know](#) what you tried and how it worked.

