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5 TIPS TO PREVENT AND RECOVER ABANDONED ONLINE SHOPPING CARTS

As an ecommerce store owner, you'll be relieved to hear that there are plenty of simple strategies you can implement to prevent and recover the [69% of online shopping carts that get abandoned](#) for reasons including unexpectedly high shipping costs, price dissatisfaction, and website navigation problems. Here are our top five:



1

IMPROVE YOUR CHECKOUT EXPERIENCE.

With just this one change, you could gain a [35% increase in conversion rates](#). Quick and ways to improve the experience include reducing the number of fields customers need to fill in, enabling guest checkout, offering cheap shipping options, and letting shoppers update their item quantities from within their cart.

2

BE TRANSPARENT ABOUT SHIPPING COSTS AND OTHER CHARGES.

[28% of shoppers will abandon their shopping cart](#) if presented with unexpected shipping costs, so avoid the nasty surprises by placing shipping charge information on your product pages and linking to your delivery FAQs. If your shipping rates vary with location or quantities ordered, make sure you automatically calculate this for your customer early in the process.

3

STOP THEM ON THEIR WAY OUT.

Use exit pop-up technology to track your visitors' browsing and offer an incentive when they're about to leave your site. Something as small as a 10% off coupon or free shipping can be enough to persuade them to stay and complete their purchase.

4

REMIND SHOPPERS ABOUT THEIR ABANDONED CARTS.

A cart abandonment email campaign that offers customers a small discount on their selected items can encourage [54% of shoppers to come back](#) and complete their checkout. Neto can send automated abandoned cart emails whenever a customer doesn't complete their purchase.

5

USE AD RETARGETING FOR UNIDENTIFIED SHOPPERS.

If you haven't captured your visitor's email address, you can still entice them back to your store using software that delivers targeted advertising based on cookie identification.

With these five simple steps, you can encourage hesitant customers to complete their transaction the first time, and encourage them back those who have temporarily abandoned their carts.

Neto is a leading [cloud-based commerce platform](#) designed for growing retailers. We enable anyone to sell anything, anywhere—from web, mobile, eBay and social media, through to bricks-and-mortar stores. With features like inbuilt shipping labelling, inventory control, and native accounting integration, as well as customer management tools and a business dashboard, our powerful back-office capabilities take care of the details so you can concentrate on the big picture.

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Sell everywhere, manage everything

START YOUR 14-DAY TRIAL