



Reducing Cart Abandonment

Lessons from conversion experiments
on **300M+** Shoppers



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Overview

The plane is taking off; have you boarded the flight?

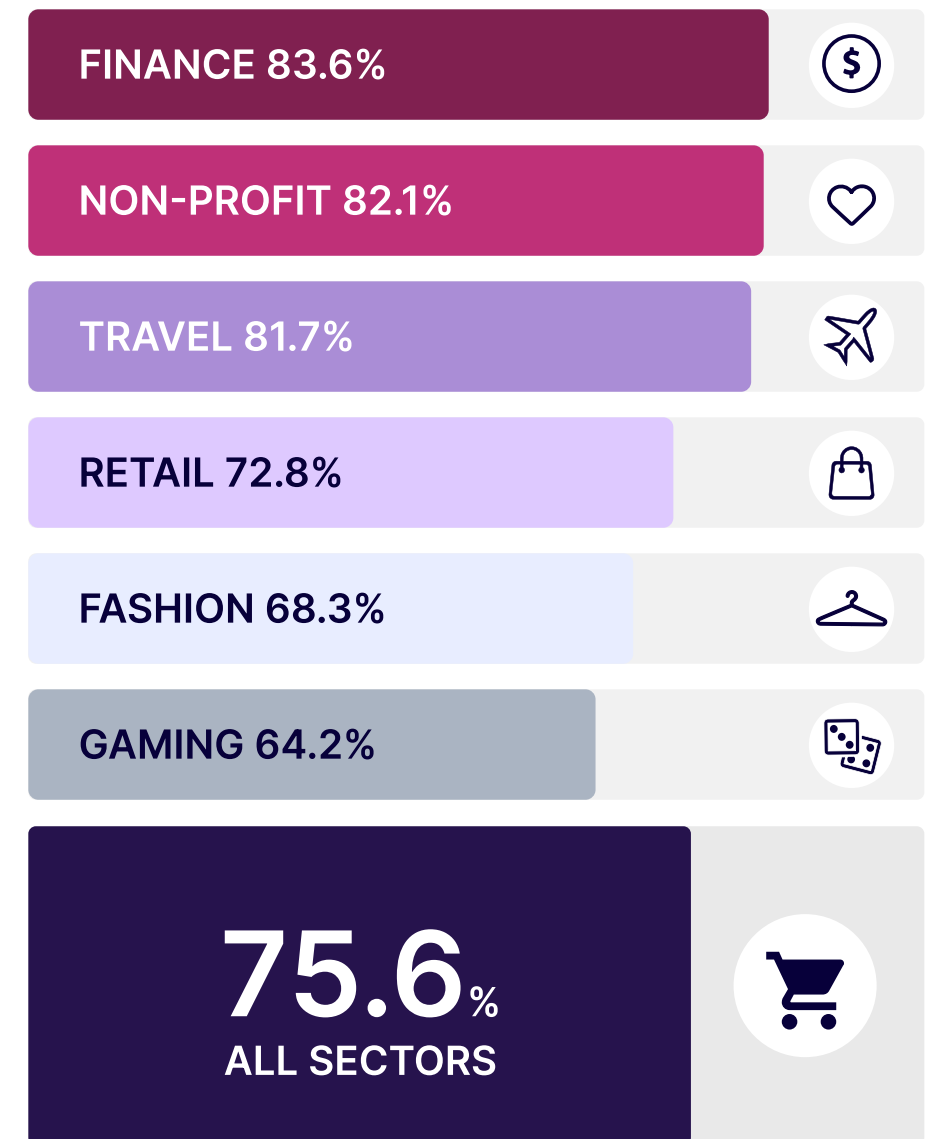
You want your platform to work better, retain more customers, and generate more revenue. The key to it lies in unlocking the potential of those 3 out of every 4 shoppers who abandon the shopping cart in the final step of their purchase decision.

More and more eCommerce marketers are realizing each day that they are probably missing this flight of extracting millions in lost value from their cart abandoners. The cart abandonment percentage of your website is an essential metric that you should keep track of. The lower it is, the closer you're to achieving your revenue goals, and vice versa.

$$\text{Shopping Cart Abandonment Rate} = \frac{\text{The total number of abandoned shopping carts}}{\text{The total number of transactions that were initiated}}$$



This guide aims to provide resources and tools for business-to-consumer eCommerce retailers to identify and improve the opportunity areas, ideas, and solutions to prevent cart abandonment along with an understanding of why consumers abandon their carts.



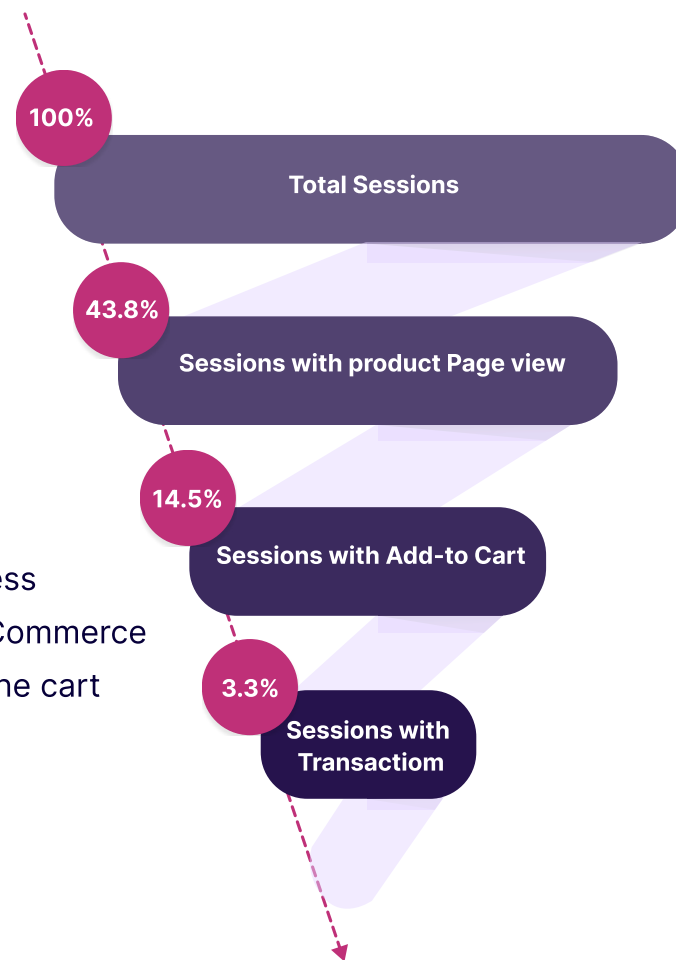
Average eCommerce cart abandonment rate across industries

Introduction

Online businesses continue to thrive as customers become more inclined toward online shopping every passing year. But cart abandonment is the biggest bottleneck that prevents conversions on websites today. In fact, the number of sales businesses lose due to this phenomenon runs in millions and even billions every year.

While some of the loss in conversion is inevitable, most of it can be avoided or recovered by reducing cart abandonment. Our ebook discusses how to take on this challenge with the right approach so that you can fix the leak in your conversion funnel and get the maximum out of your traffic.

The conversion rate stands for the proportion of online visitors who end up buying some product on a website. Whereas cart abandonment is when users add products to their carts in order to checkout but eventually exit the process without completing the purchase. The ultimate goal of all eCommerce marketers is to increase the conversion rate and decrease the cart abandonment rate.

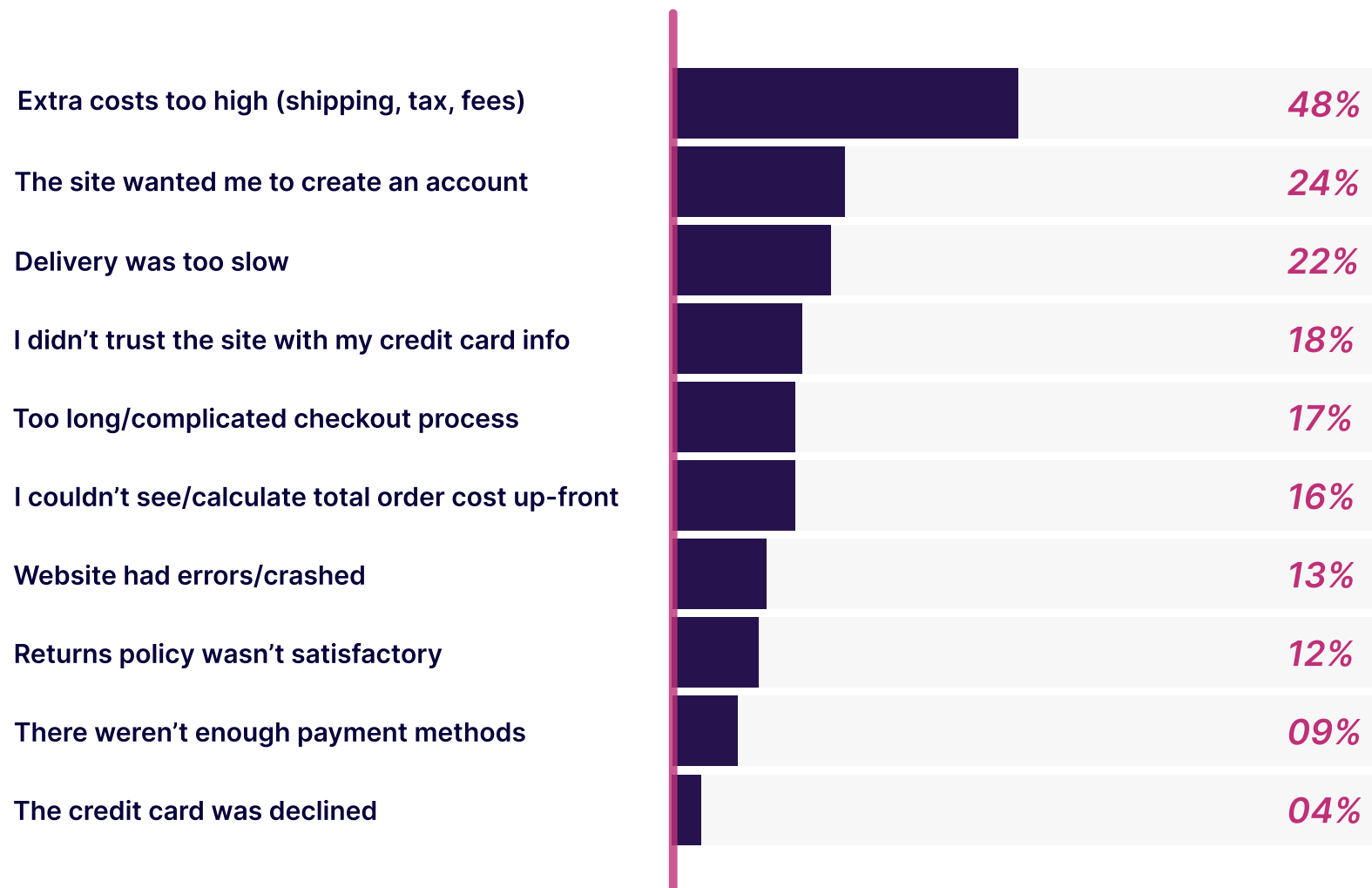


At the same time, not all cart abandoners look alike. Gagan Mahajan, Product Manager, Grofers, shares, “Being a daily needs/grocery online retailer, our website visitors are highly focussed on buying what they want. Unlike the popular industry statistics, our cart abandonment rate is less, around 30%, however, for us it is huge. Since we do not have a pattern of browsing consumers visiting our site. In order to convert these abandoners into buyers, it is very important for us to identify why these potential buyers abandon their carts during the checkout.”



Gagan Mahajan

Group Product Manager, Meesho
Ex-Product Manager, Grofers (now Blinkit)



But why do shoppers abandon their carts after they've decided to purchase something? Most eCommerce marketers make the mistake of simply focusing on getting more traffic and avoiding the correction of later-in-the-funnel reasons for revenue loss.

Hence, it becomes crucial to dive deep into buyer psychology, undertake a holistic corrective approach, and take strategic actions to combat the problem of cart abandonment.

In eCommerce, if you look at your landing pages in Google Analytics (or whatever), you will almost always see your checkout pages as being the highest converting landing pages.

What? How can someone arrive/land on the site into the checkout?

The main reason this happens is because they were already in the checkout and then left the site, leaving the checkout page open in a browser tab, not returning for over 30 minutes. This makes the session timeout and starts a new session when they return.

What are they doing? They are seeking external validation of their purchase decision. Looking at reviews, comparing other products, seeing whether they can buy it from a 3rd party for cheaper etc. Many of them will never come back based on this experience.

- 1. You need to manage your external presence and reputation as carefully as you do your website content.*
- 2. Understand what people need for validation and bring it into the site. Blur the lines between social and website; allow unrestricted UGC - they'll find it anyway. Of course, as always, test everything.*



Jonny Longden

Digital Experience Director, Journey Further

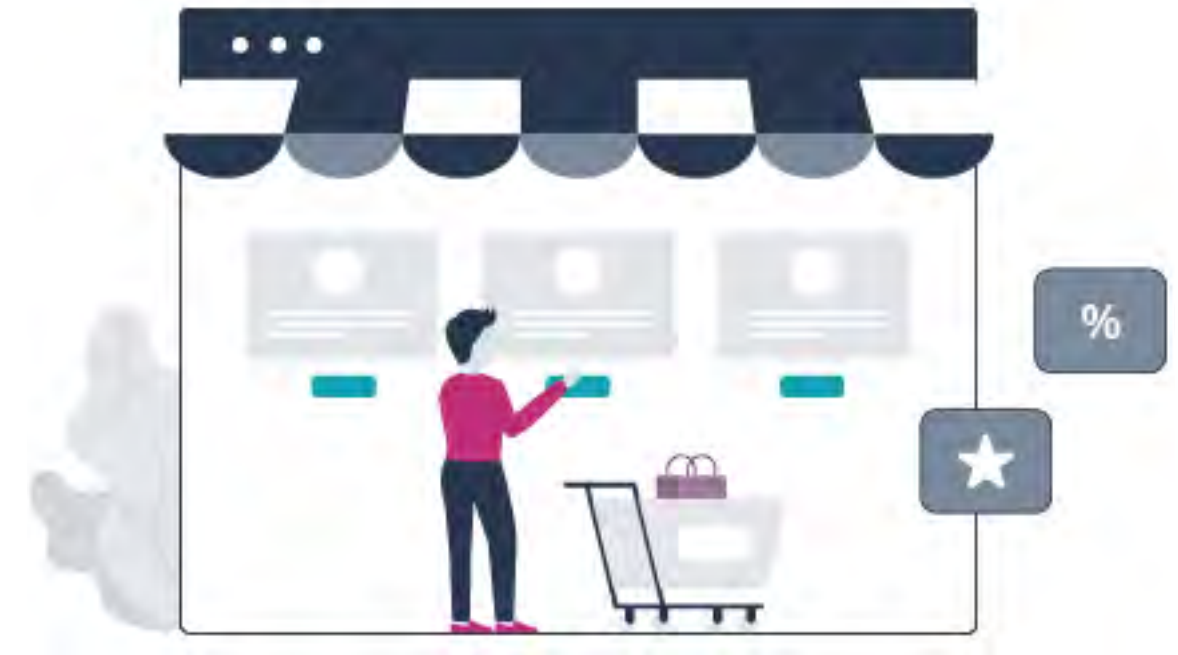
Why do shoppers abandon their cart?

Customers in different industries behave differently. We must understand the 'why' and 'how' of cart abandonment in the context of customer behavior in a particular industry.

Consider the example of your local grocery mart. How often do you see shoppers putting stuff in their shopping carts and then abandoning them at the checkout? Not much, right?

But when we look at fashion eCommerce stores, we see a relatively higher percentage of visitors abandoning their carts. This is because groceries are the lifeblood of cooking for people to survive, leading to planned purchases, while fashion items are what they want to satisfy their pleasure-seeking desires, driving impulsive buying behavior. Fashion shoppers are as fast in adding items to carts as they are in abandoning them.

However, with millions of eCommerce websites on the internet today, customers across industries - be it travel, grocery, fashion, or fintech - abandon one website in favor of another, making the cart abandonment problem more recurrent today.



At VWO, we believe that to solve the problem of cart abandonment, one needs to dissect it against different patterns in this process.

First Pattern

To understand the types of shopping cart abandonment - if abandonment is a booking, form, or search abandonment.

Second Pattern

To identify reasons for the delay in online product purchases, despite having the product in the cart, by analyzing customer behavior on the website.

Third Pattern

To identify the improvement areas

Fourth Pattern

To suggest various ways to help consumers close their online decision delay based on our observations.

The lessons we learned from several conversion experiments showed the top reasons that lead to cart abandonment on eCommerce websites.

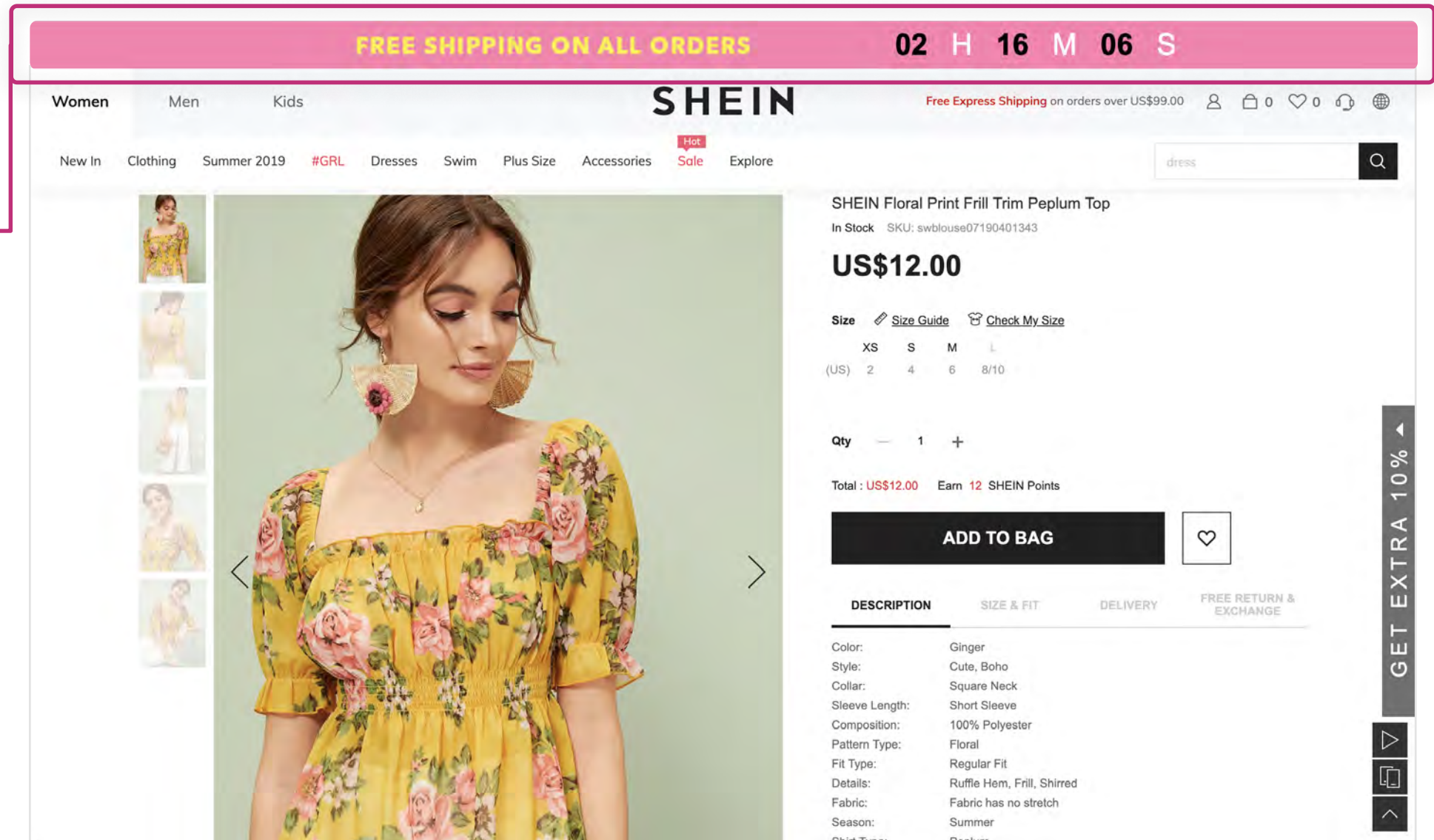
1. Hidden and Unexpected Shipping Costs

Unexpected shipping cost is the biggest reason for cart abandonment. It amounts to 25% of all factors 45% of online shoppers admit to have added products to cart just to see the full billing amount - inclusive of shipping.

Shein.com, for instance, mentions their shipping charges all through the website. This helps their shoppers remain well-informed about shipping costs right from the time they land on the website. Its plain and straightforward approach significantly helps reduce cart abandonment.

Another less obtrusive way to inform customers about shipping charges is by adding a shipping calculator feature in the checkout process.

That way, your customers can quickly do the math to understand how much they'll have to pay for shipping in their region. Above all, this simple feature helps you establish transparency with your customers by saving them from the blow of unexpected shipping charges when checking out.



Here's how Bailey's Blossoms does this:

The image shows a screenshot of the Bailey's Blossoms website. At the top, the brand name "BAILEY'S BLOSSOMS" is displayed with the tagline "Affordable made Beautiful". Below the header is a navigation menu with categories: LITTLE SISTER, BIG SISTER, LITTLE BROTHER, MOMMY & ME, ACCESSORIES, SHOES, and CUTIE CONTEST. On the right side of the header, there are icons for a shopping cart (with a red notification bubble containing the number 2), a user profile, and a search icon.

The main content area is titled "Shopping Cart". It features a table with the following columns: Photo, Name, Quantity, and Price. The table contains two items:

Photo	Name	Quantity	Price
	KAREN BAT WING TOP - PINK 6	- 1 +	\$14.99 USD
	SAMANTHA CHIFFON FLYAWAY ROMPER - MAIZE FLORAL 6	- 1 +	\$34.95 USD

Below the table, the subtotal is shown as \$49.94 USD. There is a note about interest-free payments with Sezzle. A "Reward Program" button is also visible. At the bottom right, there is a "Clear All Items From Cart" link.

Overlaid on the left side of the shopping cart is a "SHIPPING CALCULATOR" modal. This modal is highlighted with a red border and a red arrow pointing to it from the shopping cart page. The modal contains the following fields:

- Country: United States
- State: Alabama
- Postal/Zip Code: (empty)
- Calculate button

2. Landing Page Distractions

Email sign-ups, forms, notifications, CTA buttons, and various other visual elements help inform and educate users to make the right purchase decisions on a website. But when overly done, these elements can repel users instead of encouraging them to take desired actions, thereby pushing them to abandon shopping carts.

PearlsOnly fixed cart page leaks to improve revenue

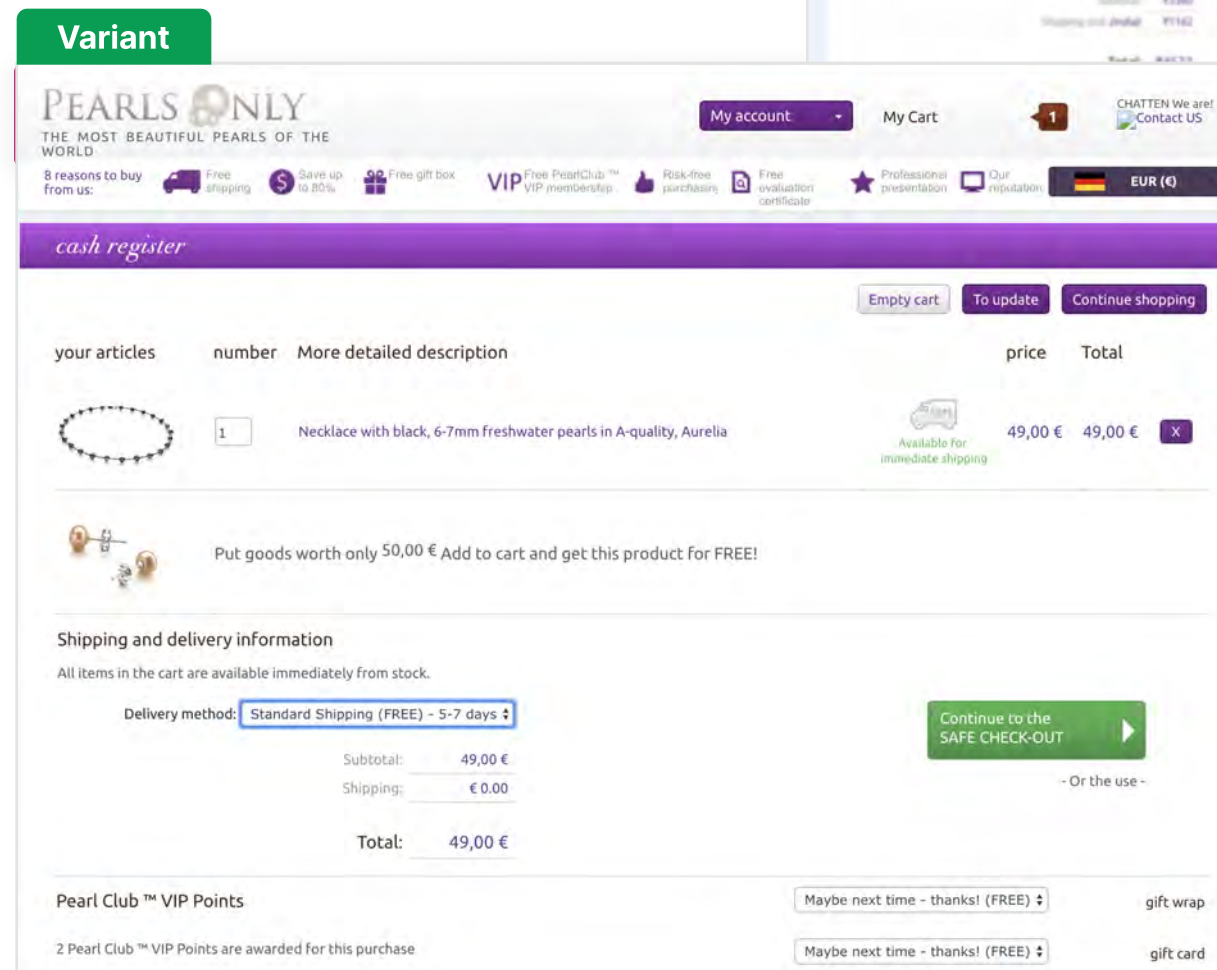
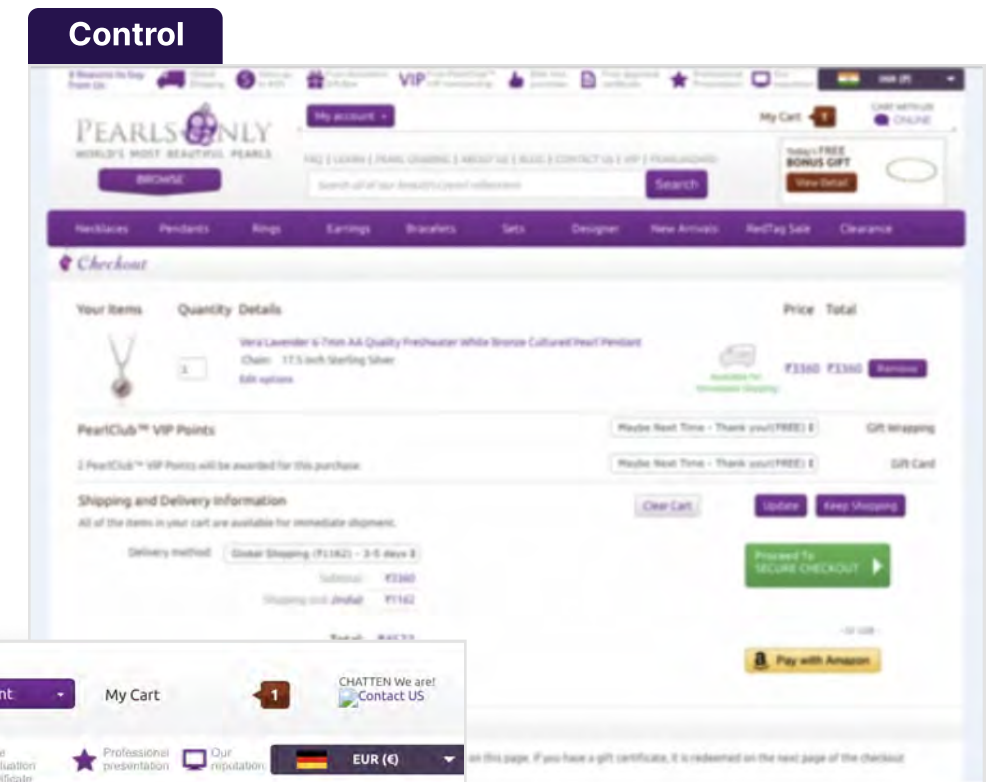
PearlsOnly is an online jewelry store specializing in sales of pearls. Paul Lepa, the founder, was keen on increasing his online store's revenue by improving on the problem areas and therefore partnered with the VWO team for their expert help.

Paul Lepa wanted to optimize his company's website across all its domains and improve its checkout page and home page in order to increase revenue.

The challenges were identified using consumer behavior analytics tools like heatmaps, session recording, and behavior flow in Google Analytics. The problem identified was that their landing page failed to keep shoppers engaged enough to make a purchase, showcased by a very high bounce rate.

Upon first looking at the data, it was hypothesized that shoppers were getting distracted by redundant elements on the page and never returned after clicking them.

There wasn't any focus area, the page was cluttered with offers and other product information, and CTAs were ambiguously placed. It was easy to assume if a shopper clicked any of the distractions, it would take him away from the purchase point.



▲ 10%
increase brand revenue

Our team **removed irrelevant details and highlighted important CTAs**, which helped increase the brand's revenue by 10%!

Pluimen made the most of high-converting CTA buttons

Selling redeemable vouchers for services like sauna, dining, paintball, and so on, the Dutch company **Pluimen.nl** used the VWO platform to uncover optimization opportunities on its website.

The company wanted to remove distractions on its homepage/ landing page to encourage visitors to convert and therefore prevent drop-offs. It was hypothesized that reducing the number of CTA buttons and links would motivate visitors to complete purchases, thereby increasing revenue.

A variation was created which showed only the **'Check Experiences'** button, against both **'Buy Now'** and **'Check Experiences'** CTA buttons in the control. In addition, fewer links were shown in the variation to facilitate easy findability of main action items and smooth checking out from the website.

The hypothesis to improve conversions was proven right, with the **bounce rate decreasing by 8.5%** and **revenue increasing by 19.7%**. Moreover, the display of social proof on clicking 'Check Experiences' might have helped reinforce visitors' trust in the website, encouraging them to complete purchases.

▲ 19.7%
increase brand revenue

▼ 8.5%
decreased bounce rate

Control

Pluimen.nl homepage showing navigation menu, product images, and multiple CTA buttons: 'Bekijk belevenissen' and 'Bestel nu'. A sidebar on the right contains promotional text and a star rating.

Variant

Pluimen.nl homepage showing navigation menu, product images, and a single CTA button: 'Bekijk belevenissen'. Below the button, there are two columns of experience lists: 'Belevissen voor mannen' and 'Belevissen voor vrouwen'.

Belevissen voor mannen:

1. Karten
2. Paintballen
3. Sauna
4. Kookworkshop
5. Leren surfen

Belevissen voor vrouwen:

1. High tea
2. Shoppen bij Rituals
3. Sauna
4. Workshop parfum maken
5. Leren dansen



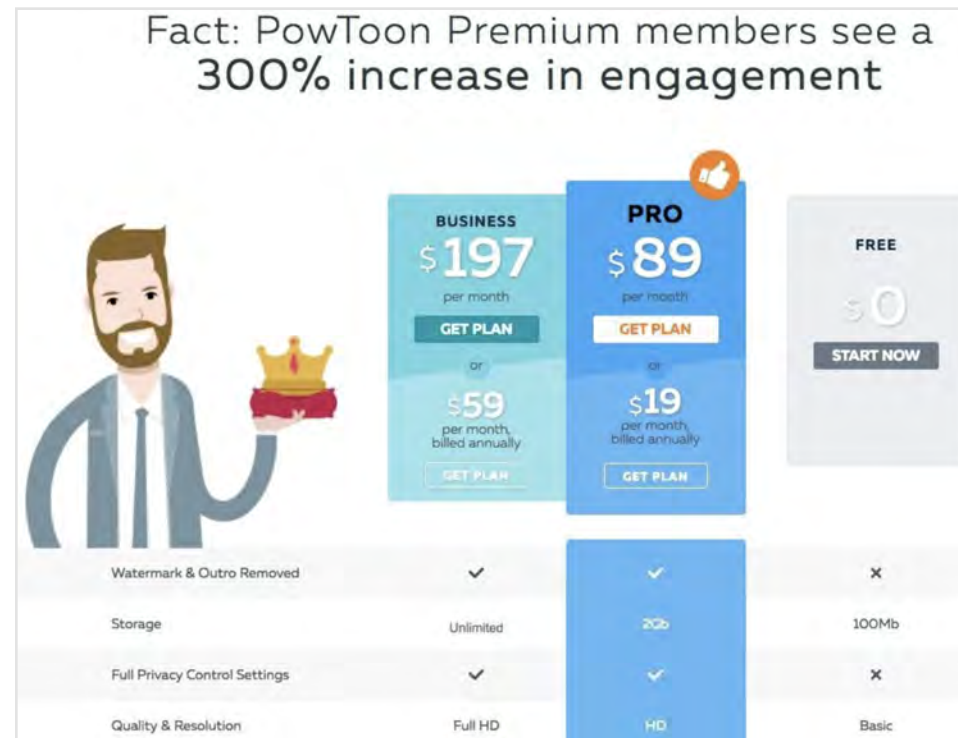
3. Discounts and Comparison Shopping

Almost 0% of online shoppers add a product to a cart with the sole intention of getting alerts later when the product goes on sale. After adding items to their cart, customers may also realize that your overall offerings, in terms of product quality, pricing, packaging, services, and shopping, are not as competitive as these should be, giving them another reason to bounce off.

PowToon tested different price levers to find users' best pick

PowToon, a SAAS-based animation services provider has customers from various business verticals. It uses its tool to create fun and engaging explainer videos.

Dan Rimon, Director of Product at PowToon, faced the above problem firsthand.



“There are many reasons why visitors leave your website after adding something to their cart. The most important thing is to understand why they are leaving. Are there unexpected costs? Does your competitor offer a better deal? Are the delivery conditions unclear? Do visitors want a guest checkout? Or are visitors not happy with the return policy?”

You need to conduct proper research and test solutions to find out what is making them leave.

Here are a few research examples:

- In an exit-intent poll, ask visitors what prevents them from completing their purchase.*
- On the thank you page, ask visitors what could be improved.*
- Conduct a usability test on your website.*
- Conduct a usability test on your competitor's website and learn what they do better.*
- Use a form analysis tool to analyze your forms.*
- Set GA events on error messages in the checkout.*
- Check session recordings.*
- Check questions and complaints in chat logs and at customer service.*



“We didn’t know exactly how our target audience would perceive the ‘storage’ capability. Both our business plans (unlimited and 2 GB) offer practically unlimited storage. The fact that we were not able to crunch the feature in real numbers (unlimited) may have been leading to the wrong perceived value”.



Dan Rimon
Director of Product



To find a solution to the problem, PowToon selected VWO's CRO services to test out different pricing levers. The plan was to test different storage values for the Pro and Business plans. Dan tested 3 versions against the original (which offered Unlimited versus 2 GB storage for the Pro and Business plans, respectively):



10 GB storage in the **Business plan** and 10 GB storage in the **Pro plan**



2 GB storage in the **Business plan** and 2 GB storage in the **Pro plan**



10 GB storage in the **Business plan** and 2 GB storage in the **Pro plan**

The third version with 10 GB storage for the Business plan versus 2 GB storage for the Pro plan turned out to be the winner. Here's the winning version:

The **27.9% increase in revenue** was attributed to the new pricing page, clearly enabling visitors to perceive the difference in value between the 10 GB and 2 GB options.

Fact: PowToon Premium members see a **300% increase in engagement**

...

It is important to remember that the problem may be on something other than the cart, checkout, or payment pages. If the product detail page makes a false claim, fake promise, or lacks information, visitors might make it to the cart page but drop off there.

For example, your product page states next-day delivery, but the actual delivery date is five days from now, as correctly displayed in the cart. Now visitors will exit the website from the cart page due to a fake claim on the product detail page.

Besides research, you can:

- *Check if your cart and checkout pages work on all browsers, devices, and screen sizes.*
- *Store the products in the cart when a visitor leaves the website. When the visitors returns, the products are still there, and the visitor can continue the journey from there.*
- *Test with cart abandonment emails if you have the visitor's email address.*

Of course, test all your solutions and iterate!"



Ruben De Boer

Lead Conversion Optimization Manager, Online Dialogue

Paperstone's decisive discount testing soared its revenue

The UK-based online office supply company Paperstone uses VWO to optimize its website. Through a customer survey, the company gathered that customers expected bulk discounts which seemed didn't come across as a feasible offering because of the already dwindling profit margins.

It was important for Paperstone to increase its revenue to compensate for the margins lost in offering bulk discounts. Therefore, the goal was to see if bulk discounts resulted in a corresponding increase in average order value.

Paperstone decided to test the hypothesis that bulk discount deals on select products would increase the profit margin from the website.

A [site-wide test](#) was implemented, with the variation page offering discounts on bulk purchases of popular products. The test was run for a long duration to obtain a statistically significant result because not all website visitors might buy the products on which bulk discounts were offered.

Contrary to the expectation, **the first test** was a failure because the variation with the bright yellow discount ribbon was ignored by the visitors and didn't produce the desired result. Perhaps this design created 'banner blindness' for customers who might have assumed it to be an advertisement banner without properly inspecting its content.

The second test was run with another variation where the offer was written in plain text against the same control. This version emerged successful with the overall **AOV increasing by 18.94% including a 5% increase in AOV from bulk buy offers. And the net increase in revenue was 16.85%.**

What we learned from this is that when these offerings are made at the right time and in the right way, they can prevent checkout exists, improve transactions, and lead to customer satisfaction.

The image displays a comparison between a control and a variant for a product page on the Paperstone website. The control page (top) shows a product listing for '5 Star Value A4 Multifunction Paper - White - 80gsm - 1 Ream (500 Sheets)' with a price of £3.99. The variant page (bottom) shows the same product with a price of £9.99 ex VAT, a 'Save £90 (85%)' banner, and a table of bulk pricing options.

Quantity	Unit Price
1	£9.99
2	£8.99
3+	£6.99

A green callout box indicates a 16.85% increase in revenue for the variant.

4. Security Concerns

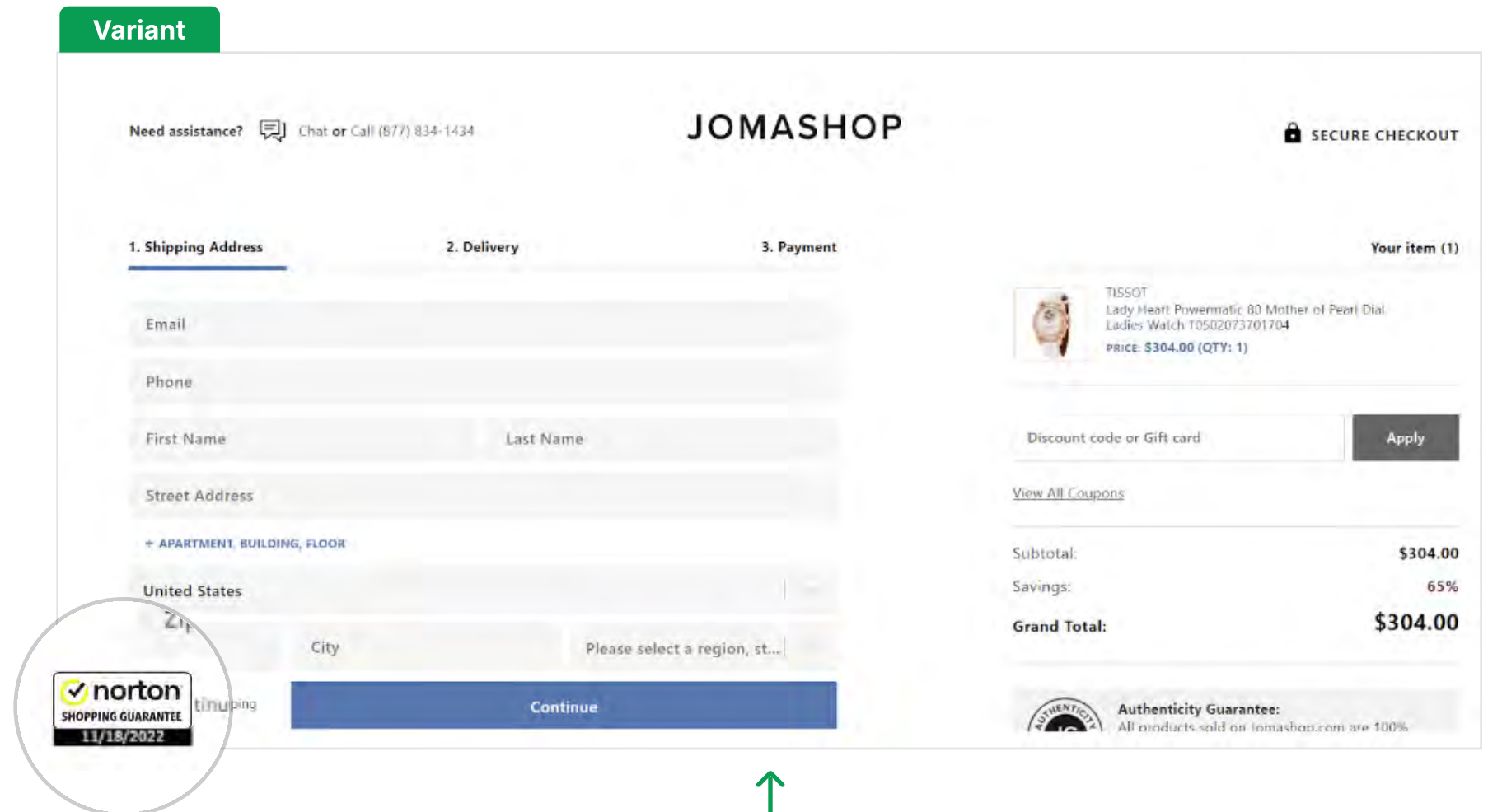
Around 59% of shoppers have at least once abandoned a purchase because the website asked for personal information they were not comfortable sharing. Surprisingly, 34% of the respondents said they abandoned their carts because their social security number was asked.

Jomashop is a New York-based online retailer selling luxury watches, handbags, apparel, and so on. Competing against giants like Amazon and eBay, the brand wanted to attract more customers by giving them definite reasons to trust them. Understanding how vital security is to customer experience, Jomashop displayed a site-wide Norton security badge.

This led to a 12.2% uplift in converting visitors into buyers, with 84.3% of buyers highly likely to buy again.



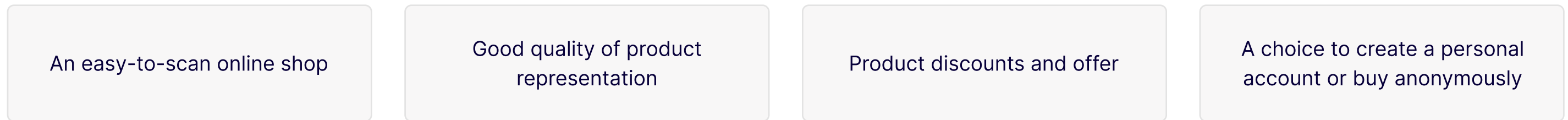
In addition to the above, about 32% of shoppers feel that filling in the same information twice is the most frustrating part of the online purchase process, and they often cancel the purchase decision when either repetitive information is asked or there are too many fields in the checkout form.



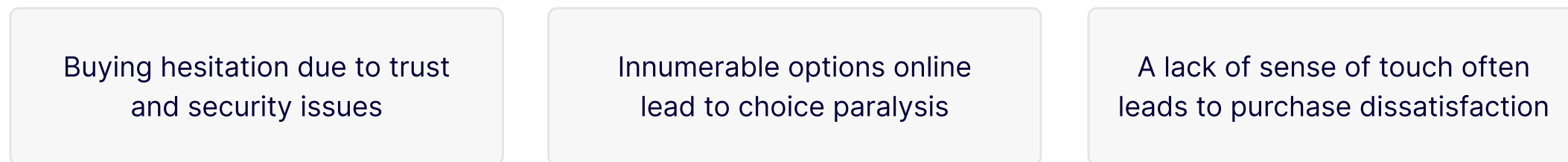
▲ 12.2%
increase in conversion rate

The Silver Lining: Identifying and Improving Opportunity Areas

In online shopping parlance, 4 major factors create a positive impact on consumer buying behavior:

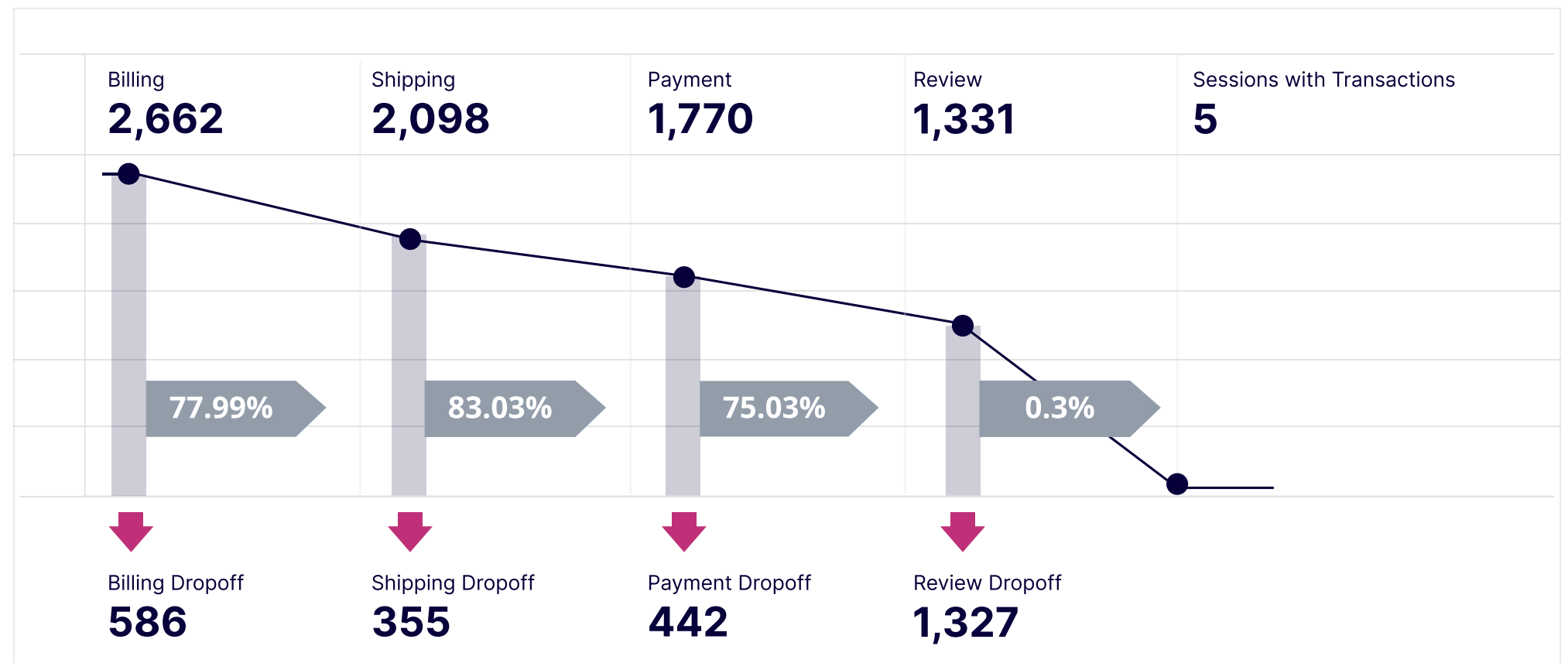


However, convincing shoppers to buy online is a more complicated process than persuading them to shop in traditional brick-and-mortar stores because of the following challenges:

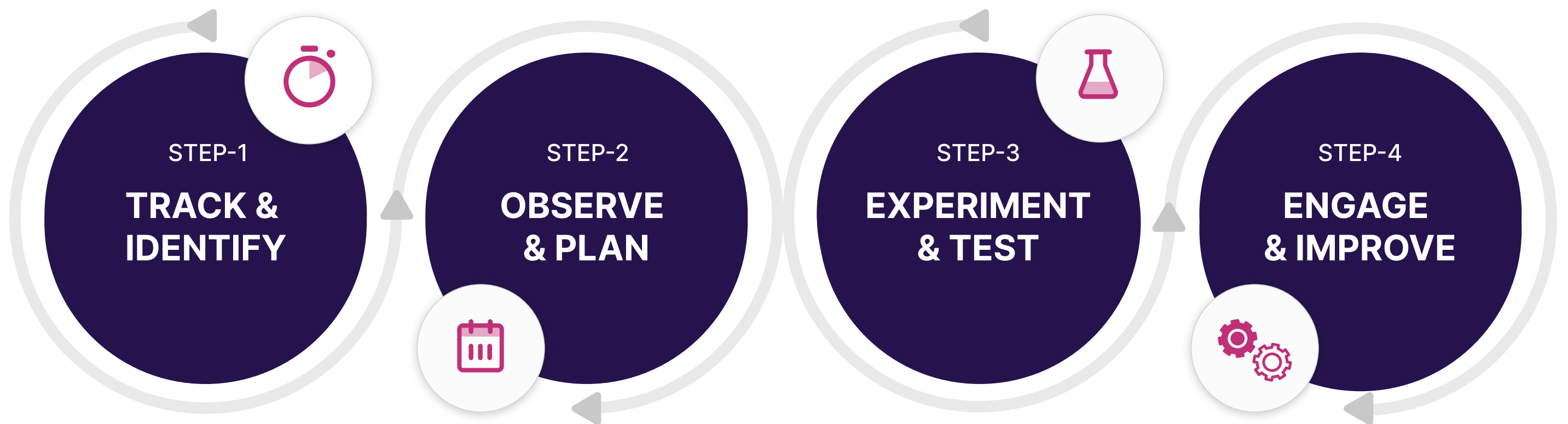


Shoppers often abandon their shopping carts due to a disconnect between any of these factors. This is why online retailers need to take active steps in identifying and bridging gaps in online shopping as much as possible.

Understanding consumer patterns - why and where a shopper drops off - and crucial touch points in the funnel becomes the foundation for creating great online buying experiences.



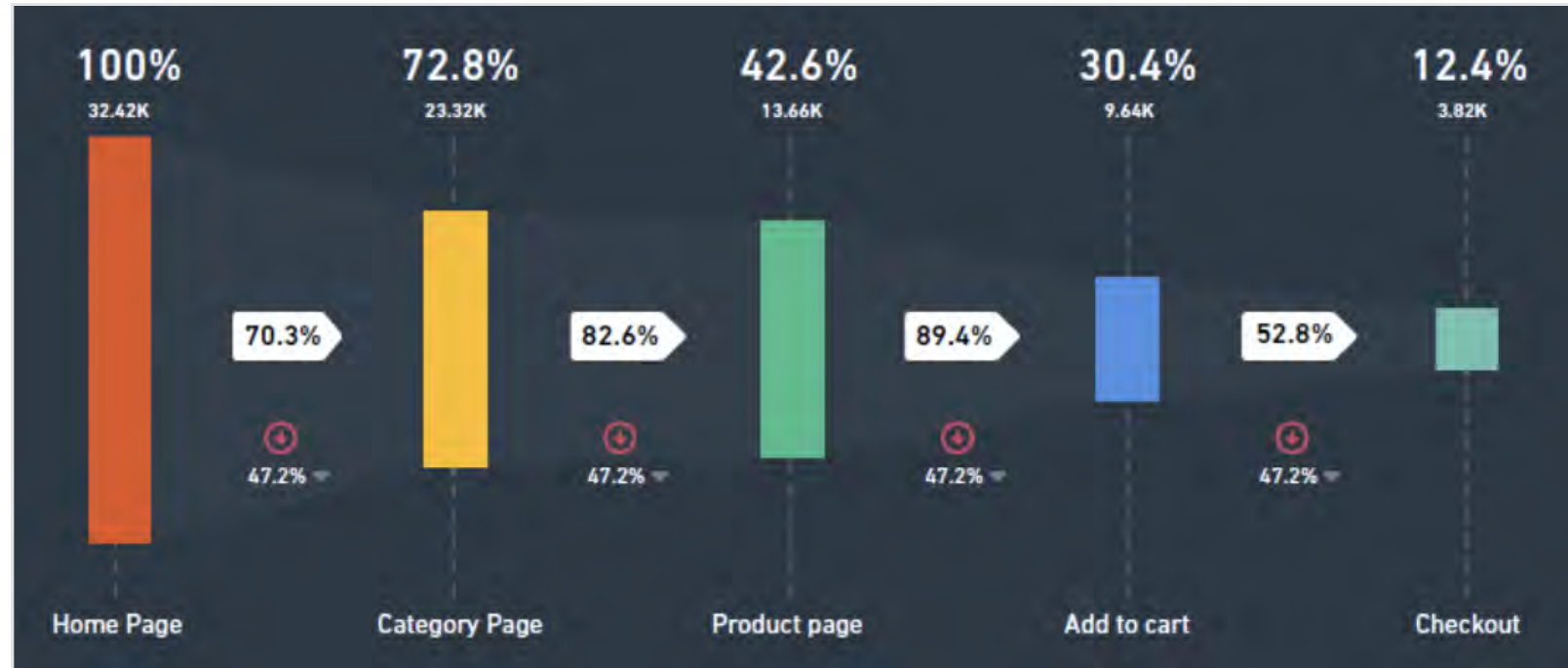
A Step-By-Step Approach To Reduce Cart Abandonment





Step 1: Track And Identify

eCommerce business funnel helps you understand the shoppers' journey from being aware of your brand to making a final purchase. It also includes engagement and retention and more.



These funnels consist of micro and macro goals which are different for different websites. Some websites might have a shorter funnel than others. It is crucial for you to understand your business funnel, as it can help you get maximum returns at each step of the consumer journey.



Step 2: Observe And Plan

How does one recognize the area that prods the buyer to leave the platform and discard a purchase? Should I change the location of my CTA? Should I shorten the form length? Does the consumer trust my website? Will adding a security seal help?

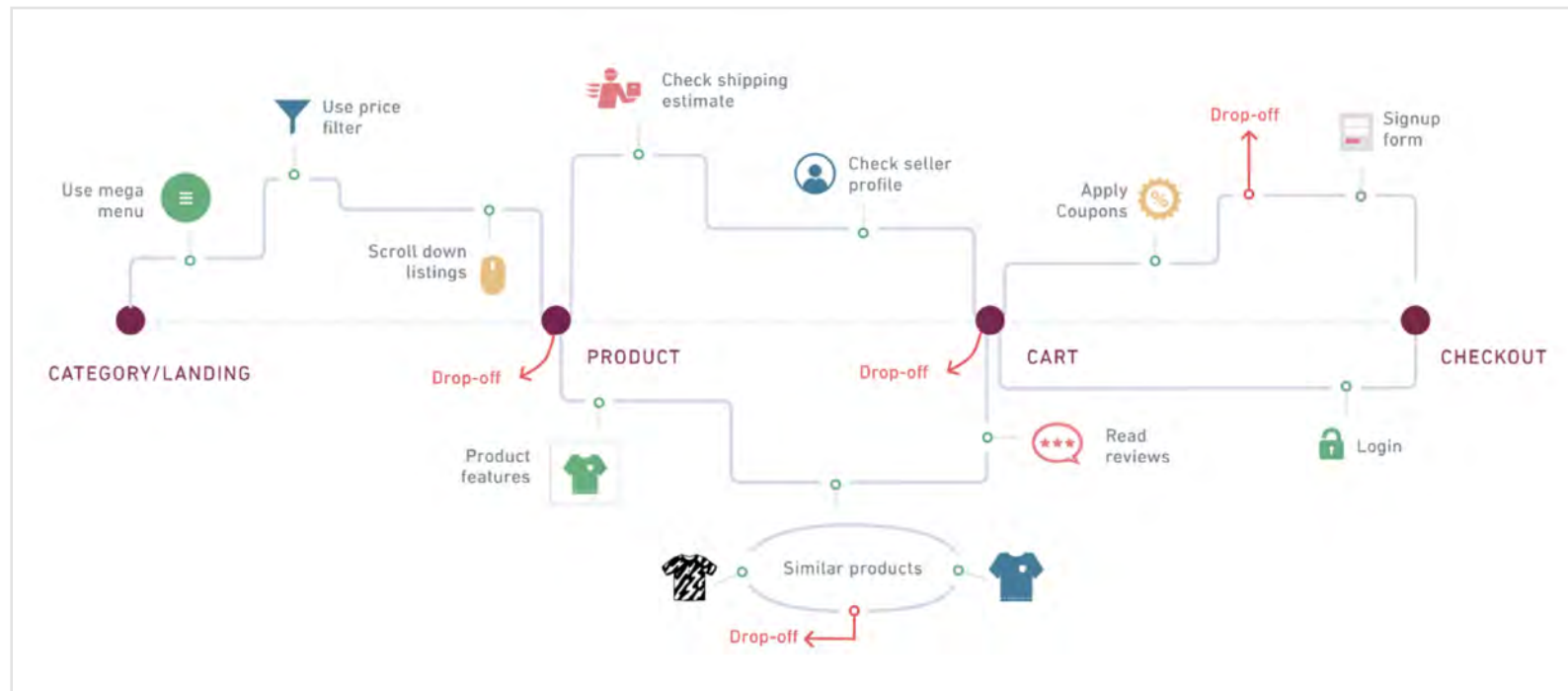
There is no silver bullet answer to these problems. And the key is observing customer behavior and identifying causes influencing such behavior and then testing the possible solutions in real-time and implementing the most optimized version on your website.

For those 'abandoning a cart,' consider that 'adding to cart' may be just another part of their journey into demand generation. Many sites lack transparency into total cost (shipping, taxes, or other misc. fees) until the product is actually IN the cart .

Sometimes even then the full price isn't displayed, and users need to be in the last few stages of the checkout to understand total cost. In those cases, users are forced to add products to a cart to get a full idea of cost, but haven't even committed to purchasing the product. If you see a bunch of people abandoning the cart on a step where pricing is ultimately being displayed in a cart (or checkout), one could reasonably hypothesize pricing transparency is a concept worth exploring / testing into.

Similarly, they may be adding any product to a shopping cart to test out promo codes too. They may be trying out a bunch of promo codes to see if they will even work or not - it may be worth segmenting these users not as bottom funnel, but potentially mid or even top of funnel users. But the point still remains - these users are probably still in 'demand gen' rather than have fully committed to purchasing the product.





Using **Google Analytics** can help you to track your site visitors' journey to do the following :

- Understand how shoppers behave on which part of your website. For instance, consumers may be more interested in the offers highlighted on the Home Page than the category page.
- Identify which source is getting you the maximum traffic (Google Ads, Facebook, Instagram, and others)
- Develop trends that help you know whether the current website is engaging the user or producing a high bounce rate.
- Figure out the purchase triggers for consumers and pages on which they are placed.

•••

In terms of 'tips' to optimize checkout, ultimately it comes down to what YOUR users are doing on your site, and testing hypotheses backed in data/conducting research. What may work for others, such as adding multiple checkout options (Paypal + Apple Pay + Klarna) may work for your audience - but....it may not. There is no 'guaranteed' way to optimize checkouts on your site except for conducting research, identifying problem / drop off points, conducting additional research, and testing solutions.

That being the case, what I've seen as 'things to explore on your site' are things such as guarantees/return policy info, upfront pricing, value prop, competitive comparisons (e.g. how does your product differ to others in the market), and discounting. But as always, let the data guide in helping you identify what to prioritize in your optimization efforts.



Shiva Manjunath

Senior Strategist, Speero

Making these observations will enable you to understand the critical areas on your website that need improvement for better user experiences. Post identifying these areas, you can then zoom in to track the micropatterns of visitor behavior and improvise your plan accordingly for the best results.

Quick tip: Quantitative data shows you what is happening, but why it is happening is discovered by qualitative tools.

Use Qualitative methods to delve deeper into why is the cart abandonment rate X% for your website:



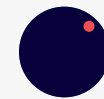
Heatmaps and clickmaps: Heatmaps and clickmaps are used to study consumer behaviour on a particular website. Colour coding is used to depict values in a graphical representation pattern.



Customer Interviews: Directing two way conversations with customers are the best way to enhance your user experience and optimize your website.



Surveys: Website surveys are a convenient way of gathering consumer insights and feedback.



Session Replays: These are recordings of a consumer's journey on a particular webpage or website. Session replays help you increase visitor interest and interaction with the website.



Customer Support Interactions: How are the consumers using the help available to them to browse your platform better and create a better understanding of your product best informs about a website's functional efficiency.

These and many similar tools will help you identify the exact reasons and visitor behavior patterns for cart abandonment on your website.



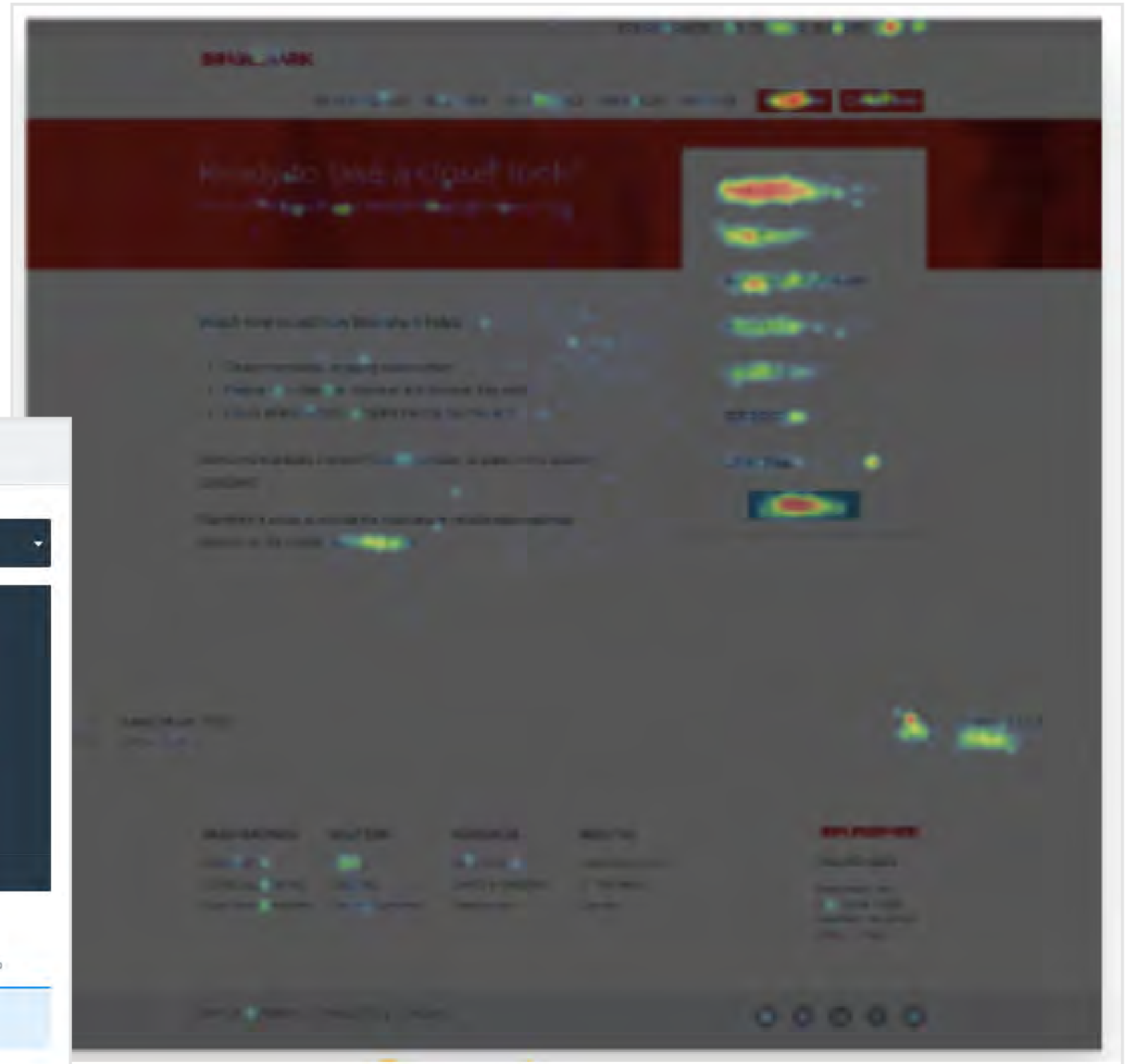
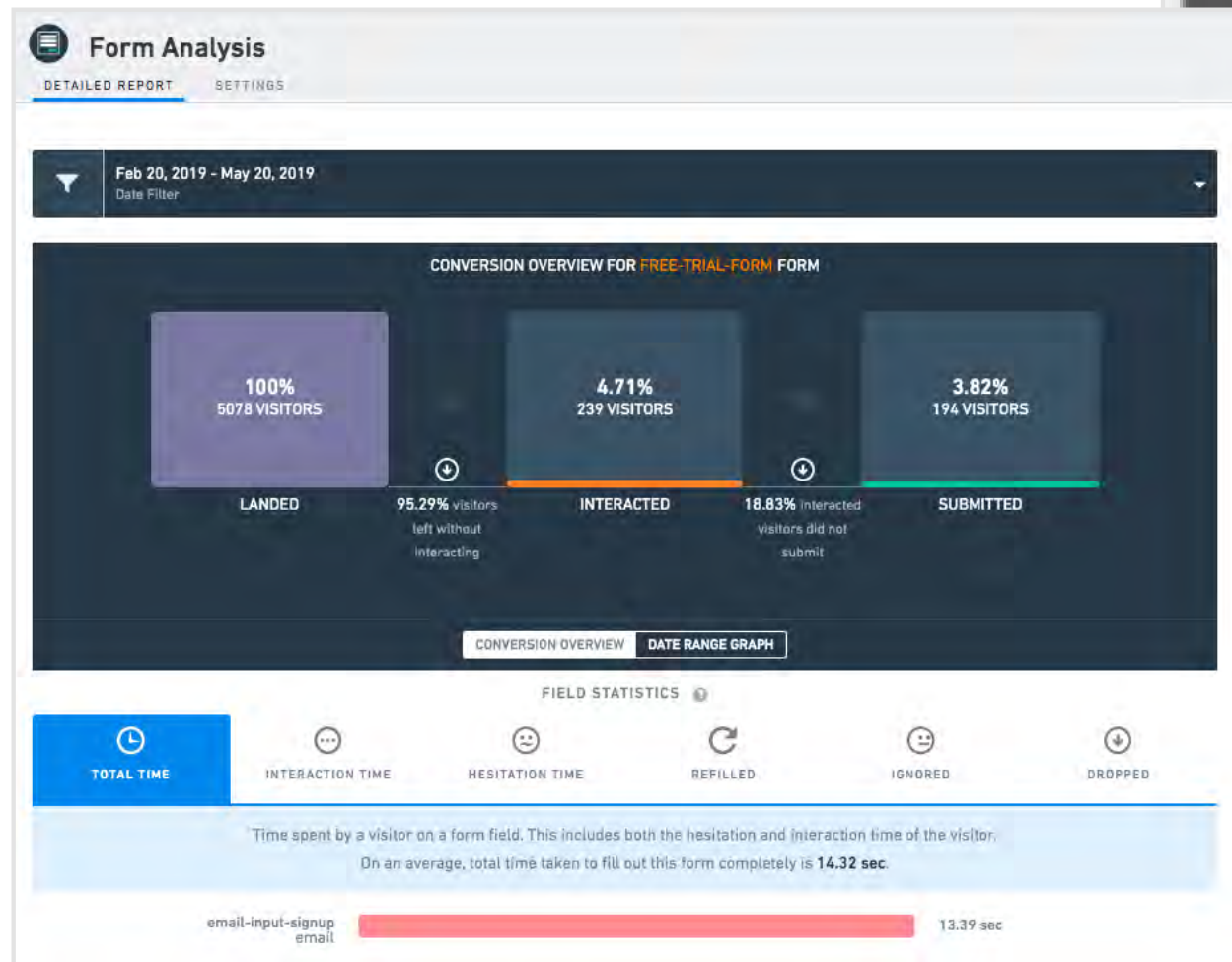
Step 3: Experiment & Test

Based on all qualitative observations you've made, it's now time to develop a hypothesis and validate it by running experimentation around it. This is crucial to facilitate decision-making based on facts rather than assumptions to ensure long-term positive outcomes for eCommerce brands.

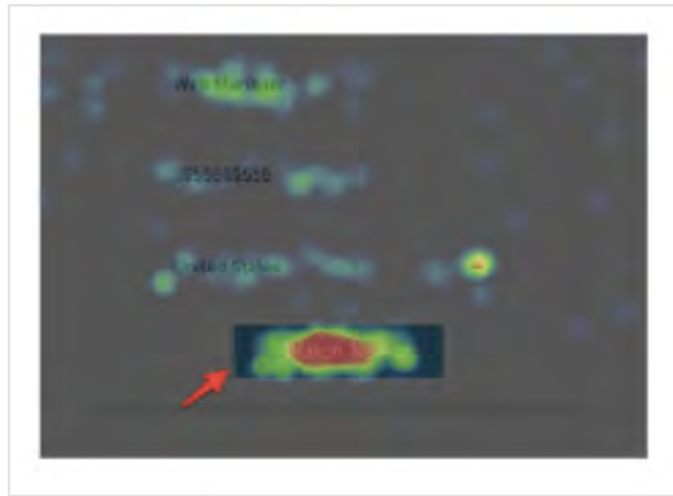
BrainShark leveraged heatmaps for informed decision-making

This case study for the sales enablement tool BrainShark showed how running an experiment based on qualitative analyses using heatmaps found distraction a major cause of cart abandonment. Tests were run using control and variations to identify the best fit to address the challenge. And the test variation with better results than the control was implemented.

Heatmaps & Form Analysis - The Gold Mines of User Information



Heatmaps helped identify Distractions



We want users to click here...
(which they are!)

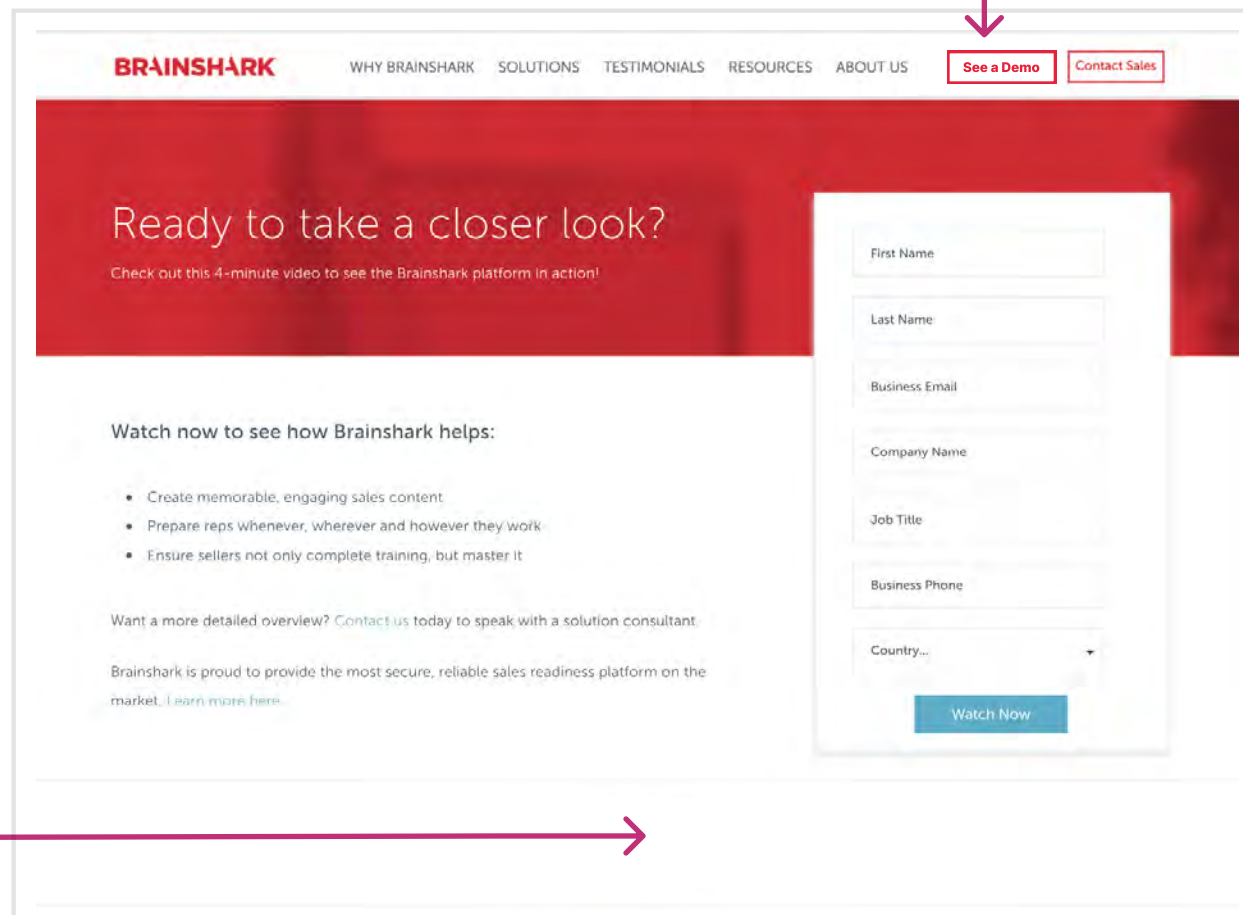


...but they are also clicking here and here (these two links simply reload the page!)

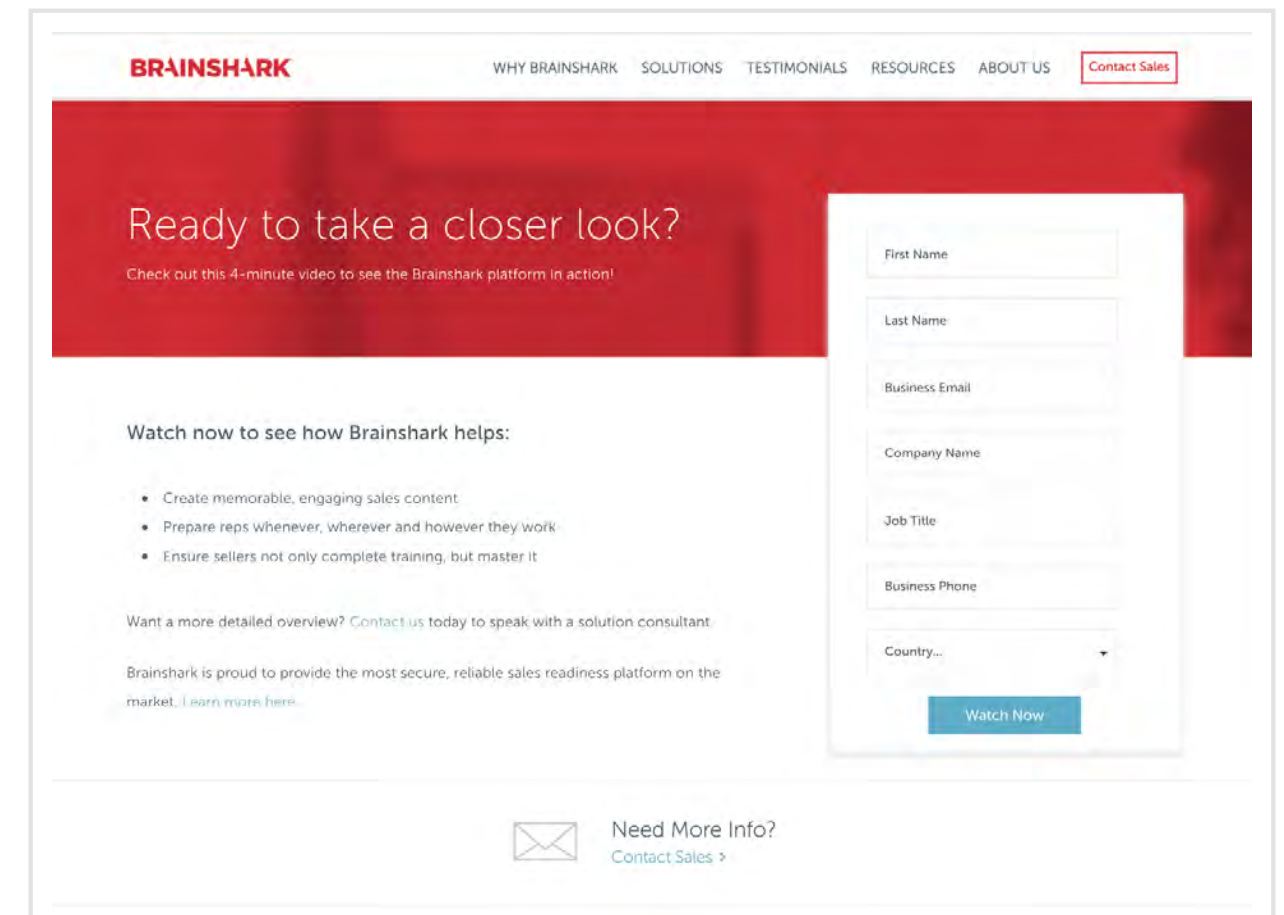


Next Step: A/B Testing

The hypothesis was that removing these 'distractions' would increase conversions



The variation created did not have the 'See a Demo' button and the footer link



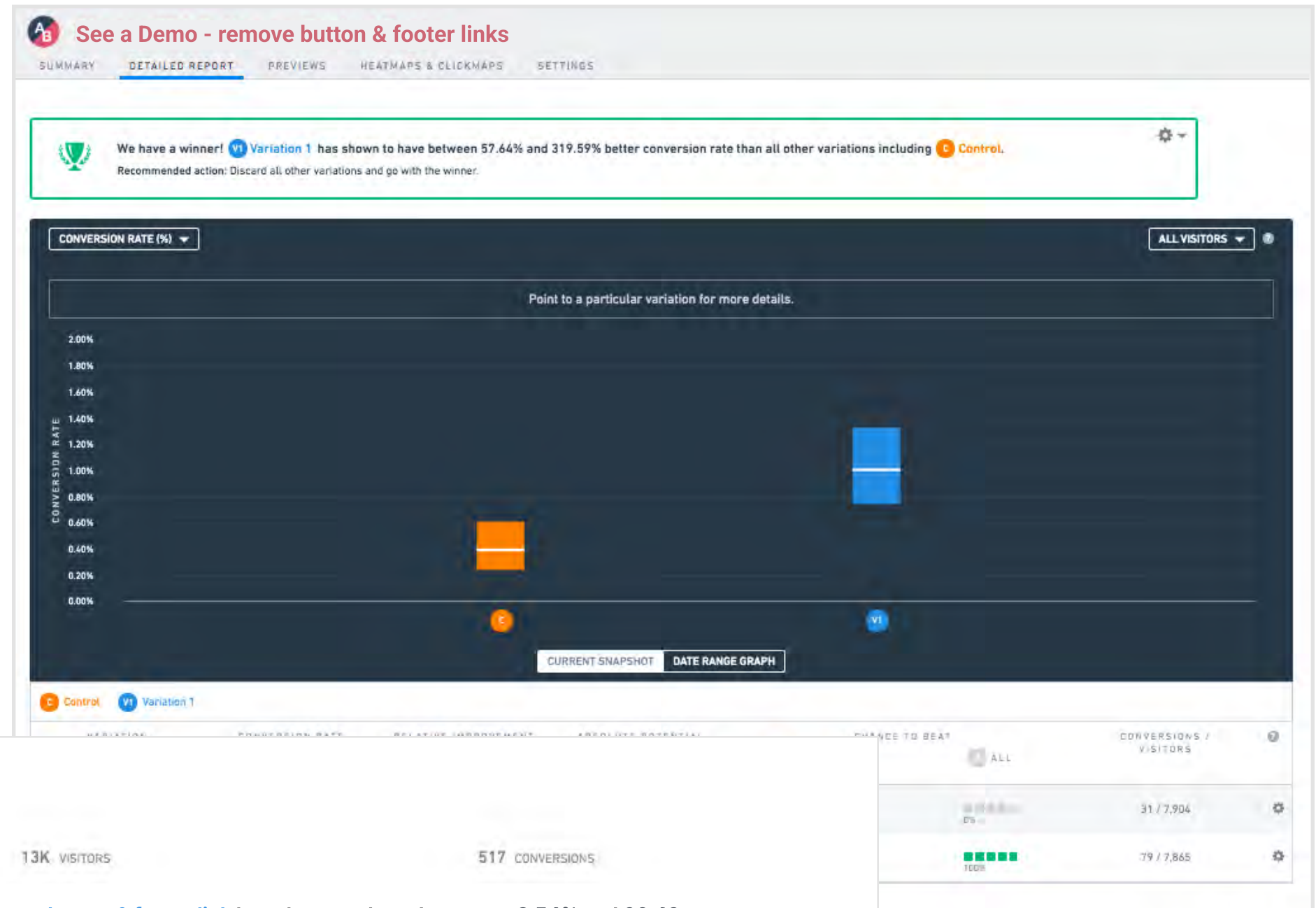
A/B Testing Gives You Data To Make Informed Decisions.

Implement Changes Based On Results Of A/B Testing

A/B test hypothesis is that removing these 'distractions' will increase conversions.

On see a Demo page, we will remove:

- **Button** in the sub-navigation for See a Demo →
- **Link** in the footer for See a Demo



See a Demo - remove button & footer links
https://www.com/campaign/website-heatmap/
3 VARIATIONS 13K VISITORS 517 CONVERSIONS

We have a Smart Decision! **V1 Remove button & footer link** has shown to have between **-8.54%** and **66.49%** conversion rate than all other variations including **Control**.
Recommended action: Discard all other variations and go with **V1 Remove button & footer link**



Step 4: Engage & Improve

You might have run an experiment based on a well-researched hypothesis, implemented the successful result... **What Next?**

You will need to again go back to the baseline and see what is the result or uplift based on the hypothesis that you have tested.

Using analytics, you can measure your website's and webpage's bounce rate, time spent by visitors, drop-off during checkout, and cart abandonment reduction.

Is there a way to bring them back?

Notwithstanding all your attempts, be prepared that there'll still be shoppers who will abandon the cart and leave never to return. But you can bring back the rest of them through any of the following ways:



Paid Ads: You can use Google Remarketing to keep your brand on top of the mind and to entice lost visitors to come back to your website. Google Ads retargeting is a powerful online marketing technique that allows you to stay connected with your target audience, even after they leave your website.

With banner ads, you can retarget visitors even when they are not on your website. This helps your brand get more exposure and increase visibility among your target audience.



Push Notifications: Web and mobile Push Notifications are the best way to convert abandoned carts into sales. A well-timed series of cart abandonment push notifications sent within an hour or two of a customer leaving a purchase can persuade the customer to come back and complete the booking or purchase.

Unlike emails, you don't have to wait for your users to open their inbox to receive your cart abandonment push messages. You can connect with them in real-time and achieve a CTR that is 10x more than emails!



Messenger Marketing: One of the effective social media methods is Facebook Messenger Remarketing. Just like push notifications, visitors can opt into your store's messenger list and get added to your subscribers' list. You can connect with these subscribers and promote offers, discounts, new arrivals, and more using FB Messenger Remarketing.

Here's how The Million Roses does it:

Whenever a subscriber adds a product to their cart but leaves the website without purchasing, they reengage with abandoned visitors by using automated Messenger Marketing. The best part about this channel is that you can convert cart abandoners into buyers with 4x the conversion rates of email.

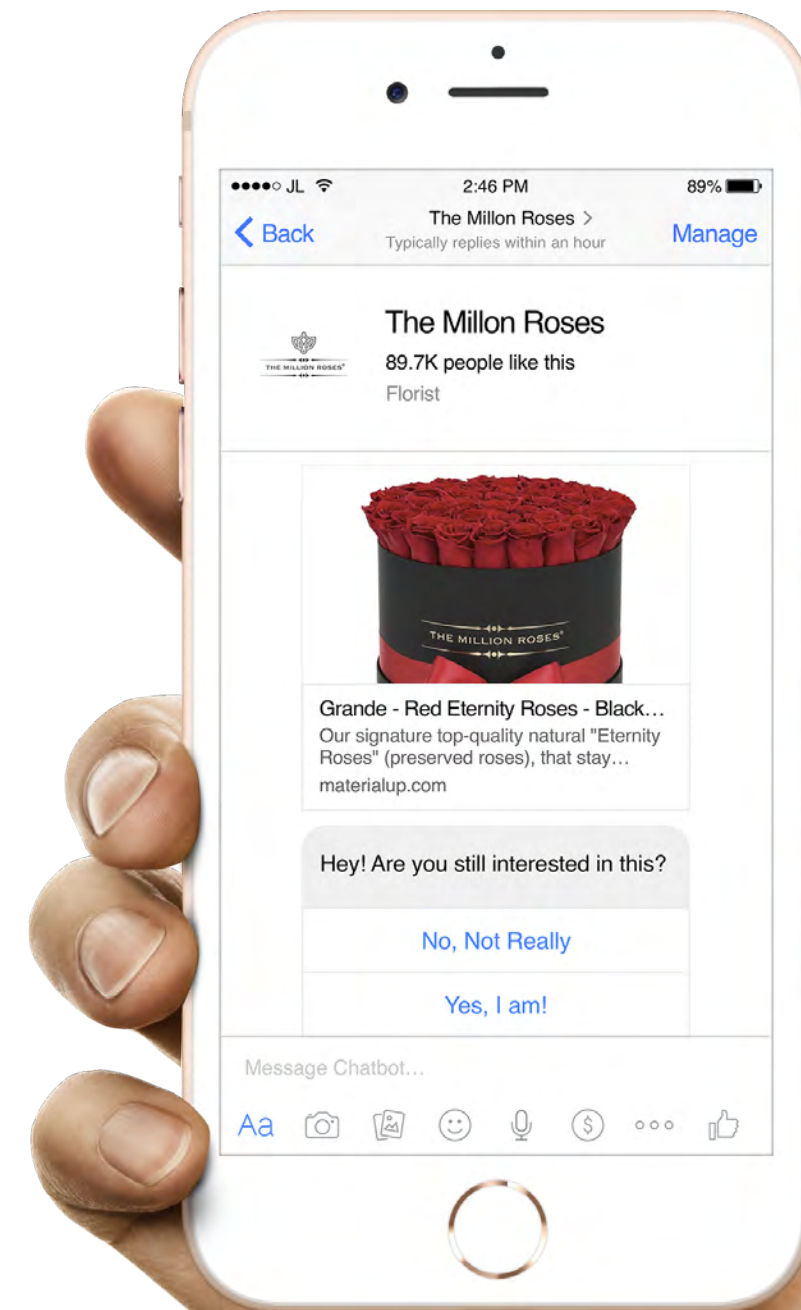
Showpo's journey about reducing cart abandonment

Showpo engaged VWO CRO services to create a better customer experience, and in the process, improved conversion rate and LTV (Lifetime Value). The company increased its revenue by 6.09% based on a successful experiential pilot and implementing the suggested results (adding free shipping).

Team Showpo realized the need for detailed qualitative analysis when quantitative data didn't suffice for efficient results.

To achieve higher revenue growth, they decided to implement a CRO plan for Showpo. Based on the initial qualitative analyses, they identified gaps in buyer purchase behavior and decided to go ahead with experimentation to fill those gaps.

- ✓ **Goal:**
Based on the hypothesis that adding a free shipping strip on the product pages would result in increased upselling, the goal set was to increase revenue.
- ✓ **Solution:**
Both Showpo and VWO teams decided to add a "Free Shipping" strip on the product pages and created 2 variations—one with a pop-up and another without it. This campaign was run for mobile users as well so that Showpo's entire customer base could be tested.



In both the variations, the free shipping strip not only notified the buyers about the free shipping option but also calculated and shared the balance amount required for the buyer to be eligible for free shipping. This is what the strip looked like:




This is what the **C** Control looked like

This is what the **V1** Variant 1 looked like:


V2 Variant You are **US\$19.05** away from Free Shipping

V3 Variant Hooray, you are eligible for **FREE SHIPPING!**


Variant


Showpo.   

FREE SHIPPING on all orders above \$50



Harmonic Love Skirt In Blue Denim

Price: **\$38.95**  **5.0** | **2** [Reviews](#)


Or 4 payments of **\$9.74** with afterpay  [More Info](#)

Color: **Blue Denim**




US Size: [Size guide](#)


2 XS 4 S 6 M 8 L 10 XL 12 NEW 14 NEW 16 NEW

ADD TO BAG


 **ADD TO WISHLIST**


Control

Showpo.   



Harmonic Love Skirt In Blue Denim

Price: **\$38.95**  **5.0** | **2** [Reviews](#)


Or 4 payments of **\$9.74** with afterpay  [More Info](#)

Color: **Blue Denim**

Size: [Size guide](#)

2 XS 4 S 6 M 8 L 10 XL 12 NEW 14 NEW 16 NEW

ADD TO BAG

 **ADD TO WISHLIST**

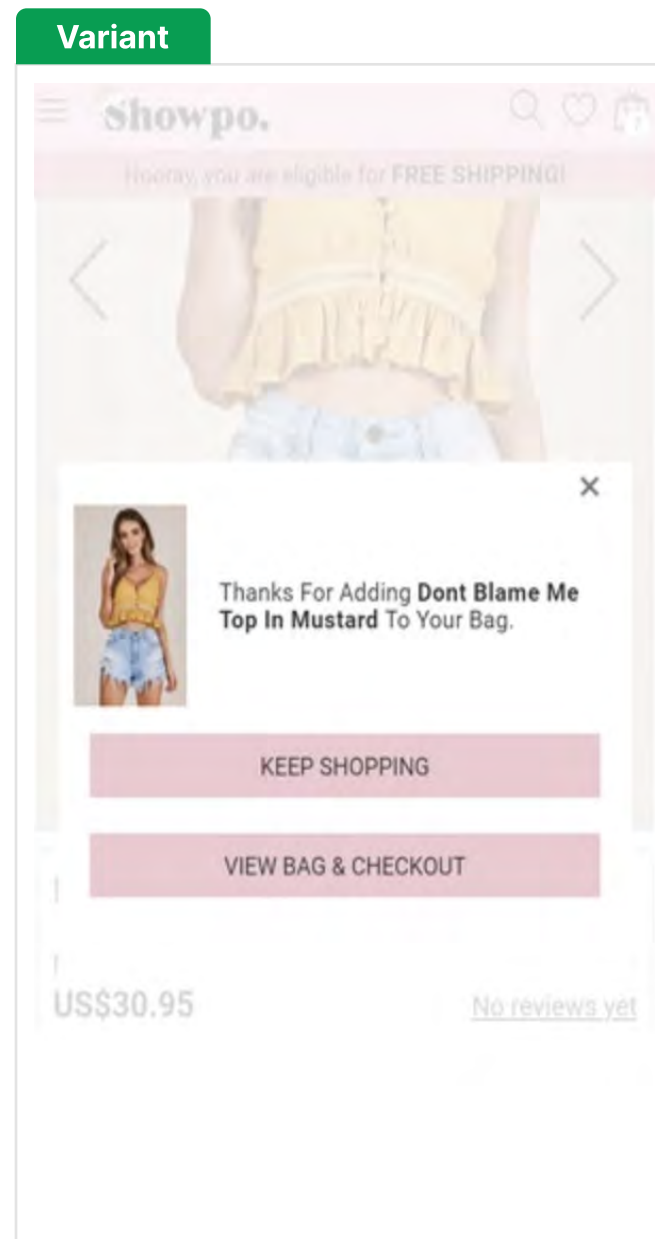
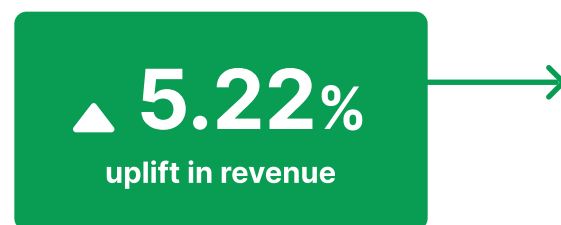


Result

In this campaign, variation 1 without the pop-up emerged as the winner with a higher visitor count as well as more instances of upselling, leading to higher revenue generation than both the control and variation 2. **The campaign was run for 44 days and generated \$22,080 additional revenue - a 6.09% uplift in revenue over the control.**

In variation 2, the buyers were not able to see the strip clearly because of the popup window. As a result, they went directly to the cart page without adding more products, leading to limited growth. Now, variation 1 is served to all their users.

The same campaign was run for the desktop and tablet users for the same number of days. Here too, variation 1 emerged as the winner with a higher visitor count as well as higher revenue generation than the control or variation 2. **Variation 1 generated \$13,834 higher revenue - a 5.22% uplift in revenue over the control.** Variation 1 is now shown to all Showpo users.



Often I see these two fields in eCommerce Checkouts:

- Business Name
- Address Line 2

These will likely lower conversions & revenue for most websites.

But before you decide to get rid of them from your website, check your store sales data to see how often those fields are filled out.

If it's a low frequency, that indicates it would be best to hide the fields behind a text link. And if there's enough traffic, then this could be A/B tested as the checkout is a risky area to change.



Chris Marsh

CRO Consultant

Ideas to Combat Cart Abandonment

There are a number of cart abandonment recovery ideas but the ones you implement should be based on the problems you've diagnosed on your website. Below are some ideas we've found quite effective in combating cart abandonment.

1. Show the Price Inclusive of shipping costs/ Offer Free shipping, if possible:

Almost 66% of customers simply expect free shipping on every purchase. If that is not an option for you, including tools like a shipping calculator on the cart page that lets your customers know their shipping value before checking out can also be helpful.

SmileyCookie's shipping A/B testing results surprised all

- ✓ **Goal:** SmileyCookie's goal was to find what shipping proposition would work best for visitors to this website. This way they would understand which part of their service was the most important for their visitors.
- ✓ **Test Run:** Using VWO Testing, 5 different value propositions were tested to see which of them might pique visitors' interest. The propositions were displayed at the header location mostly used for showcasing seasonal or promotional offers, expecting to catch visitors' attention in one go





Result

The winning creative, Order Today → Ships Next Business Day, had a **12.61% conversion rate** and a **\$29.95 average order value** resulting in a **\$3.78/per visit value**, a **41% increase over the site average**.

12.61%
Conversion rate



Since cookies are perishable items, customers wanted to receive their orders while they are still fresh and in good condition to consume.

So much so that they preferred the winning variation over variations showing free shipping and low shipping rate. This again proves the importance of testing your ideas and finding out which can work the best to meet specific user needs in your industry.

2. Add Security Affirmation:

Online shoppers look for social proof and security elements that would enforce their trust in an online store. Trust plays a key role in the final decision of whether to buy from a store or not.

To increase the conversion rate on your checkout page, get more revenue, and more customers from your existing traffic base, make sure to **add multiple credible trust signals on your website**. If your target audience doesn't trust your brand, they might not visit your website. And even if they do visit it, the chances of them converting are minimal.

"Make it clear that the cart has been updated. It's a golden rule of interface design for every user action there must be a clear and immediate reaction. In other words, if a shopper clicks add to cart they should instantly receive visual confirmation that their product has been added to their shopping cart.

Also, consider enhancing your product reviews. According to an iperception study, 63% of people are more likely to buy from a site with user reviews, but most retailers already recognize the importance of product feedback from real customers. If you already use reviews to boost sales, it's time to take things one step further by adding some additional context that includes relevant details about the reviewer like their photo age, gender, and other demographic data along with annotated reviews or verification badges.

Customers are much more likely to follow through with their purchase if they're able to see verified reviews from people who share similar characteristics or are in similar situations and have had a positive experience with your product."



Jon MacDonald

Founder & CEO, The Good

Adding a trust seal on the checkout page serves as a great way to develop trust with your visitors and convince potential customers that your website is safe and secure.

Uptowork reassured customers with security badges

Let's take the example of **Uptowork (now Zety)**, a career site and an online resume building platform. The platform is easy to use, fast, and professional. Uptowork targets all types of job aspirants, especially those who struggle with building their resume in traditional text editors.

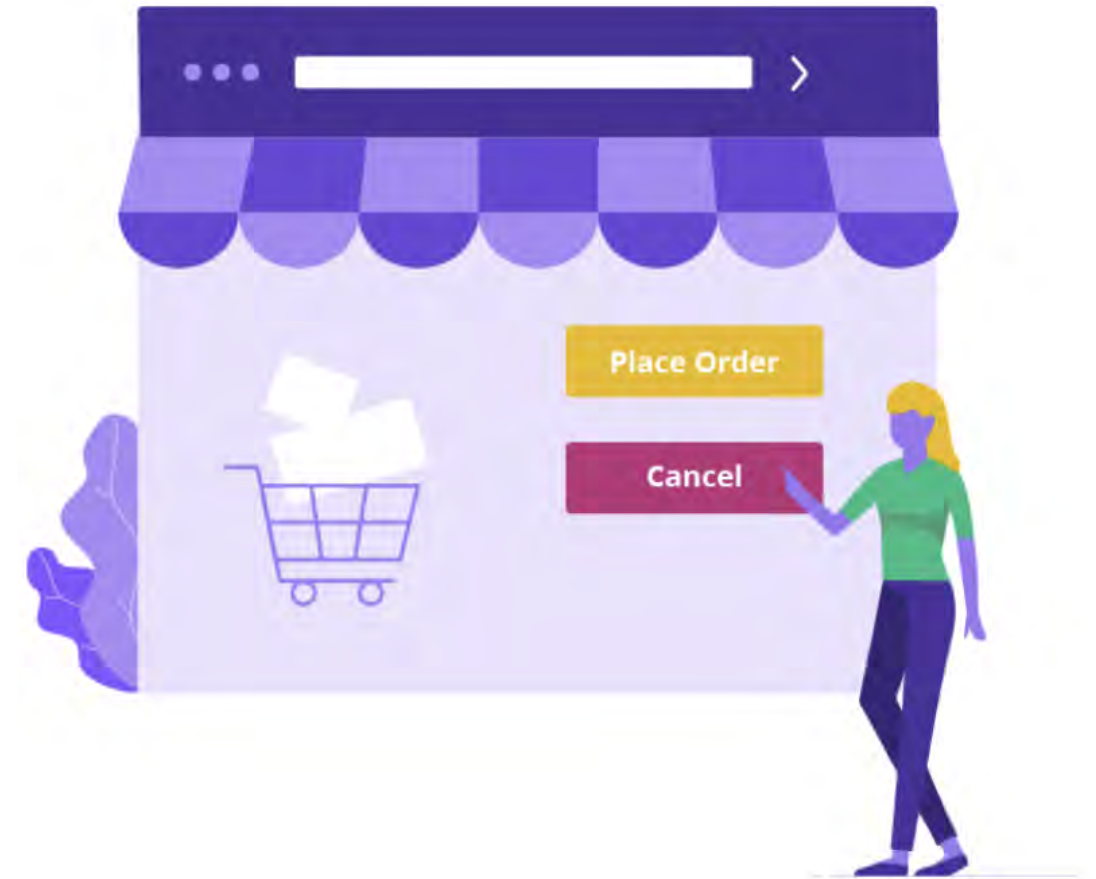
Investigating and Identifying the Issue

Although they were getting a substantial amount of organic traffic on their website, they wanted to improve the percentage of visitors making a purchase owing to the platform's surprisingly high cart abandonment rate.

While analyzing the onsite journey of their visitors, Uptowork found that most of their customers were checking out the platform's products, adding them to their cart but weren't making the final purchase. This was resulting in a high cart abandonment rate and low conversion rate.

Finding the Gap

After analyzing their findings, Uptowork's team found that there was a huge gap between what the platform wanted to convey and what its customers perceived. They also understood that one thing they majorly lacked in, as compared to their competitors, was building a level of trust with their customers.



Keeping the Objective in Mind

To fill the gap in brand perception and build a level of trust with their customers, along with reducing their cart abandonment rate, Uptowork's team began fresh research.

Key Idea

The platform's key idea was to completely revamp its cart page and add a McAfee trust badge to a sense of security to its customers.

Hypothesis

"We added a McAfee badge to our cart with the assumption that it will reduce the percentage of people leaving the cart. And it did"

On the basis of their research, they came up with a strategy to add a McAfee badge to gain customer trust. They hoped that by adding the security badge, they'd be able to convey that Uptowork offers a safe and secure payment gateway to its customers. With this change, they also hoped to uplift their brand image, reduce cart abandonment rate, and increase conversion rate

"While we were hoping for the badge to work, we had our doubts about how such a small change will make any impact"

Implementing and Testing

Uptowork, with the help of VWO's AB testing capability, ran the test for almost a month, targeting their entire user base.



Result

The test results perfectly aligned with Uptowork's thought-of hypothesis. By adding the McAfee badge, they saw a **reduction in their abandoned cart rate and an increase in their conversion rate by 1.27%**.

Variant

uptowork [Sign up & order details](#) [Payment method](#) [Confirmation](#) [Log In](#)

You are buying our Start Plan
[Go back to pricing](#)

- ✓ You will have full access to 4 resume templates.
- ✓ You can download unlimited documents in PDF and TXT.
- ✓ Your Start plan will be valid for 30 days.


YOUR ORDER Secure checkout

Start Plan	\$4.99
------------	--------


You will need an account to access your documents.

✓ SIGN UP TO CONTINUE


[I have an account](#)

 Verified by VISA MasterCard

TOTAL PRICE No hidden fees **\$4.99**

 7-day money back guarantee.

[I have a discount code](#)



← **▲ 1.27%**
increased conversion rate

3. Remove Distractions:

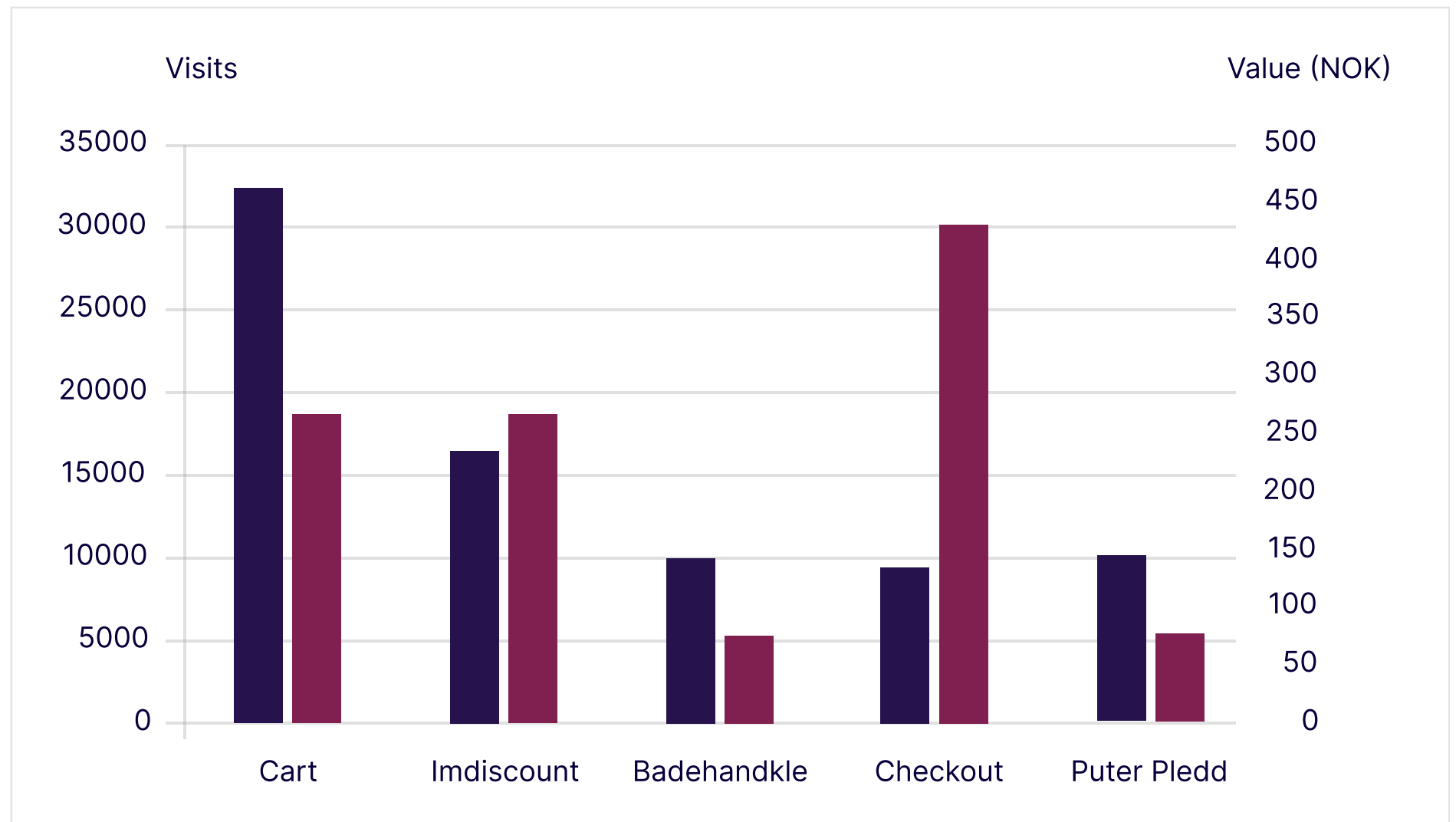
Any element in your checkout that doesn't push the customer toward the final sale is a distraction. Remove them. This will help reduce the cognitive load for your website visitors, making it easy for them to focus on the necessary action for checking out.

nameOn removed the unnecessary to win over customers

nameOn signed up to VWO to conduct a series of A/B tests. Using data from Google Analytics to identify which pages should be tested, we analyzed the performance of high traffic/ high value pages for the last 12 months. This provided valuable insights not only on which page to test first, but also on which pages we could test in our A/B test series.

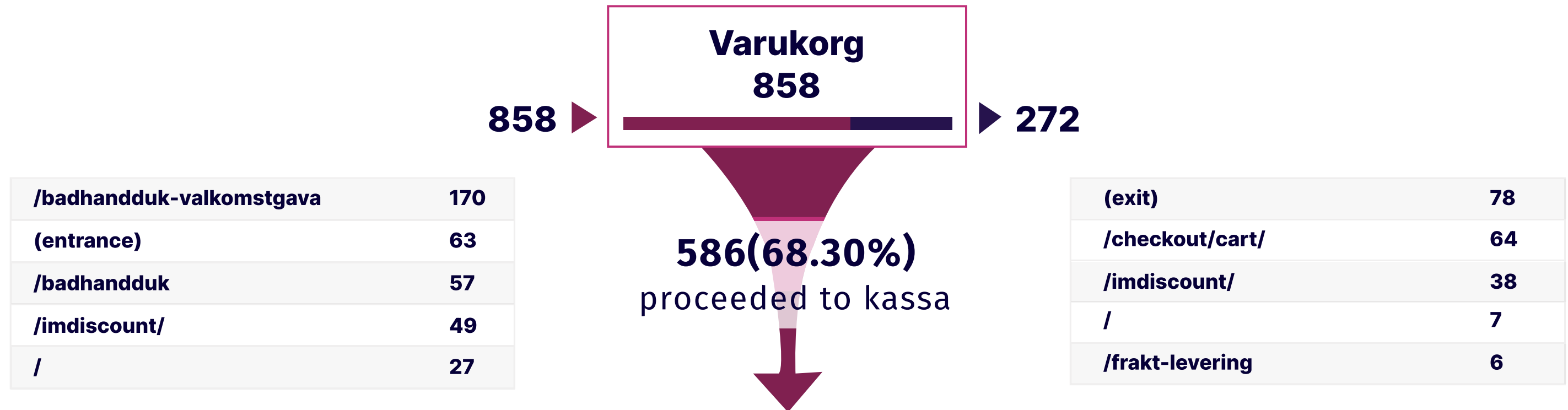
Business goals

Increase visits from the cart to the checkout page by 10%.



Motivation behind test

Upon observing a dropout rate of 31.7% between the Cart and Checkout pages, we wanted to decrease the number of abandoned carts and send more visitors to the checkout.



When reviewing the page, we saw that there were 9 call-to-actions (CTAs) on the checkout page, including 'Sign up for newsletter', 'Like us on Facebook', and 'Go to home page'. The only required buttons were 'Remove item' and 'Go to payment' on this page.

Hypothesis

Conversion rate best practice tells us that distractions are conversion killers. We wanted to put best practices to the test. By removing distractions from the cart page and making the main CTA button stand out, we expect to see visitors focus on the 'Continue to checkout' button and complete their order instead of leaving the page.

Improvements made

We **removed all unnecessary CTAs** except for "Welcome bonus" and "Continue to checkout". We also **changed the button color from yellow to blue** in order to make it stand out from the rest of the page.

Variant

nameOn

Sök i hela butiken... SÖK Mitt konto 1 artikel 149,00 kr

HANDDUKAR GÅVOR GÅVÖSET VÄSKOR TILL BARNEN TILL HEMMET ACCESSOARER

GRATTIS! Du har uppnått en bonusgåva. Välj här:

Du har en bonusgåva att välja. VÄLJ DIN BONUS

Beställ på artikelnummer

Ange artikelnumret här... Brodering: LÄGG I VARUKORGEN

Produktnamn	Enhetspris	Antal	Delsumma
Bedhandduk 600417-fre_1 Färg: Terrakotta Namn: SLM	Ändra 149,00 kr	1	149,00 kr

Delsumma 149,00 kr

Moms 29,80 kr

Totalsumma 149,00 kr

Gå till kassan

Ca till kassan

Control

nameOn

Sök i hela butiken... SÖK Mitt konto 1 artikel 149,00 kr

HANDDUKAR GÅVOR GÅVÖSET VÄSKOR TILL BARNEN TILL HEMMET ACCESSOARER

GRATTIS! Du har uppnått en bonusgåva. Välj här:

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Gå till kassan

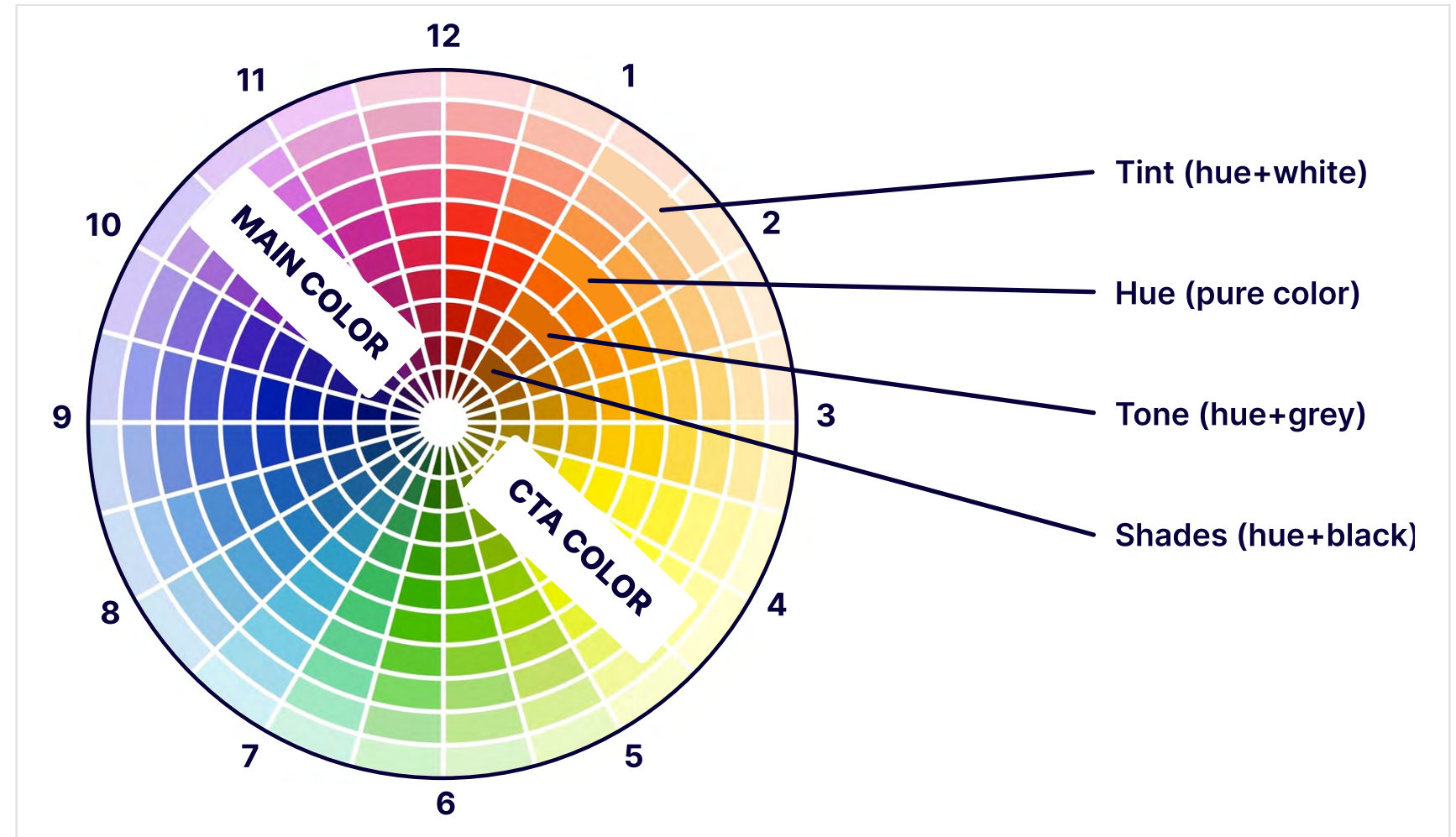
Ca till kassan

The CTA colour choice was based on the excellent “**Conversion Optimization: 6 Power Tips of the Trade**” presentation by Angie Schottmuller, which includes the **fantastic clockwork conversion** on the 12-Hours Color wheel:

Result

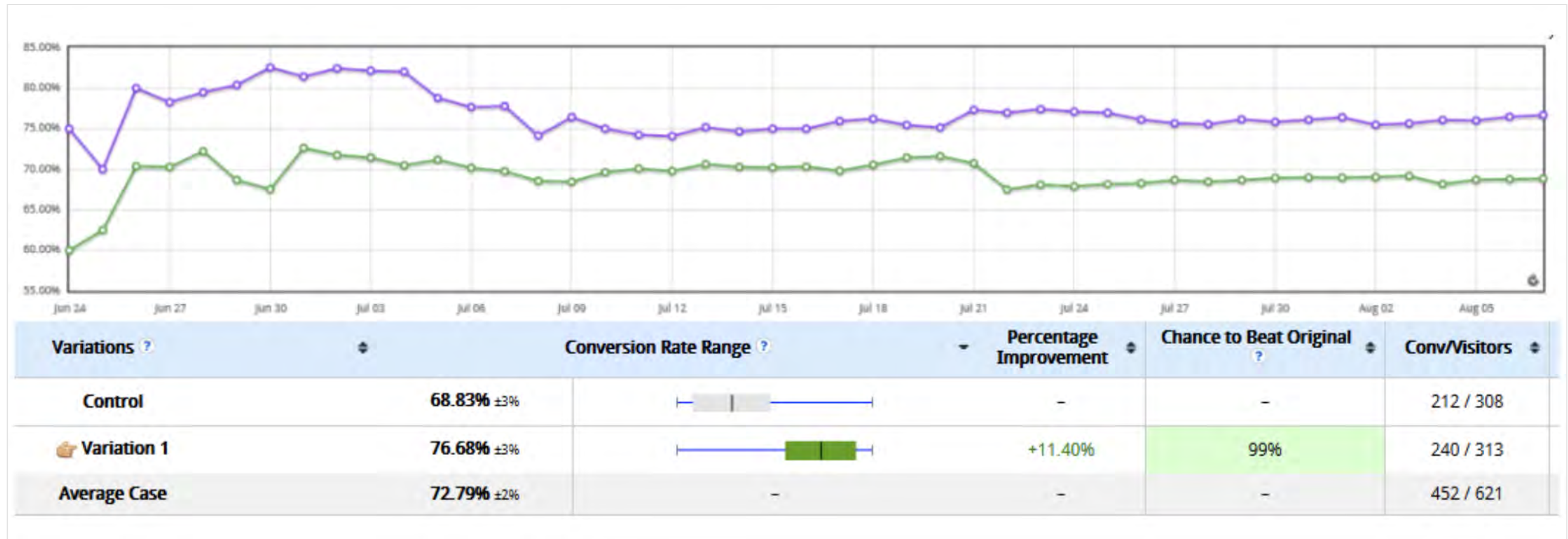
In nameOn considered March to July as low traffic season, with August to December being the peak season when traffic and sales skyrocket.

But based on data from Google Analytics 30 days prior to the test, we estimated that a 10% increase in visits to the checkout page would lead to an increase of more than \$8,500. This translated into **approximately \$100,000 in increased sales per year**.



After the test's conclusion, the overall performance saw an **11.40% increase with 99% statistical significance**.

As people were visiting the checkout page and during the testing period, the overall e-commerce conversion rate and average order value increased.



Bionic Gloves' counter-intuitive idea worked wonders

✓ **Goal:** Bionic Gloves sold a wide range of specialist gloves through its online website. Concerned about the growing cart abandonment rate across industries, it was decided to identify optimization opportunities on their cart page which could help increase revenue.

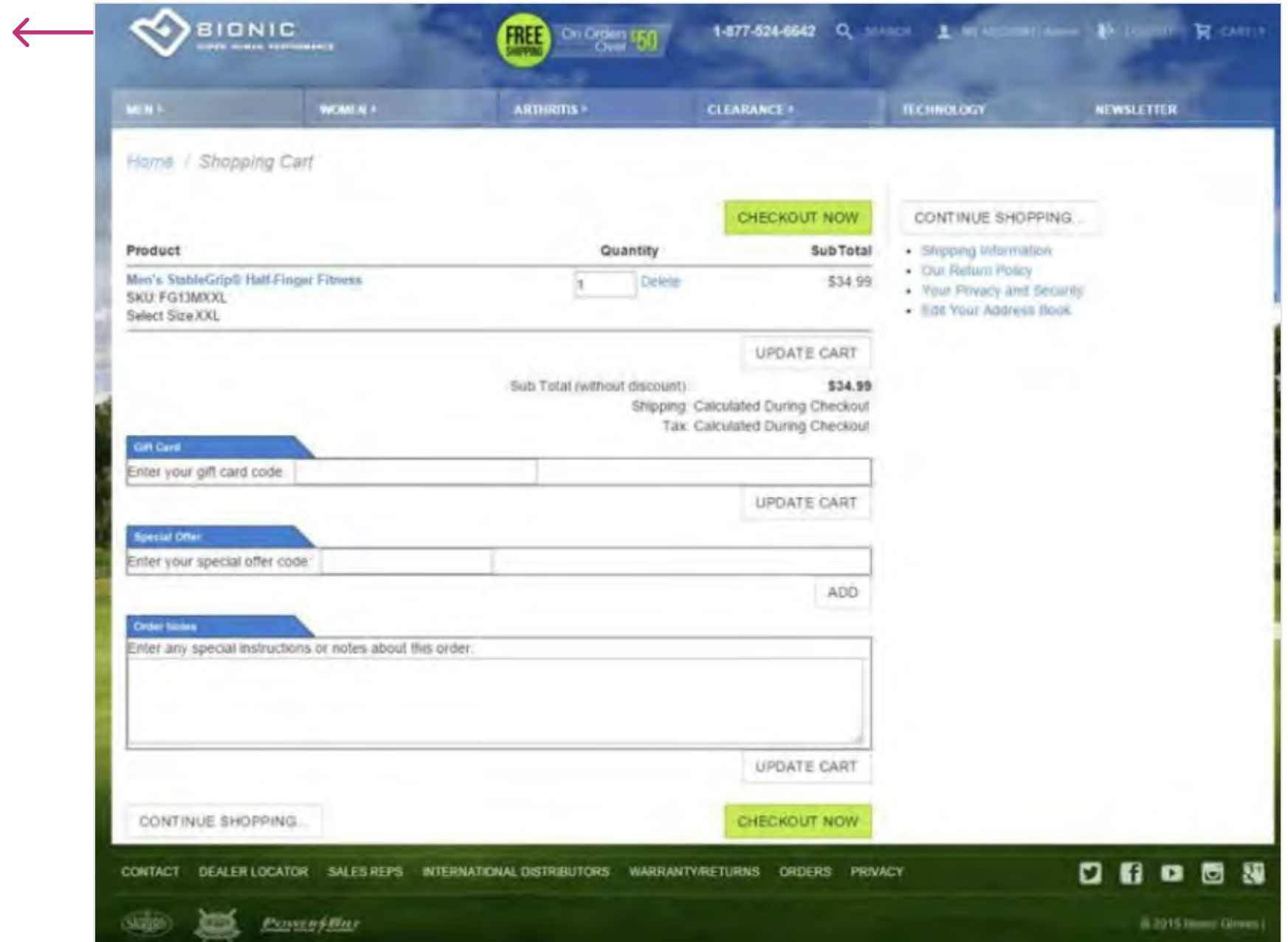
✓ **Test Run:** The hypothesis to remove 'gift card' and 'special offer' boxes was counter-intuitive because these offers are generally considered significant to build customer trust. However, in this scenario, they were assumed to be 'distractions' diverting buyers' attention from checking out and drawing it on themselves. To validate a hypothesis as monumental as this, performing an A/B test became imperative.

Result

Run for 48 days and tested on over 1400 customers, the test proved the hypothesis to be correct. The variation without the boxes **increased revenue per visitor by 17% and total revenue by 25%.**

Further, it was seen that special offer boxes were indeed distractions because on seeing them users would often leave the website to look for coupon codes on Google (as shown on Google search).

Our learning: if you want such offers to benefit buyers instead of distracting or misleading them, reveal the codes on either product or cart page.



▲ 25%
increase in total revenue

4. Make the checkout process linear

Around 17% of customers abandon carts after seeing long or complicated checkout processes on websites. One way to prevent drop-offs from complicated checkout is to select and implement the right type of checkout page on your website.

One-Page Checkout

Pros:

- Less number of clicks required
- Time-saving for buyers

Cons:

- Cluttered design
- Overwhelming for buyers

Multi-Page Checkout

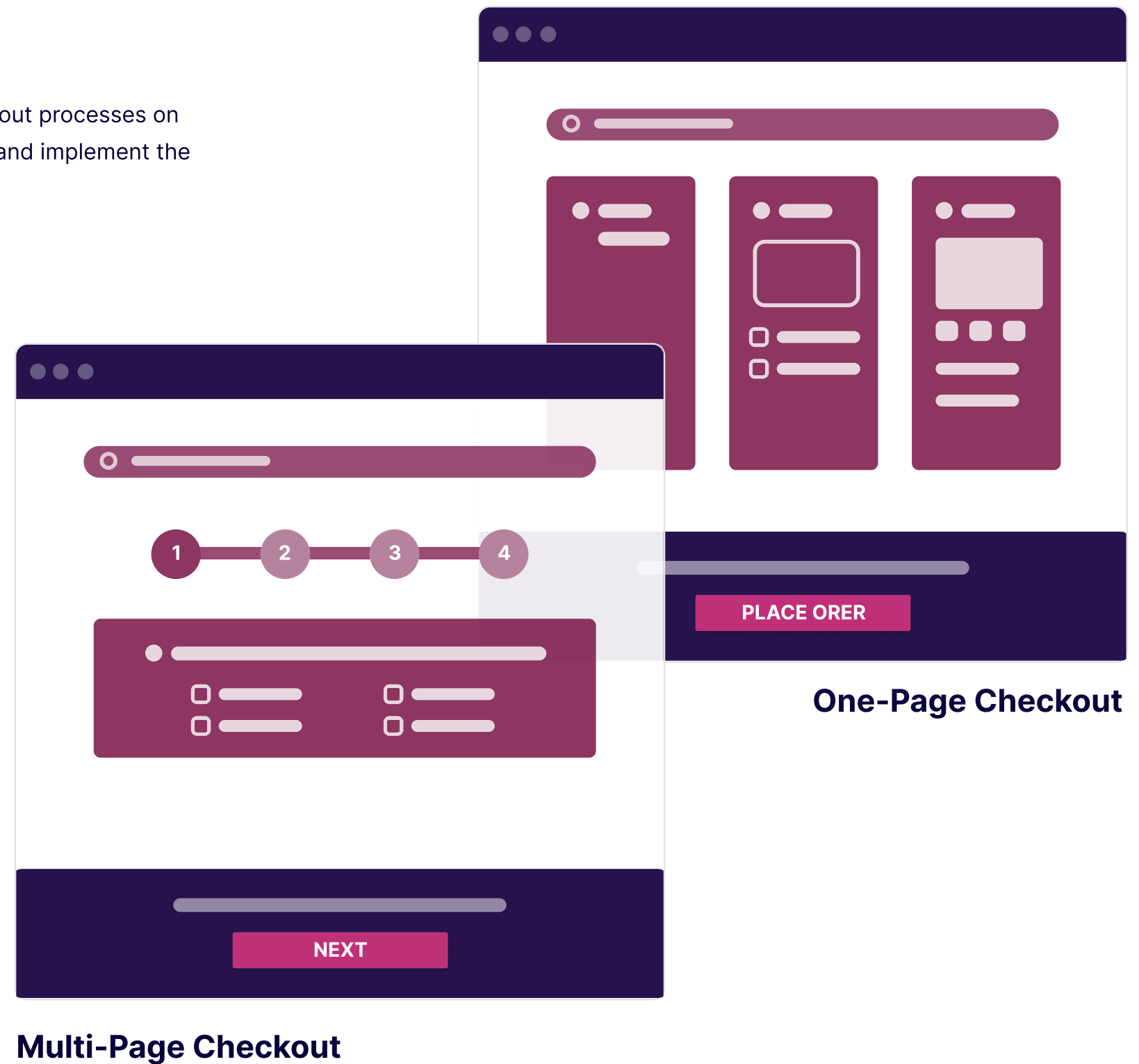
Pros:

- Clean layout
- Top progress bar gives a feeling of certainty

Cons:

- Time-consuming
- Back on forth between pages to make corrections

Perform qualitative and quantitative analyses to understand how visitors interact with the existing checkout page on your website. After which, you may test, analyze results, and release the best-performing checkout page experience to users.



PayU's small change drove big results

Interestingly, sometimes the smallest change can drive the biggest change. We got a glimpse of that phenomenon in **PayU's** experiment to reduce the checkout page drop-off. Removing the email field from the checkout page was all it took to **increase the checkout rate by 6%**.

The image displays two versions of a checkout page. The top-right version, labeled 'Control', features a green header with the PayU logo and 'PAY ₹1.00'. Below the header is a form with fields for 'Mobile' and 'Email', followed by a 'Continue to Pay' button. The bottom-right version, labeled 'Variant', is identical but lacks the 'Email' field. A red arrow points from the text on the left to the 'Email' field in the control version. A green callout box on the right contains an upward-pointing triangle, '6%', and the text 'increased checkout rate', with an arrow pointing to the variant version.

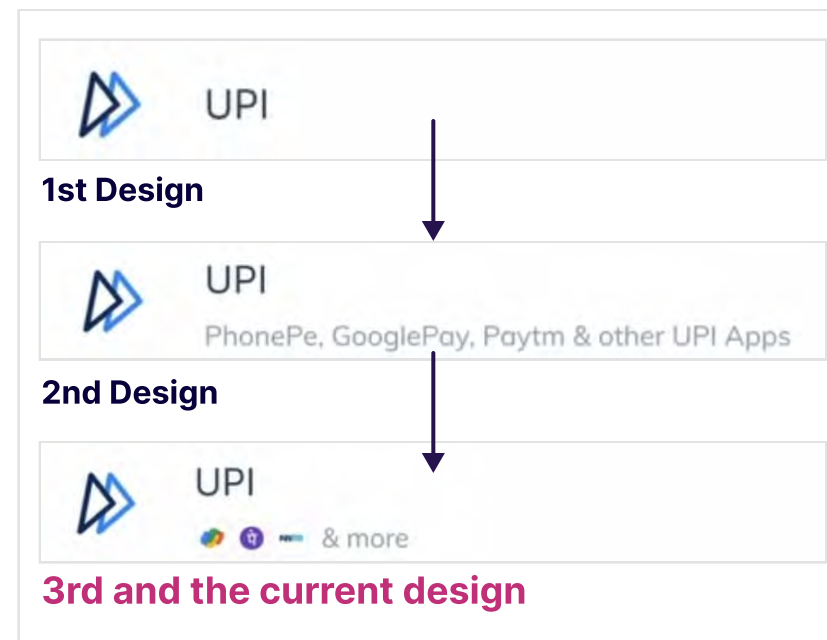
Integrating different payment methods

Customers simply expect to see their preferred payment method when shopping online. The absence of different payment choices can get in the way of delivering great user experiences, pushing customers to abandon their carts and find solutions with your competitors.

Razorpay, India's one of the leading mobile app payment gateways, introduced Unified Payments Interface (UPI) as a payment method from the initial days of its introduction. Over the years, as UPI garnered more popularity, the team tested the display of this option to observe the change in users' interaction with it.

Currently adding app logos has helped **improve checkout time by 7 seconds**, which is massive because even a 2-second delay in the checkout is known to increase cart abandonment to 80%.

This is how the display changed over the years:



"All of these experiments might sound very tiny. But all of these improvements are absolutely crucial for users, especially in the fintech space. These improvements take time because we're dealing with something as sensitive as money. Studying your users and asking the right questions at the right time and space is crucial. Even a 2-3% increase in success rate can mean millions for businesses."

Chetty Arun
Director of Design,
Razorpay



"No wish list feature on your eCommerce website?"

Your cart abandonment rate will usually be much higher. But why?

Because many users will be using your cart as a way of saving for later, and may not be interested in buying then, or any time soon.

So not only does offering a wish list feature improve user experience and lets users share it with friends and family (great for gifting), it also lowers your checkout abandonment rate!

And don't expire your cart session too early either, as if users come back a week later and their cart is empty, you may easily lose the sale. Shopify does this better at least, and expires cart 2 weeks later. But it's still no substitute for offering a wish list!"



Rich Page

CRO Expert

Conclusion

Out of every 10 buyers adding products to their cart, 7 of them abandon it. But if your cart recovery rate is anywhere above 10%, you're on the right track!

When your cart abandonment recovery strategies are built on the bedrock of conversion optimization, your profit tree will start to look rather promising.

More significantly, improving the online shopping environment on your website is a win-win for both you and your customers. Higher purchase satisfaction and lower cart abandonments by customers will boost trust and revenue for your brand.

To recover your lost carts, are you...

✓ Outlining your visitor journey?

- Define goals
- Build funnels
- Profile your visitors

✓ Identifying opportunities in your visitor flow?

- Know WHAT your visitor is doing using Quantitative Research
- Use Qualitative Research to know WHY they behave in a certain way

✓ Addressing the What & Whys?

- Collect and analyze your research data
- Build strong hypotheses to test inferences you drew in your research

✓ Running Experiments and Measuring Impacts?

- Break your conversion goal into several micro goals to analyze the true impact of your experiments

If there's any tool that is a must-have in your armory to fight cart abandonment, that is VWO. Get started with our robust platform and explore its cutting-edge capabilities to bring back abandoned carts and generate more sales than ever.

Take the next step.

VWO is an experimentation platform that enables brands to improve their key business metrics by empowering teams to easily run their conversion optimization programs backed by customer behavior data. We provide a suite of tightly integrated capabilities to unify customer data, discover customer behavioral insights, build hypotheses, run A/B tests on server, web, and mobile, rollout features, personalize experiences, and improve customer experience across the entire buying journey.

Get a complimentary consultation of the entire platform tailored to your business needs to fast-track your way to increased conversion rates.

[REQUEST CONSULTATION](#)

Or


[Explore the platform with a 30-day free trial.](#)

US: +1 844-822-8378 (Toll free) | International: +1 415-349-0105

Teamleader  **12.5%** ▲
Sign-ups

FLOS **125%** ▲
Checkout Rate

cocohanee. **40%** ▲
Transactions

 workzone **34%** ▲
Form Submissions

POSist **52%** ▲
Demo Requests

Hush. **23%** ▲
Revenue

 corcentric **99.42%** ▲
Click-through Rate

Upgrade. Inspire.

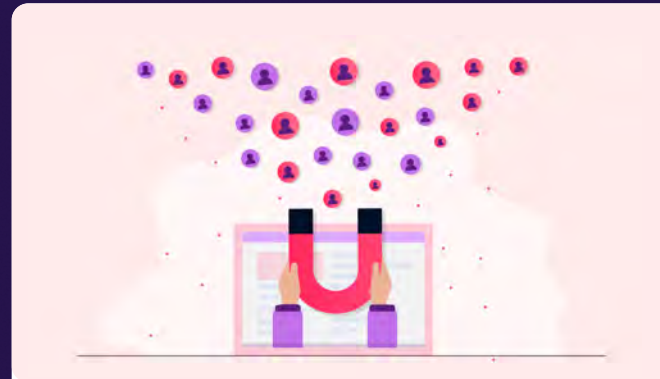
Learn how hyper-growth companies across the world deliver on customer expectations.



Master of Conversion

Get inspired by the masters from the world's top and most admired brands.

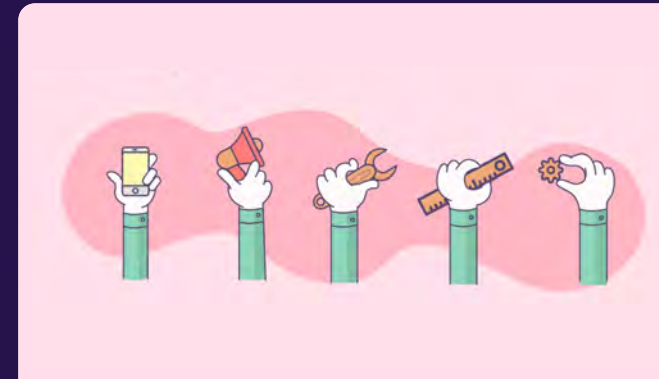
[Watch →](#)



Success Stories

Success stories of how brands across industries have been using VWO to increase sales and conversions.

[Read →](#)



Free Tools

A quick set of tools to kick-start your optimization journey.

[Explore →](#)



In-Depth Guide

Learn in-depth about the key concepts of A/B Testing, Conversion Rate Optimization, and Website Experience Optimization.

[Read →](#)

Stay updated on the latest happenings in CRO:   

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