



Reducing Cart Abandonment

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



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Overview

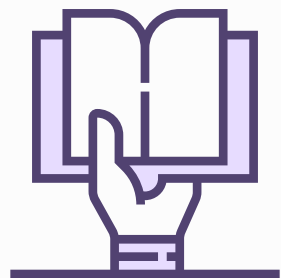
The plane is taking off; have you boarded the flight?

You are reading this because you either own or have some responsibility towards an e-commerce website.

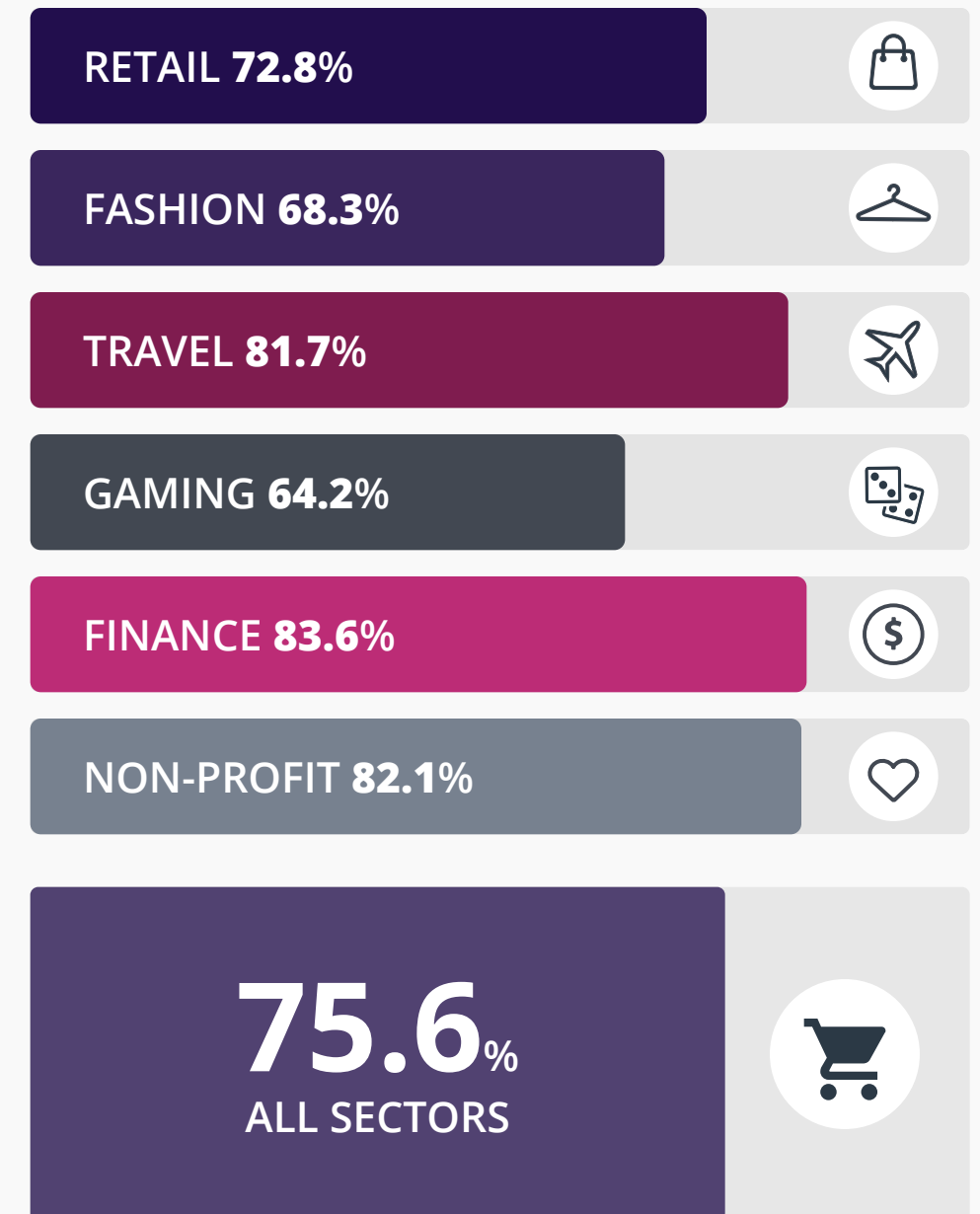
You want your platform to work better, retain more customers, and generate more revenue. The key to it lies in unlocking the potential of those 3 out of every 4 shoppers who abandon the shopping cart in the final step of their purchase decision.

More and more e-commerce 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. An easy way to calculate the cart abandonment rate for your website is by dividing the total number of abandoned shopping carts with the total number of transactions that were initiated. Having a high cart abandonment rate indicates that your website's UX is poor or that your checkout process may be broken. Reducing your cart abandonment rate will directly result in more sales and higher revenue.



This guide aims to provide resources and tools for business-to-consumer e-commerce 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 e-commerce cart abandonment rate across industries

Introduction

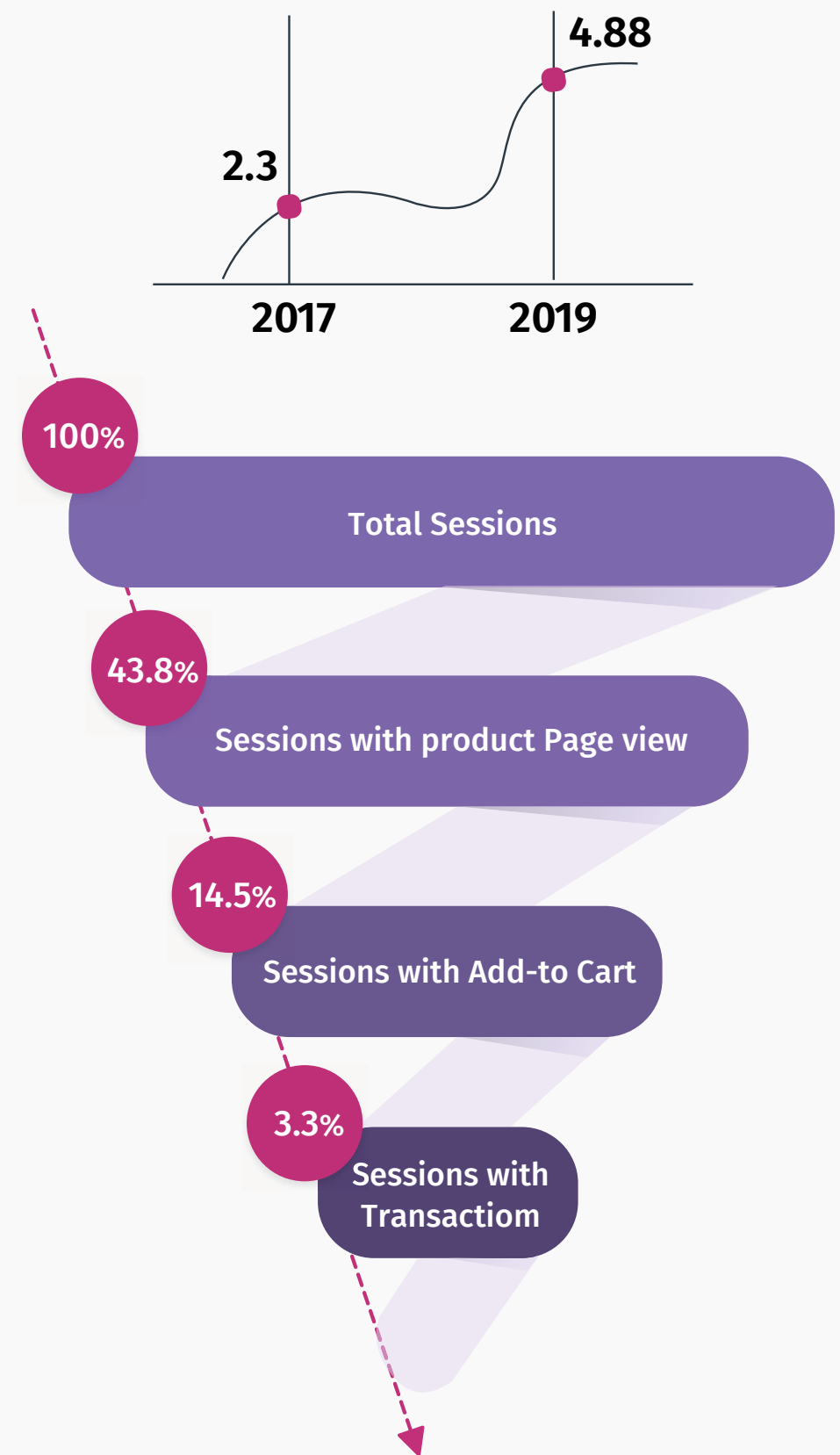
Online retail businesses are thriving as consumers are becoming more and more comfortable shopping online. Retail e-commerce sales **around the world in 2017 amounted to 2.3 trillion USD and a growth of 4.88 trillion USD is projected in 2021** ([Statista](#)). Despite the growing number of visitors on e-commerce websites, the percentage of buyers hasn't improved

According to a study by Baymard Institute (2018), \$738 billion represent the combined online sales value in the US and EU, and the untapped capability for a 35.26% increase in conversion rate builds up to \$260 billion worth of lost orders that can be recovered through an improved checkout flow & design.

Therefore, for online marketers, justifying online consumers' attitude does not always translate into behaviors could mean the difference between profit and loss. This could help in marketing practices to counter the (negative) effect and consequently sales, thereby, reversing the shockingly high rates of online shopping cart abandonment.

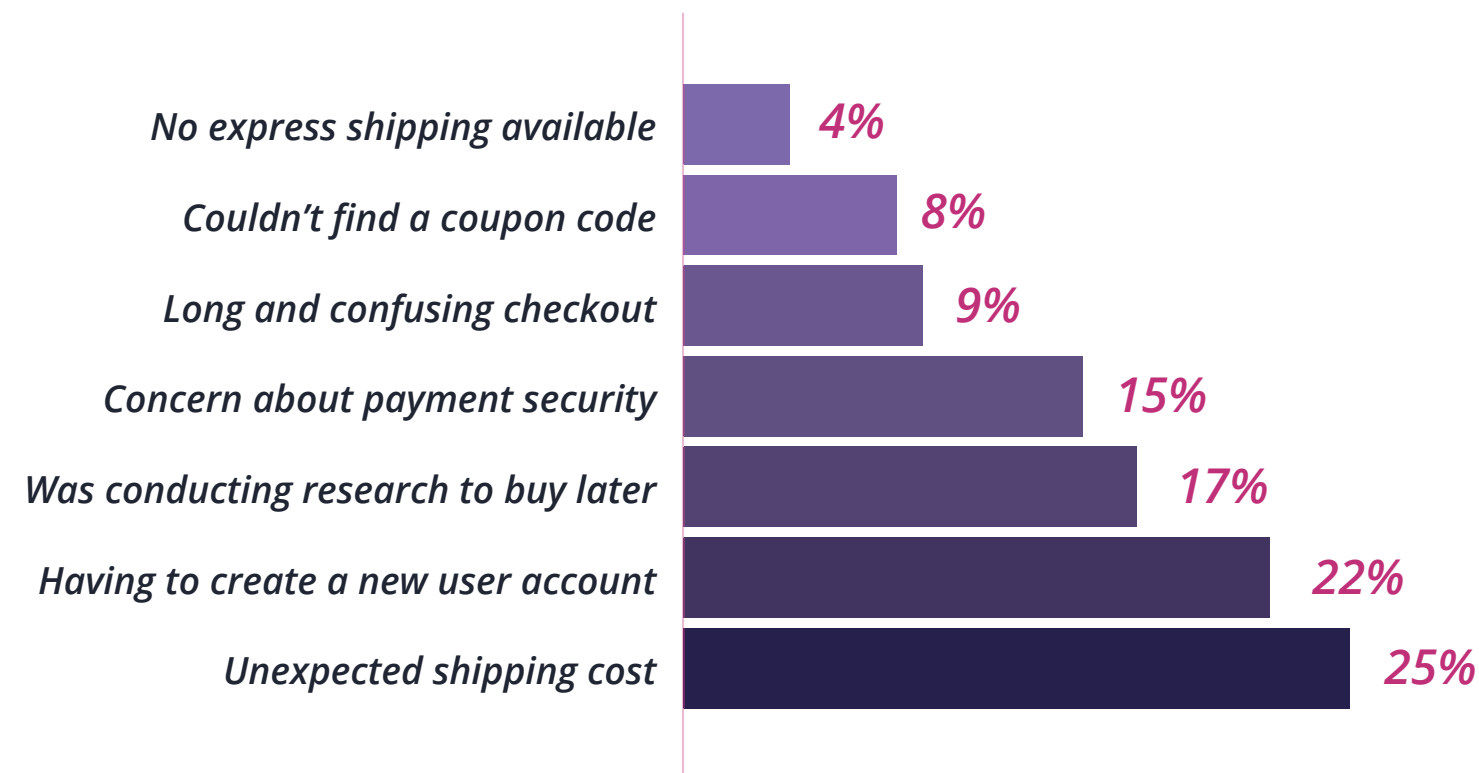


“Online purchasing in the United States comprises more than 15% of global Internet purchases, which is the largest retail online sector in the world. One report shows that although a website may receive millions of visitors, only about 3% of those visits result in a purchase.



The proportion of online visitors who end up buying some product on a website is called its Conversion Rate, and the ultimate goal of all e-commerce marketers is to increase that rate.

As per a recent study, why most of the shoppers abandon carts has nothing to do with how an e-commerce store is structured. Rather, 'Unexpected shipping cost' and 'Having to create a new user account' tops the list of reasons.

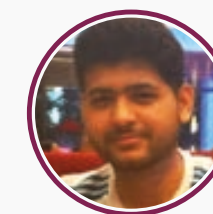


As obvious as these reasons may seem, most ecommerce marketers simply focus on getting more traffic and fewer think about these later-in-the-funnel reasons of losing revenue.

Keeping this in mind, it becomes imperative to dive deeper into buyer psychology to be able to combat the problem of cart abandonment.

“

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 do these potential buyers abandon their carts during the checkout.”



Gagan Mahajan

Product Manager, Grofers



Why do shoppers abandon their cart?

As e-commerce websites gain more and more traction on the internet, cart abandonment is also becoming intense and persistent as a problem.

Consider the example of your local grocery mart. How often do we see shoppers putting stuff in their shopping carts and then abandoning them at the checkout? Not much. Then why is it that we see 70% of online shoppers engage in cart abandonment?



To solve the problem of cart abandonment, one needs to dissect it against different patterns in this process.

- The first pattern is to understand the types of shopping cart abandonment.
- The second is to provide reasons for the delay in online product purchases, despite having the product in the cart, by analyzing customer behavior on the website.
- The third is to identify the improvement areas.
- The fourth is to suggest various ways to help consumers close their online decision delay based on our observations.

per a [research, conducted by VWO](#), the following were cited as the main reasons that lead to cart abandonment on e-commerce websites:

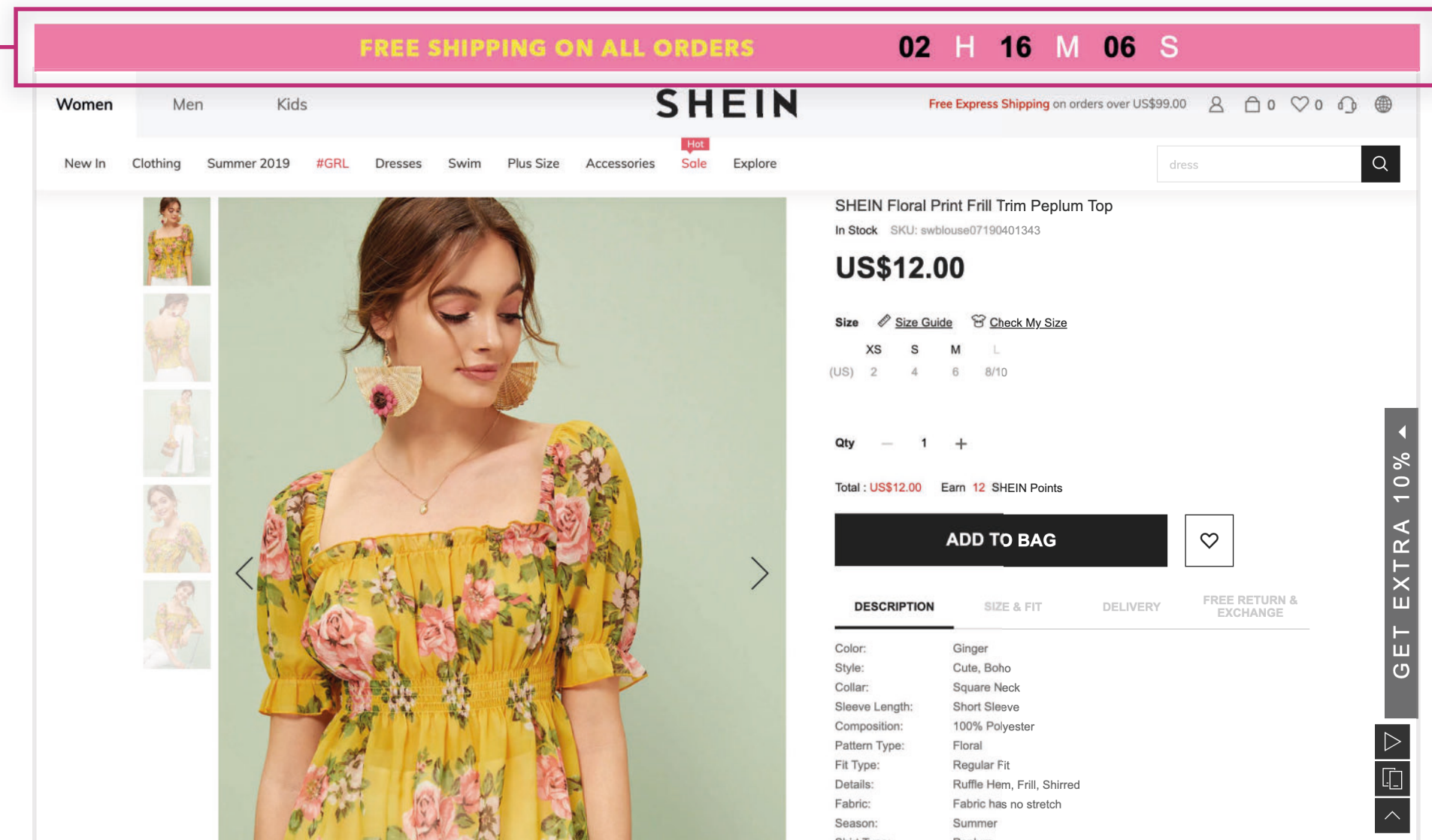
The above patterns can be attributed to 4 main reasons, that is, **hidden and unexpected shipping costs, distractions on the landing page, lost traffic due to discount and comparison shopping, and visitors' data security concerns.**

Let's look into each of these one at a time.

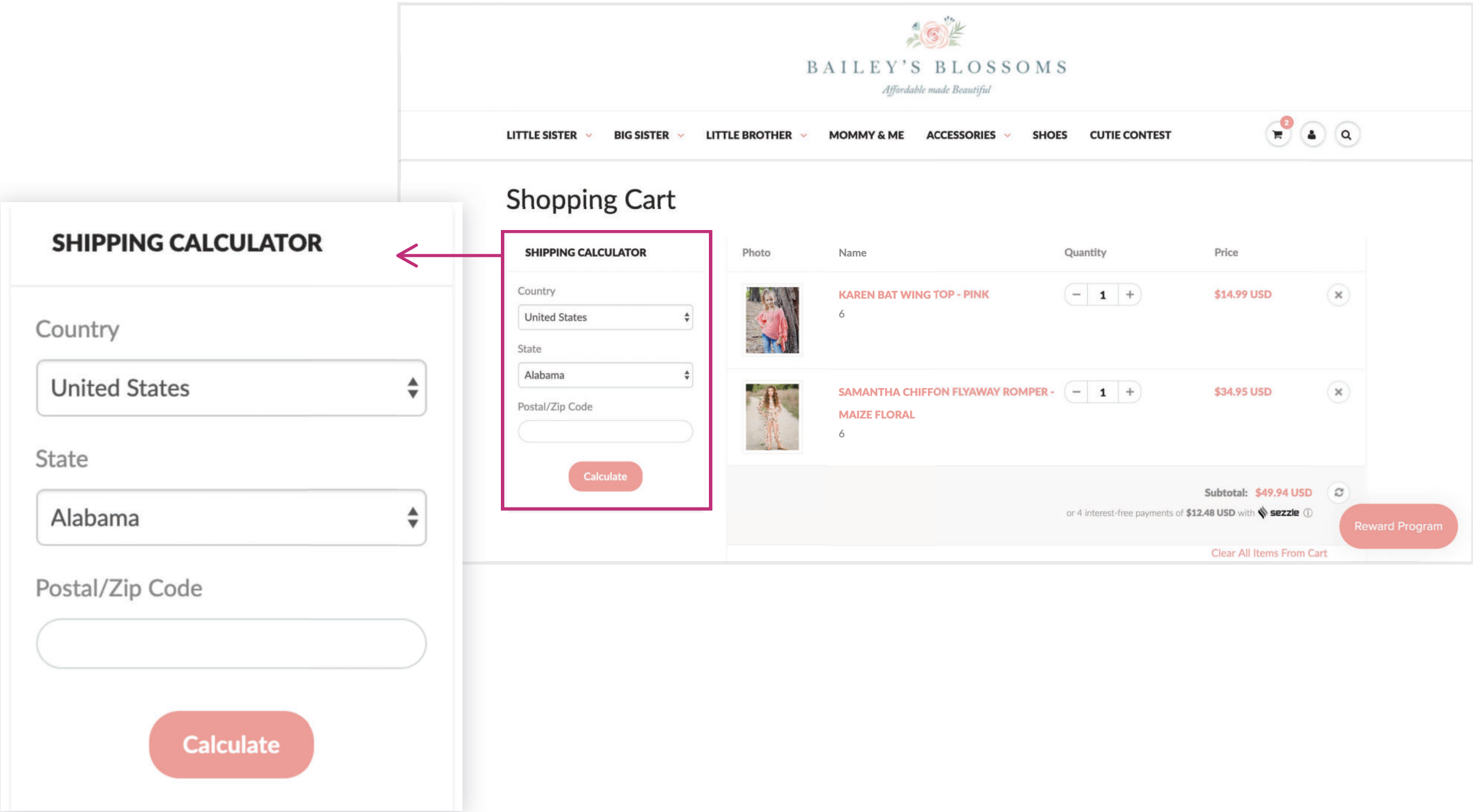
1. Hidden and Unexpected Shipping Costs

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](https://www.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.

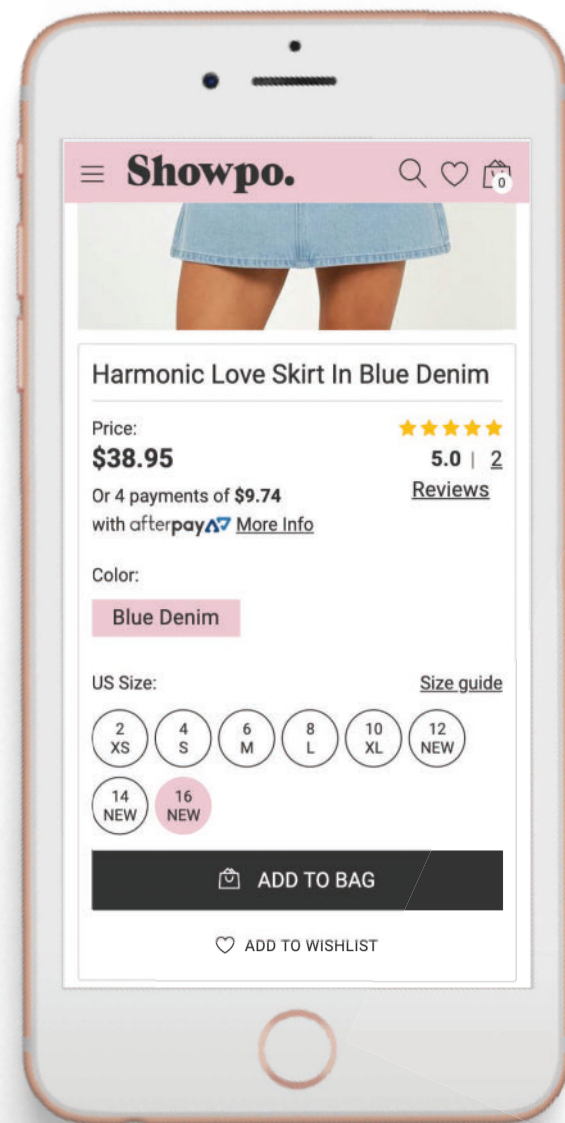


Another less obtrusive way to inform customers about shipping charges is by adding a shipping calculator feature in the checkout process. That way, your customers can quickly do the math to understand how much they'll have to pay for shipping in their region. Here's how Bailey's Blossoms does this:

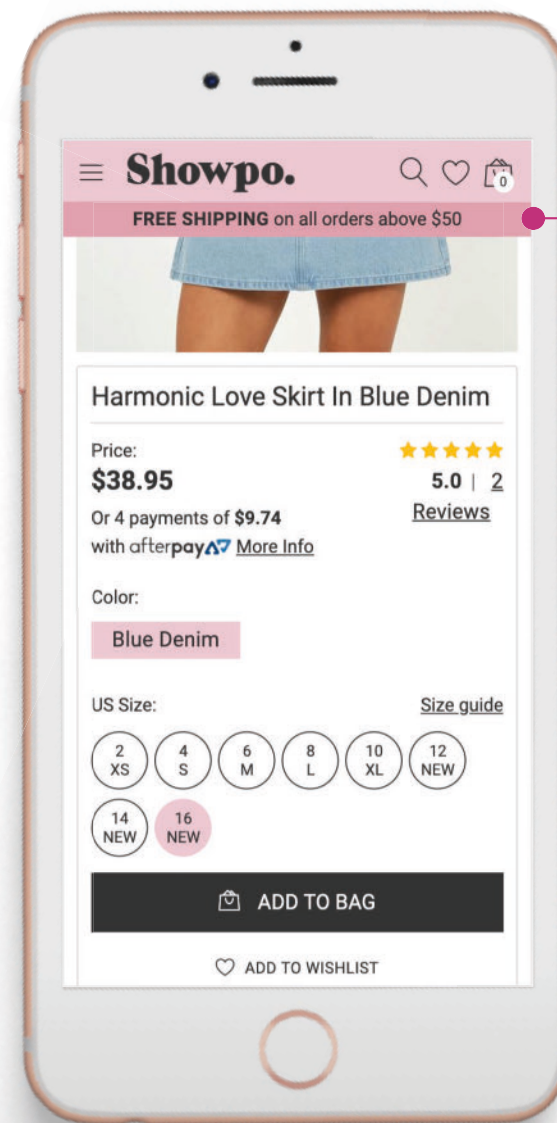


[Showpo](#), a Sydney based online retailer with young women as the primary target audience wanted to improve its conversion rate. Based on analytics, it realised that the customers were exiting from the checkout page never to return.

Among the various reasons ideated for cart abandonment, absence of shipping cost was considered primary. They added a strip about free shipping, which resulted in a revenue increase of almost 6%. The fact that shipping costs weren't mentioned earlier and were added in the end was the main reason.



C Control



V1 Variant

- V2** Variant You are **US\$19.05** away from Free Shipping
- V3** Variant Hooray, you are eligible for **FREE SHIPPING!**

2. Landing Page Distractions

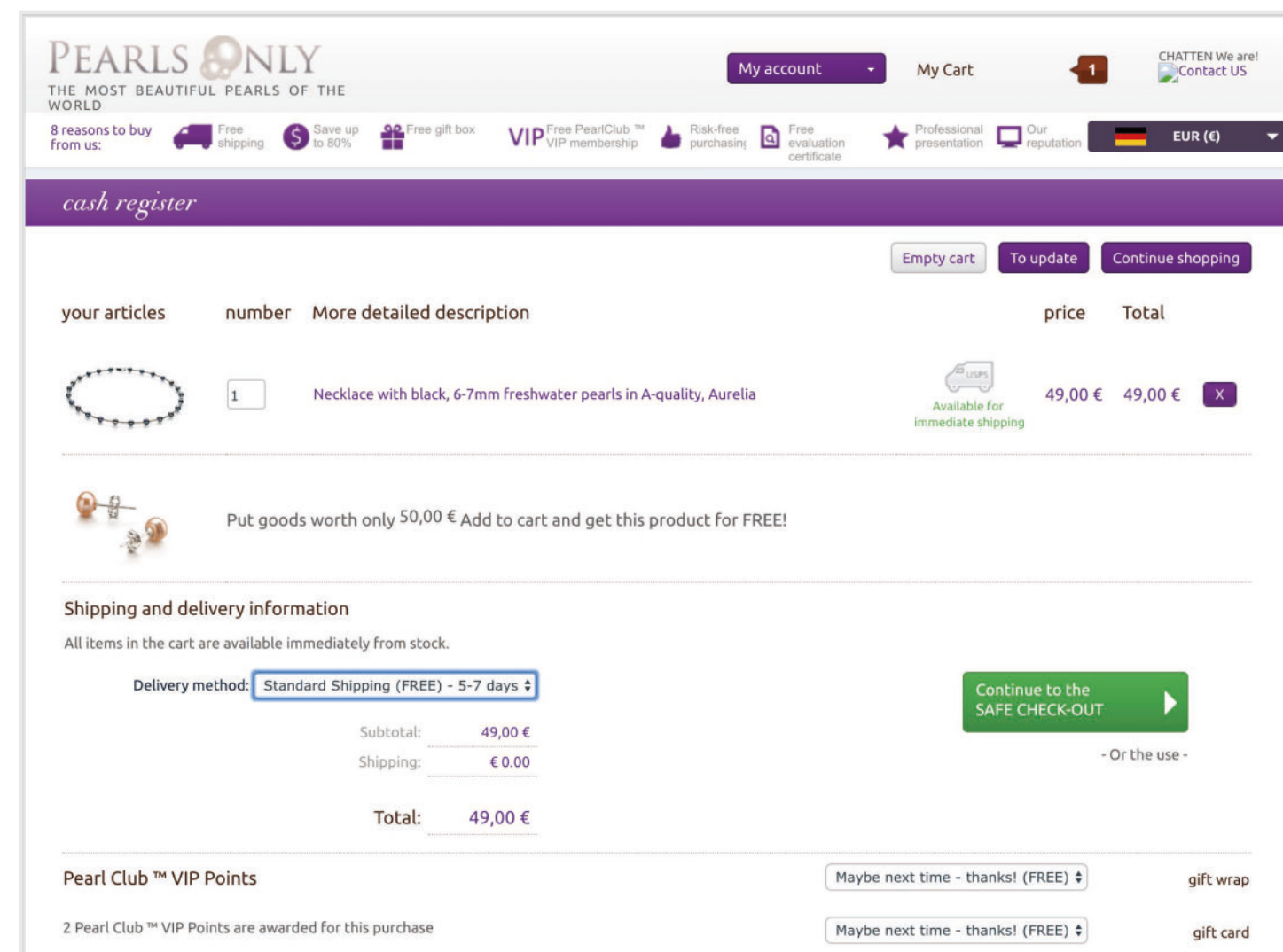
While ads, emails, forms, notifications, and similar messages are crucial for an e-commerce company from a marketing point of view, it is reasonable to say that they serve as a big turn-off for most visitors. E-commerce customers are lured and guided by such visual stimuli, yet such attractions can become overwhelming when overly done.

For instance, poorly designed CTAs, lengthy forms, misalignment of colors and more, can lead customers to turn away from your website without completing their purchase.

[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.

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 the bounce rate which was very high.

Upon first look at the data, it was hypothesized that the 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 that the shopper would click any of the distraction and never return on the page again.



3. Discounts and Comparison Shopping

0% of online shoppers add a product to 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; it gives them another reason to bounce off.

For Example, [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 first hand. In Dan's words:

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



Feature	BUSINESS	PRO	FREE
Watermark & Outro Removed	✓	✓	✗
Storage	Unlimited	2Gb	100Mb
Full Privacy Control Settings	✓	✓	✗
Quality & Resolution	Full HD	HD	Basic

Business plans: \$197 per month or \$59 per month billed annually. Pro plan: \$89 per month or \$19 per month billed annually. Free plan: \$0.



“

“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

This is how PowToon solved 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**



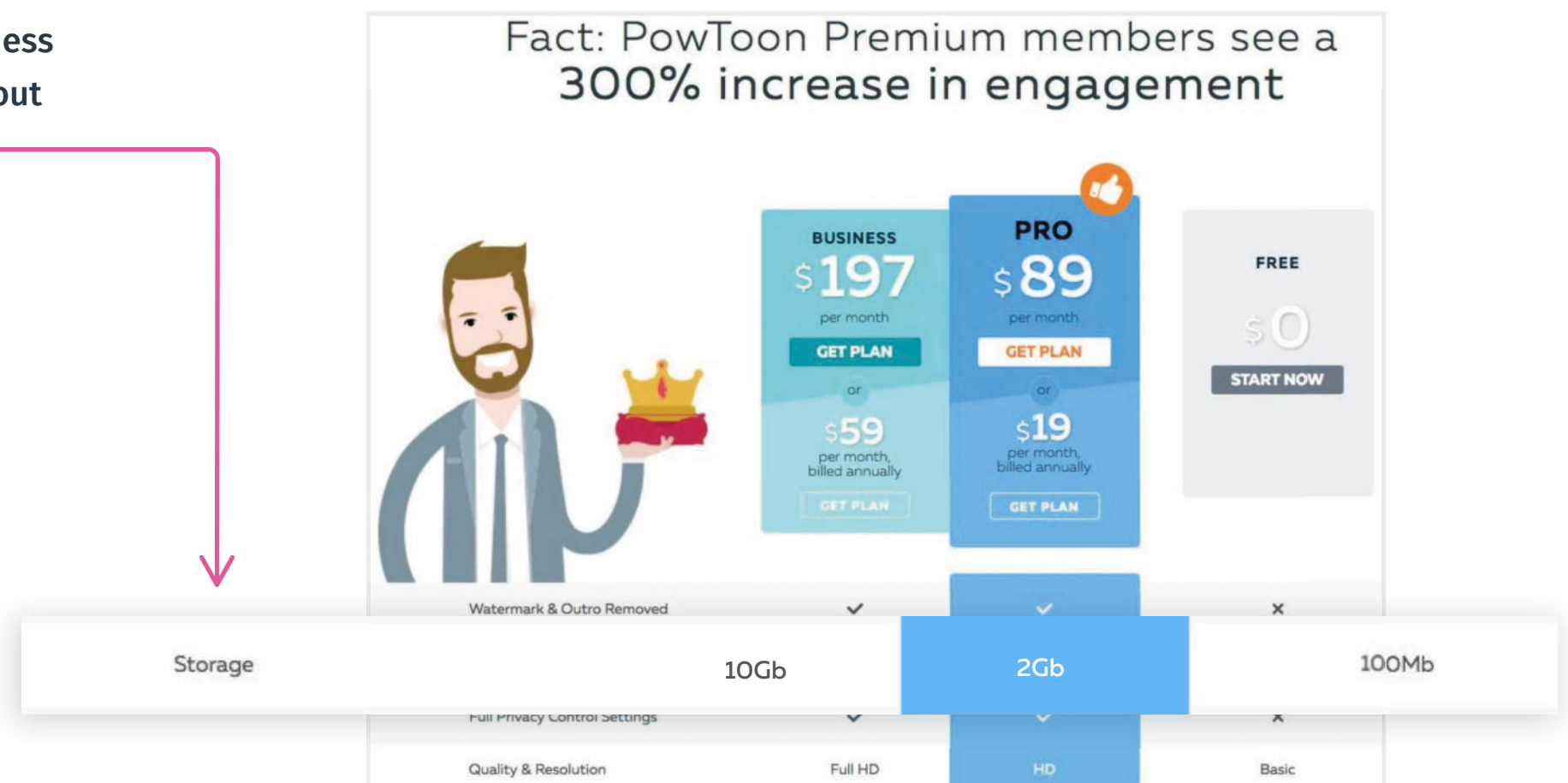
2 GB storage in the **Business plan**
and 2 GB storage in the **Pro plan**



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.



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.

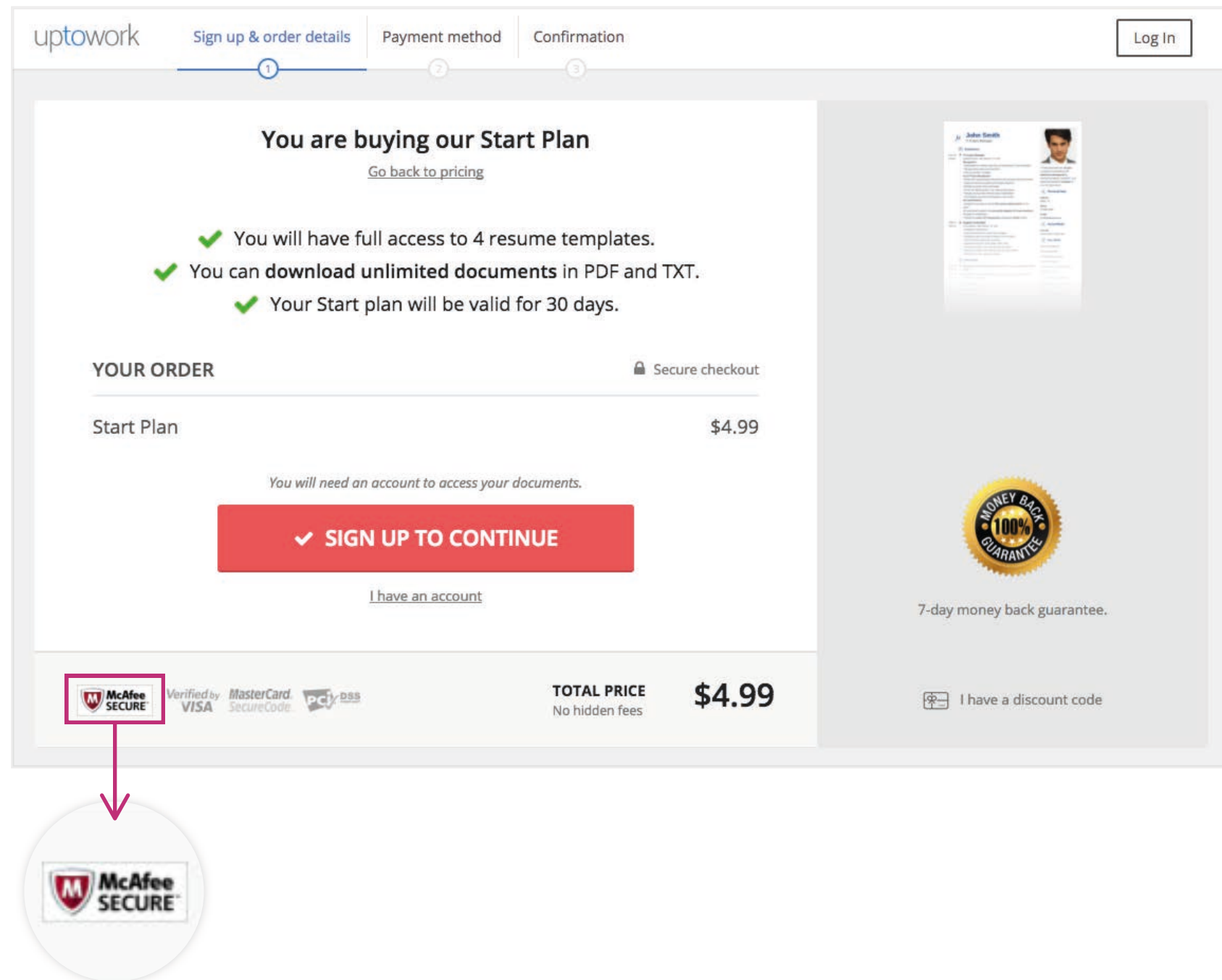
Uptowork is a career site and an online resume building platform that targets all types of job aspirants, especially those who struggle with building their resume in traditional text editors. Most of the traffic coming to Uptowork's website is organic and through AdWords.

Uptowork had a high cart abandonment rate and low conversion rate. After analyzing all the elements of the landing page and finding these to be working well, the team at Uptowork came to the conclusion that it was possible that the users didn't trust the payment process of the website because there was no security seal or privacy authentication.



"In eCommerce, everything hinges on trust. If they don't trust you, they won't buy from you".

- JEREMY SMITH
uptowork



Customers are more likely to make a final purchase on a website if the design is centered towards providing a holistic experience. 72% of abandoned carts are not irrevocably lost. The visitors go on to purchase the products through other means.

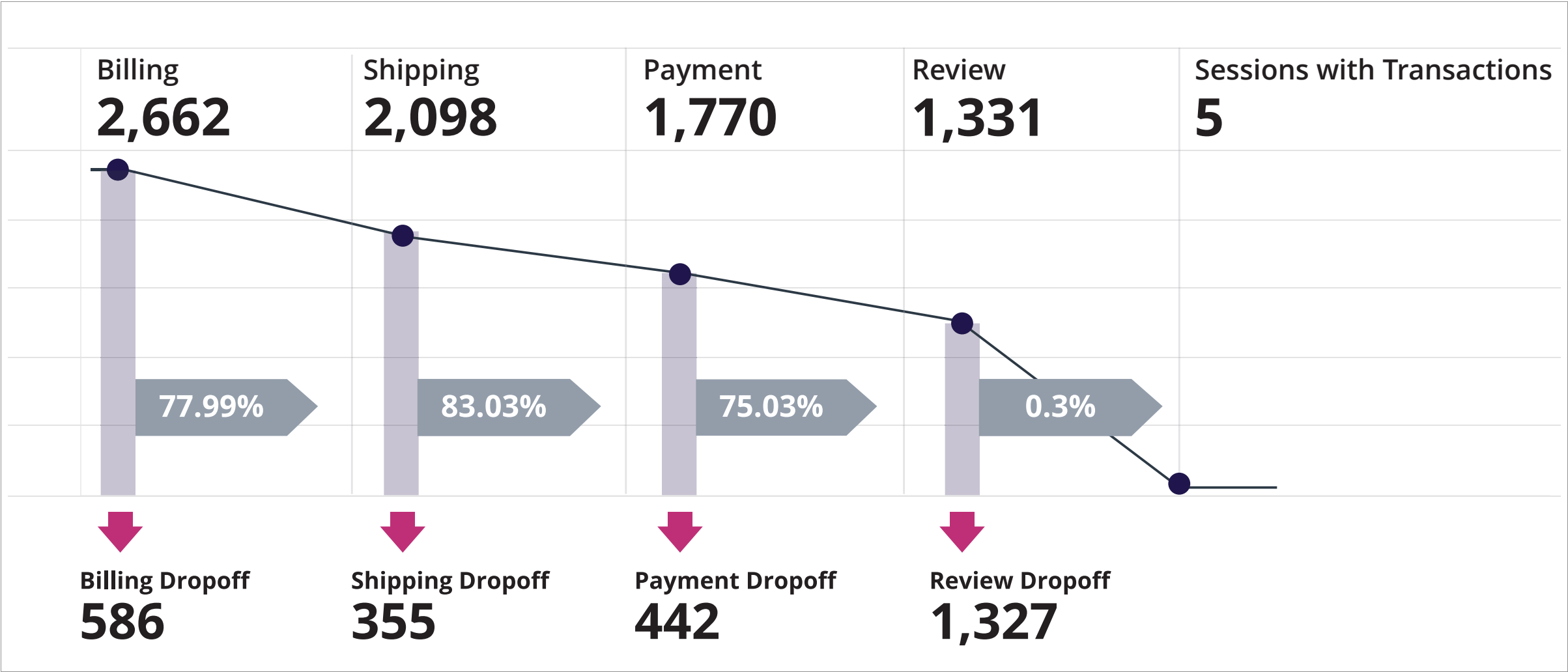
In addition to the above, about 32% of shoppers feel that filling the same information twice is the most frustrating part of the online purchase process, and they often cancel the purchase decision when either repetitive information is asked or there are too many fields in the checkout form.

The Silver Lining: Identifying and Improving Opportunity Areas

To convince shoppers to buy online is a more complicated process than the traditional brick and mortar shopping model. For an online shop, 4 major items have been linked with a positive impact on consumer buying behavior, **namely, an easy to scan online shop, good quality of product representation, product discounts and offers, and a choice to create a personal account or buy anonymously.**

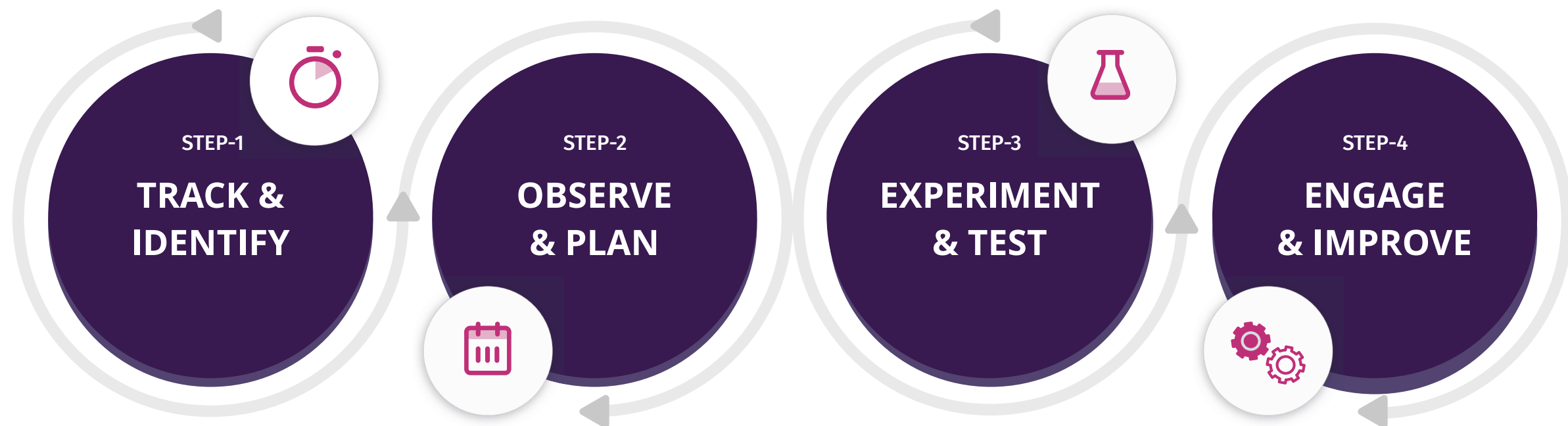
Online stores also experience challenges like trust and security issues and lack of direct contact with both the seller and the product.

An Ideal Shopping Funnel:



Shoppers often abandon their shopping carts due to a disconnect between any of these factors. To understand where the shopper drop-off is taking place exactly in the shopping funnel and what the trends are, we need to understand consumer patterns and crucial touch points in the funnel itself.

A Step-By-Step Approach To Reduce Cart Abandonment



Step 1: Track And Identify

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

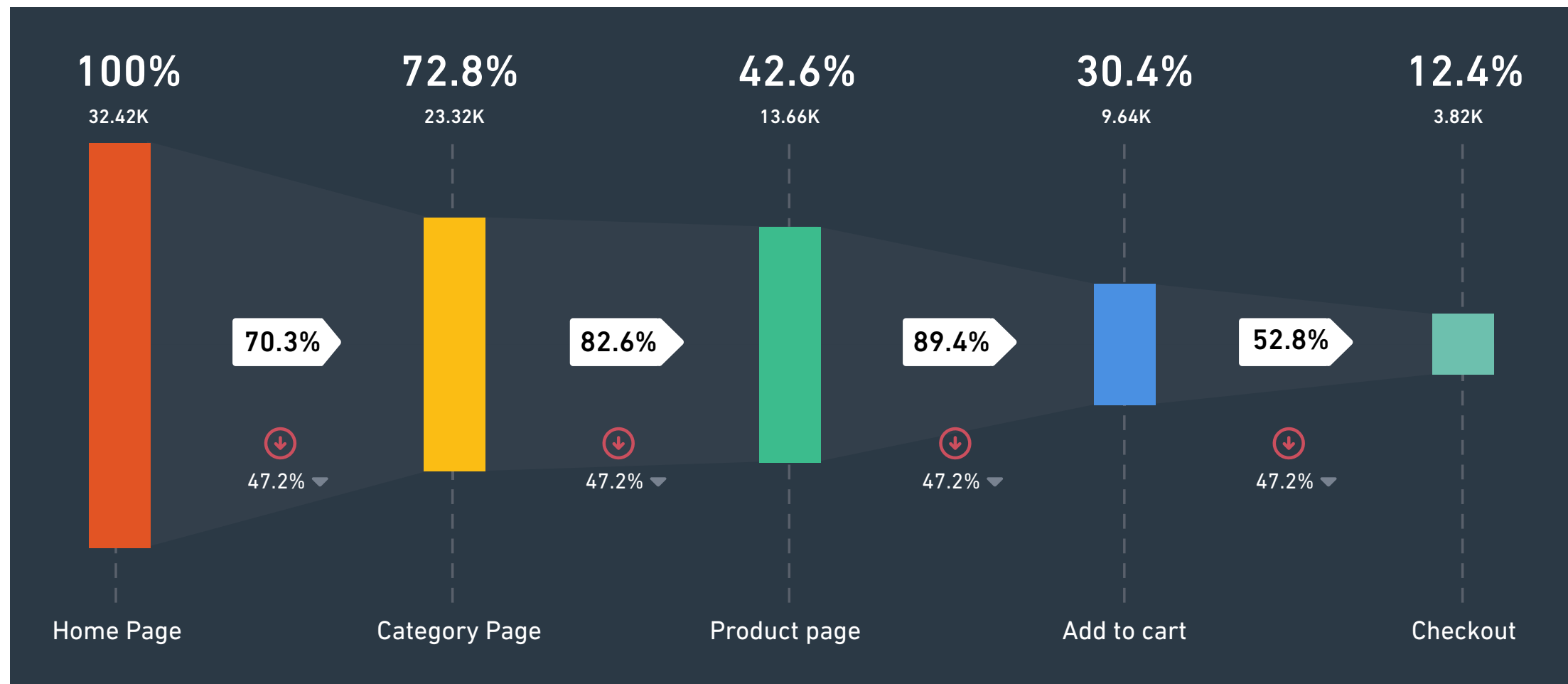


Typical Visitor Journey on an eCommerce Website



“Consumers lead active lives. They’re always hunting for information online, and sometimes they don’t act right away — at least in the way you want them to.”

NEIL PATEL

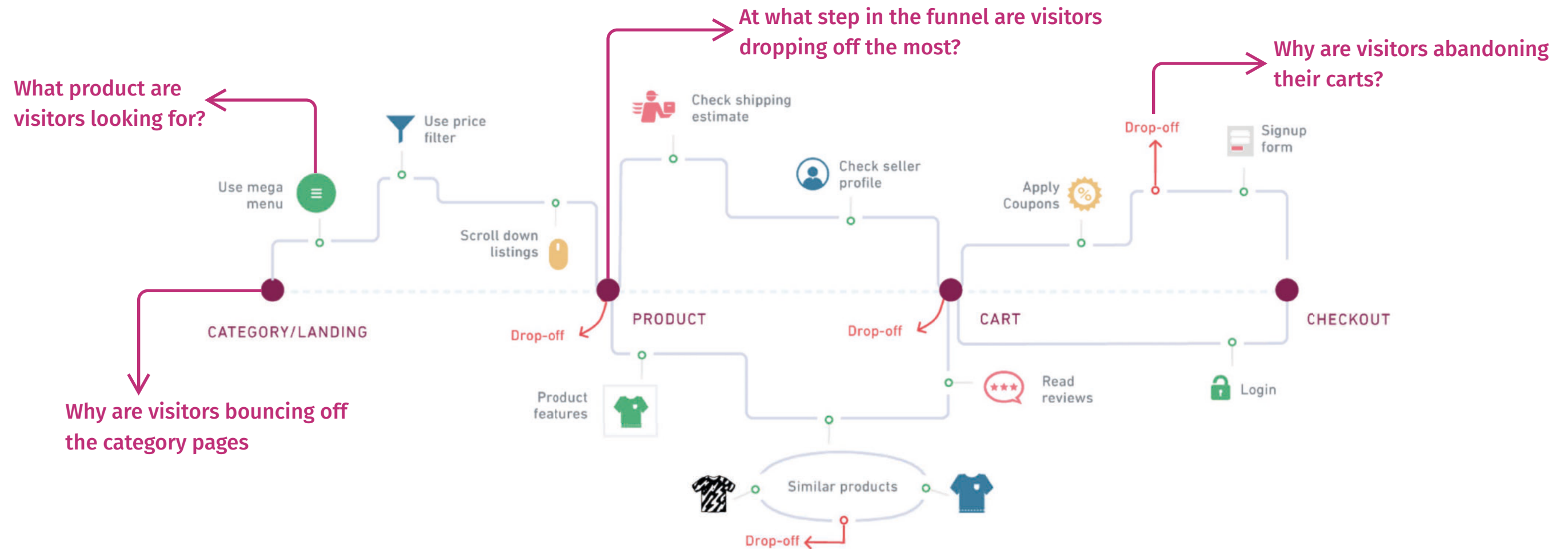


E-commerce business funnel consists of micro and macro goals which are different for different websites. Some websites might have a shorter funnel than others. It is crucial for you to understand your business funnel, as it can help you get maximum returns at each step of the consumer journey.

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. However, there is a way to identify the exact root cause and then test the possible solutions in real time and implement the most optimized version on your website.



The most critical problem area for an e-commerce website is people dropping off from the cart page to check out. Therefore, numbers are important. Google Analytics would help you to track your site visitors' journey. It can help you with 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.

By now, you'll be able to understand the critical areas on your website that need to improve for a better user experience. Post identifying these areas, you can then deep dive and track the micropatterns of visitor behavior and improvise 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 such similar tools will help you identify the exact reasons and visitor behavior pattern for cart abandonment on your website.

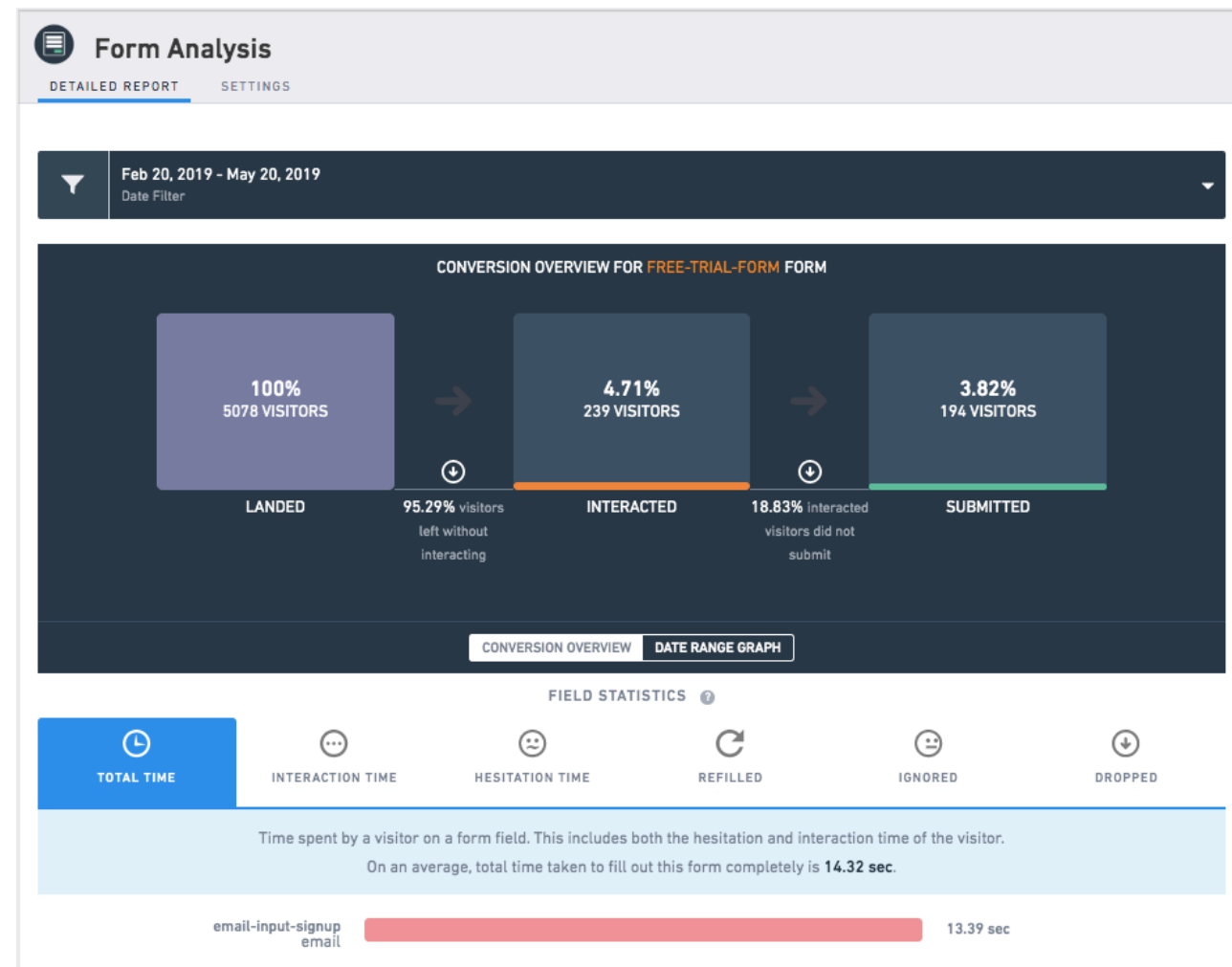
Step 3: Experiment & Test

Based on the research you have observed through qualitative analyses, develop a hypothesis. Try and validate the hypothesis via experimentation. And run an experiment around it. It will help in better decision making based on facts rather than assumptions.

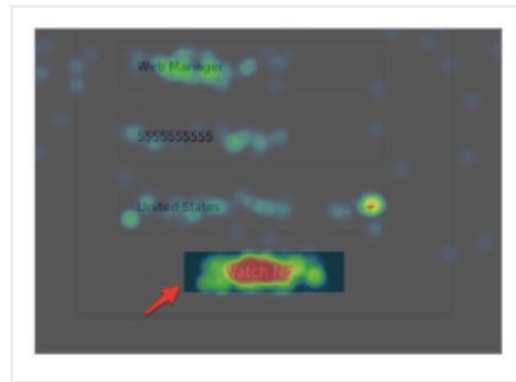
A Business Case For Experimentation and Testing

The case study below shows how running an experiment based on the qualitative analyses using heatmaps, distractions were found as a major cause of cart abandonment. Tests were run using control and variations, to identify the best fit among the possible solutions. 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

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

C Control

In the variation removed **See a Demo**
button and **footer link**

V1 Variant

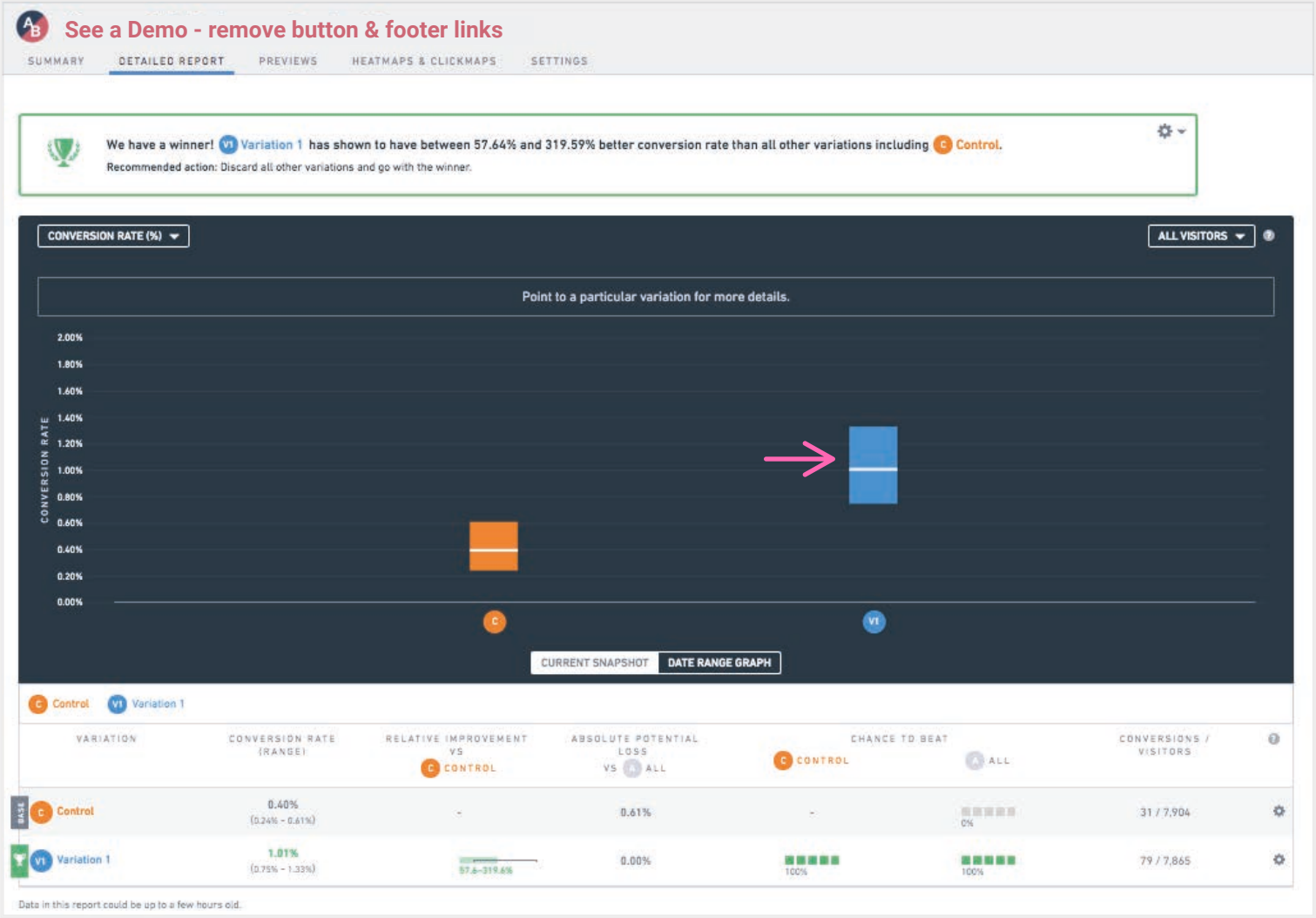
A/B Testing Gives You Data To Make Informed Decisions.

Implement Changes Based On Results of A/B Testing

A/B test hypothesis that removing these ‘**distractions**’ will increase conversions.

On see a Demo page, we will remove:

- Button in sub-navigation for See a Demo
- Link in footer for See a Demo



☐ See a Demo - remove button & footer links

<https://vwo.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% better conversion rate than all other variations including **C 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 need to measure your website's and webpage's bounce rate, time spent , drop-off during checkout, and cart abandonment reduction.

However, there'll still be shoppers who would have abandonment the cart and left....

Is there a way to bring them back?

Here are a few popular retargeting channels to attract lost customers and to convert abandoned carts into sales.



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 newest kid on the block 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 and seemingly gets distracted and leaves their website, 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.

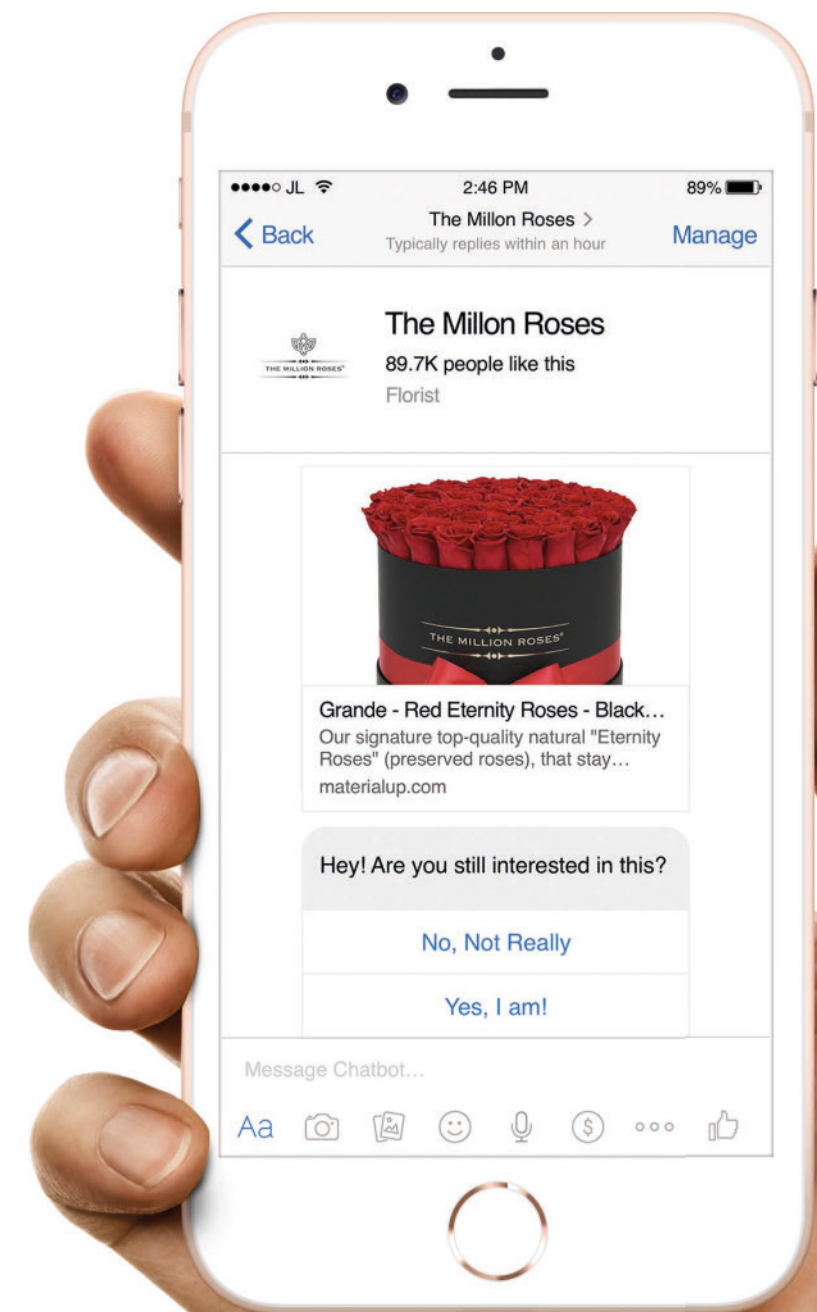
Showpo's Journey about Reducing Cart Abandonment

[Showpo](#) adopted CRO services to create a better customer experience, and in the process, improve conversion rate and LTV. Based on a successful experiential pilot, and implementing the suggested results (adding free shipping), the company increased its revenue by 6.09%.

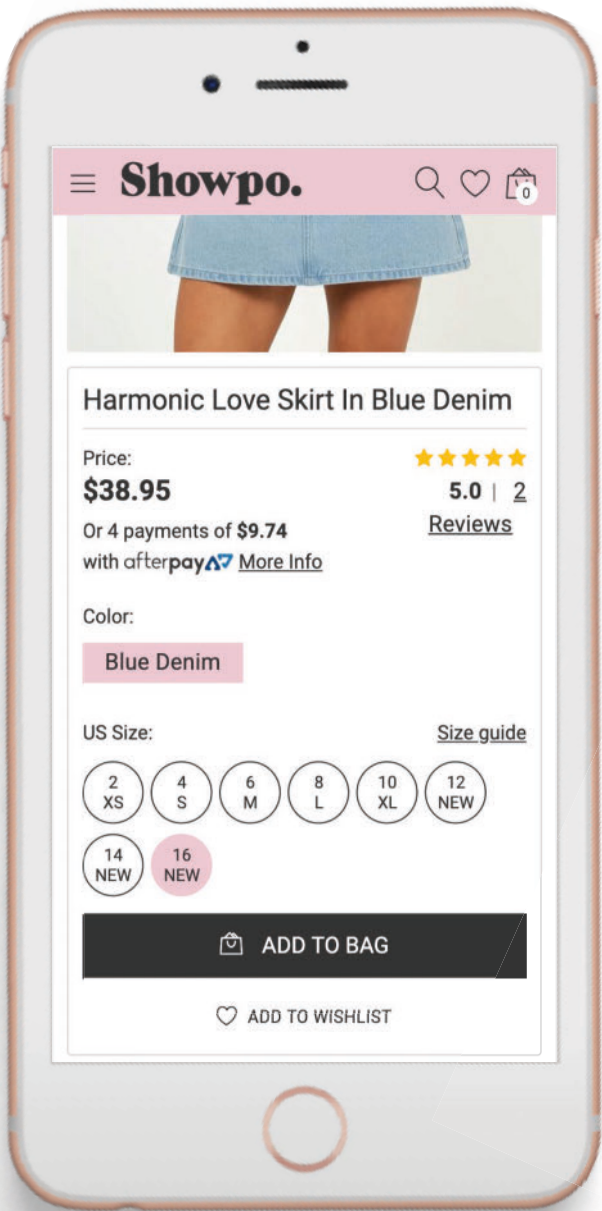
Team Showpo realized the need for a detailed qualitative analysis when quantitative data didn't suffice for efficient results.

To achieve higher revenue growth, they decided to implement a CRO platform 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.

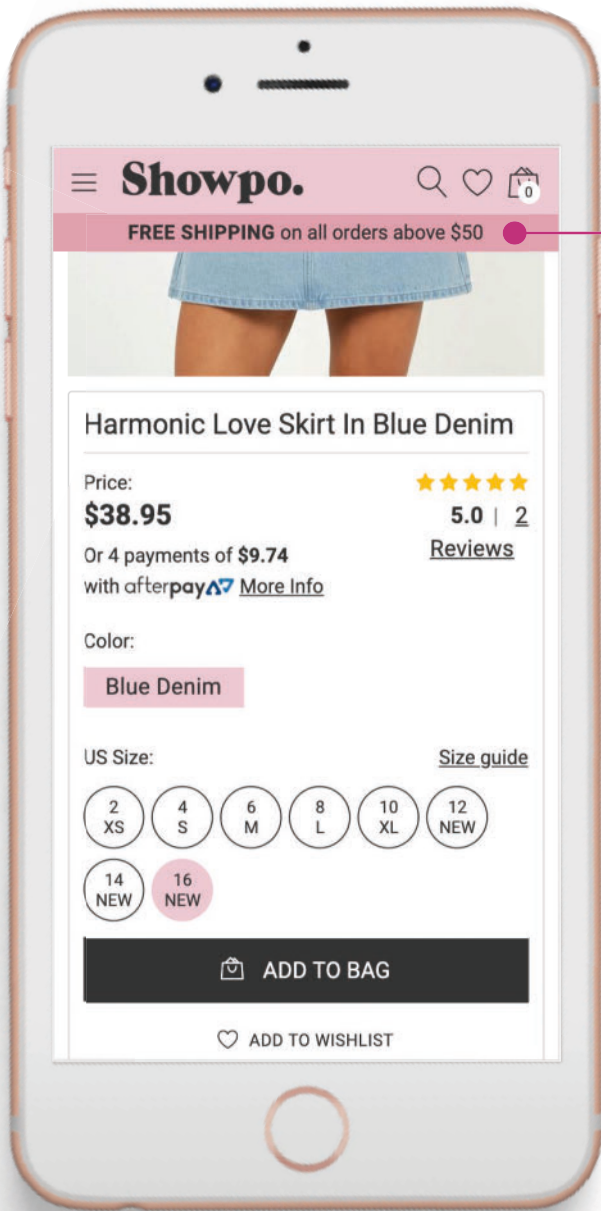
- ✓ **Goal:**
Based on the hypothesis that adding a free shipping strip on the product pages would result in increased upselling, the goal set was to increase revenue.
- ✓ **Solution:**
Both Showpo and VWO teams decided to add a "Free Shipping" strip on the product pages and created 2 variations—one 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.



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



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



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:

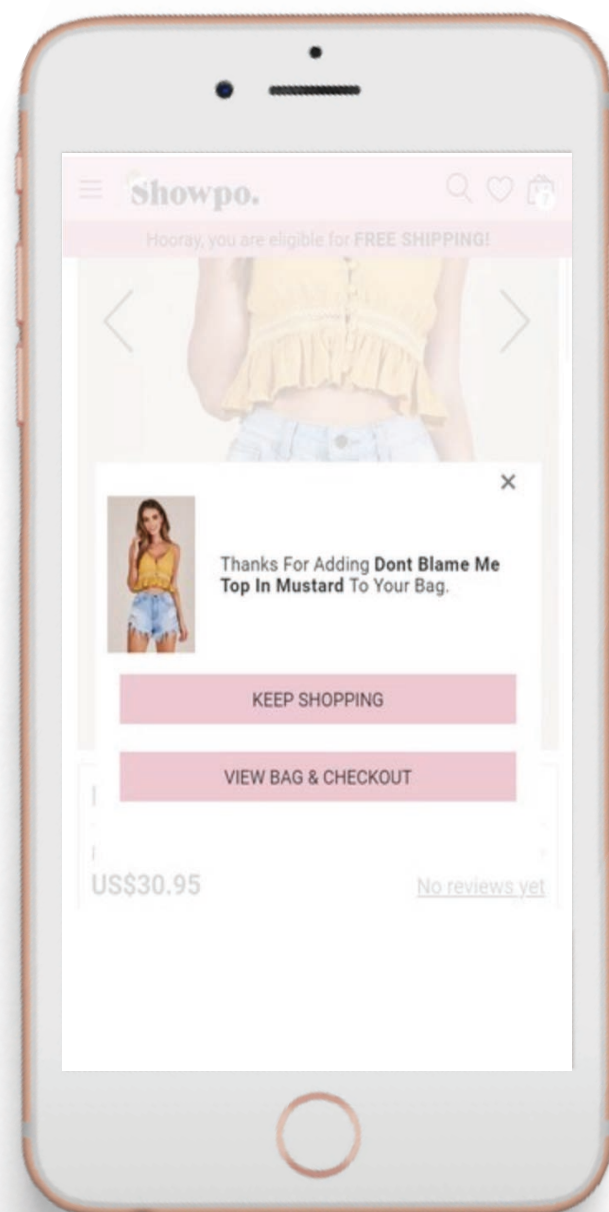
V2 Variant

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

V3 Variant

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

This is what the **V1** Variant(without the pop-up) looked like:



✓ **Result:**

In this campaign, variation 1 that did not have 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, that is, 6.09% uplift in revenue over the control.**

In variation 2, the buyers were not able to see the strip clearly because of the pop-up 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.

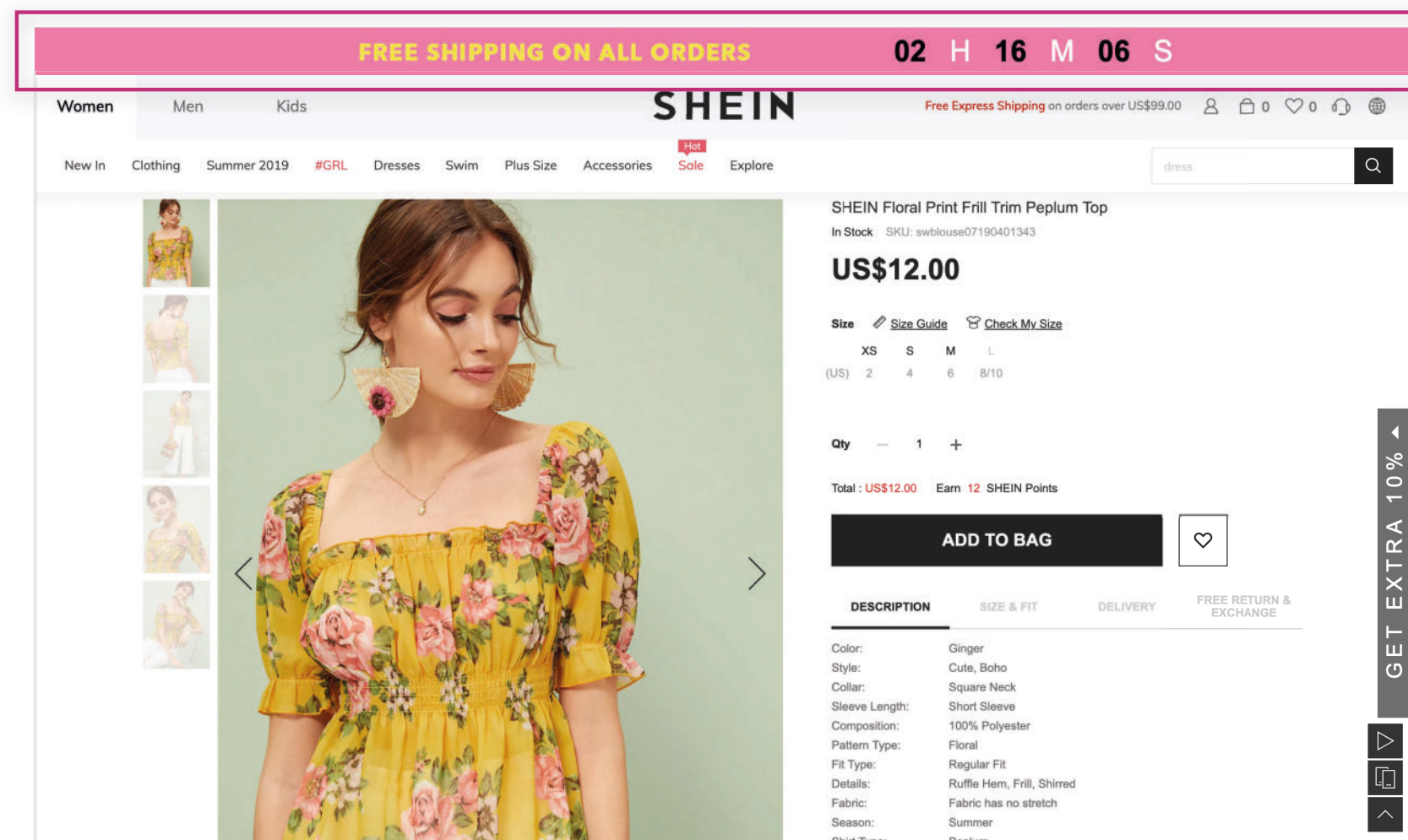
The same campaign was run for the desktop and tablet users for the same number of days. Here too, variation 1 emerged as the winner with a higher visitor count as well as higher revenue generation than the control or variation 2. **Variation 1 generated \$13,834 higher revenue, that is, 5.22% uplift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

Ideas to Combat Cart Abandonment

Based on the type of problem areas identified during the CRO program, a relevant approach from the following solutions is then tested. The result with the highest returns is finally implemented to the actual website.

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

According to a poll by [Practical Ecommerce](#), more than 40% of respondents said offering free shipping (in some form) proved to be beneficial for them. Include tools, like shipping calculator at the cart page that lets your customers know their shipping value before proceeding to checkout.



[Shein.com](#), for instance, mentions their shipping charges throughout their website. This helps shoppers stay well-informed about shipping costs right from the time they land on the website.

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. Here's how Bailey's Blossoms does this:

The image shows a screenshot of the Bailey's Blossoms website. A 'SHIPPING CALCULATOR' overlay is positioned on the left side of the page, partially obscuring the 'Shopping Cart' section. The calculator has fields for 'Country' (set to 'United States'), 'State' (set to 'Alabama'), and 'Postal/Zip Code' (empty). A red 'Calculate' button is at the bottom. The 'Shopping Cart' section on the right lists two items: 'KAREN BAT WING TOP - PINK' and 'SAMANTHA CHIFFON FLYAWAY ROMPER - MAIZE FLORAL'. The subtotal is \$49.94 USD. A red arrow points from the calculator overlay to the 'SHIPPING CALCULATOR' heading in the cart section.

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

Subtotal: \$49.94 USD

or 4 interest-free payments of \$12.48 USD with sezzle

Clear All Items From Cart

2. Add Security Affirmation:

With the market being rampant with all types of e-commerce stores today, online shoppers increasingly look for clues that would increase the concerned store's credibility. Shoppers look for social proof that would enforce their trust on the 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, chances of them converting are minimal.

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

Let's take the example of Uptowork, 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

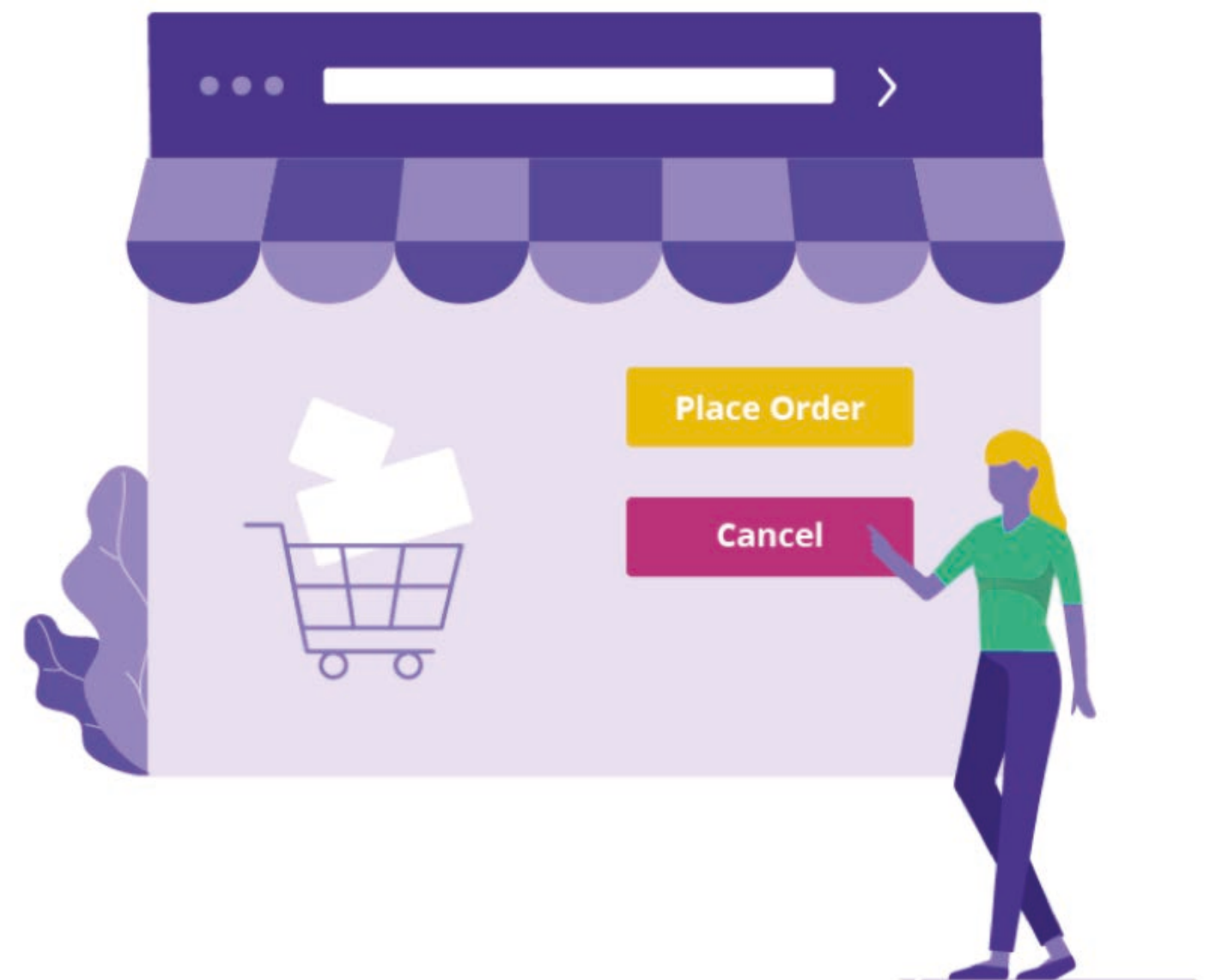
Although they were getting a substantial amount of organic traffic on their website, they wanted to improve the percentage of visitors making a purchase owing to the platform's surprisingly high cart abandonment rate.

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.

When they analyzed their visitor journey, they noticed that a lot of visitors are checking out the product and adding it to their carts, but not making the final purchase. This resulted 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 of 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 their 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

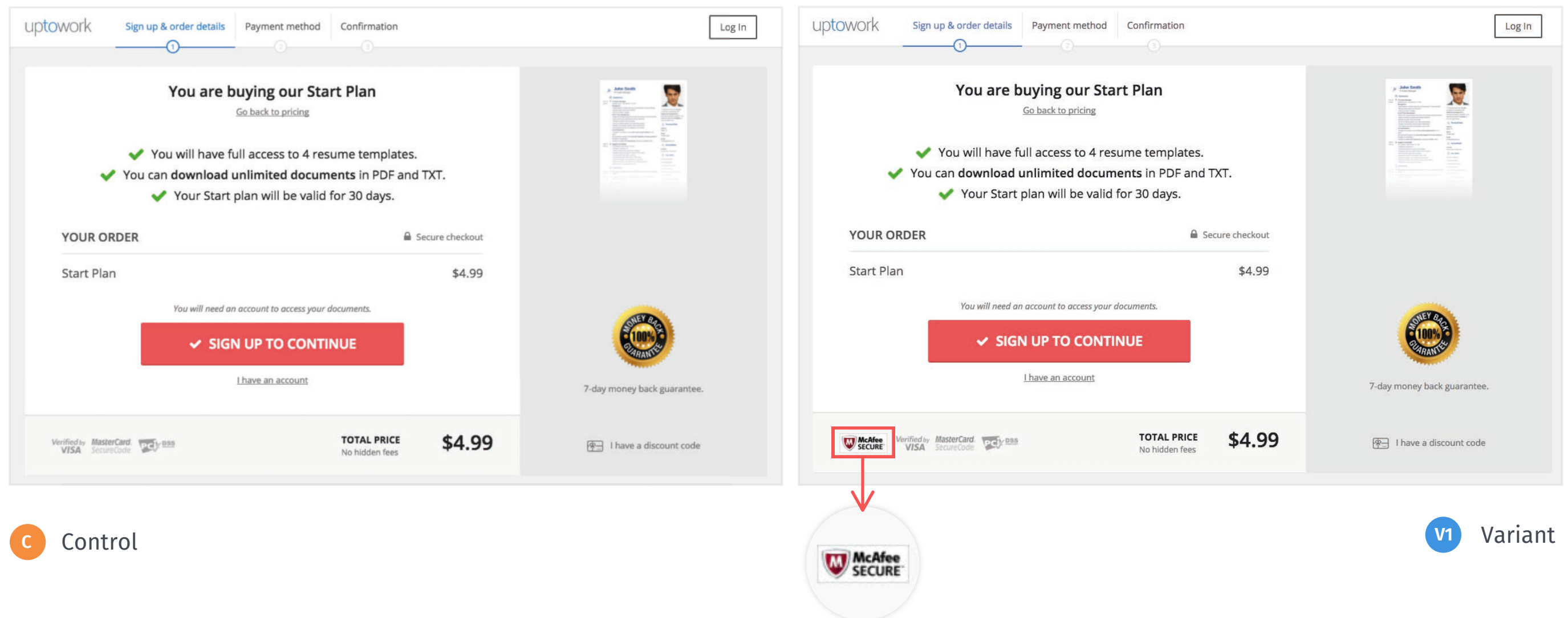
Uptowork, with the help of VWO's AB testing capability, ran the test for almost a month, targeting their entire user base.

✓ The 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%.

3. Remove Distractions:

Any element in your checkout that doesn't push the customer towards the final sale is a distraction. Remove them.



c Control

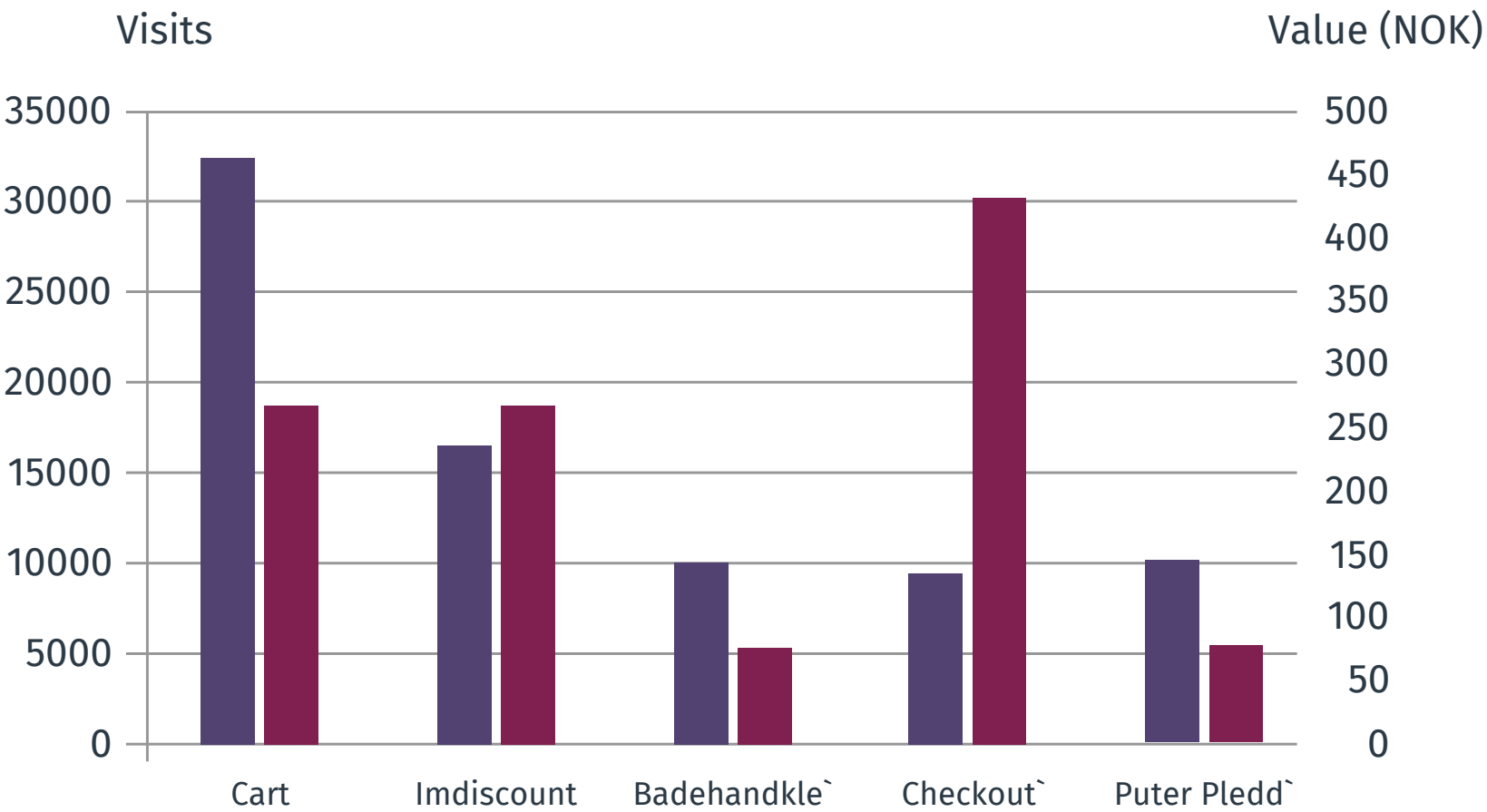
v1 Variant

Business Case: NameOn

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 goal**

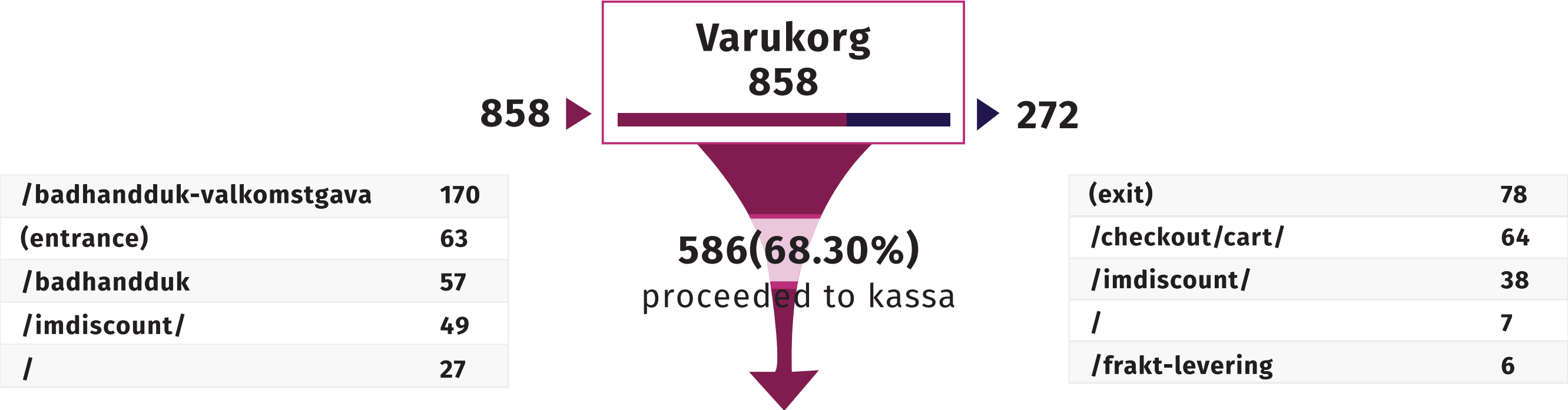
Increase visits from cart to checkout page by 10%.



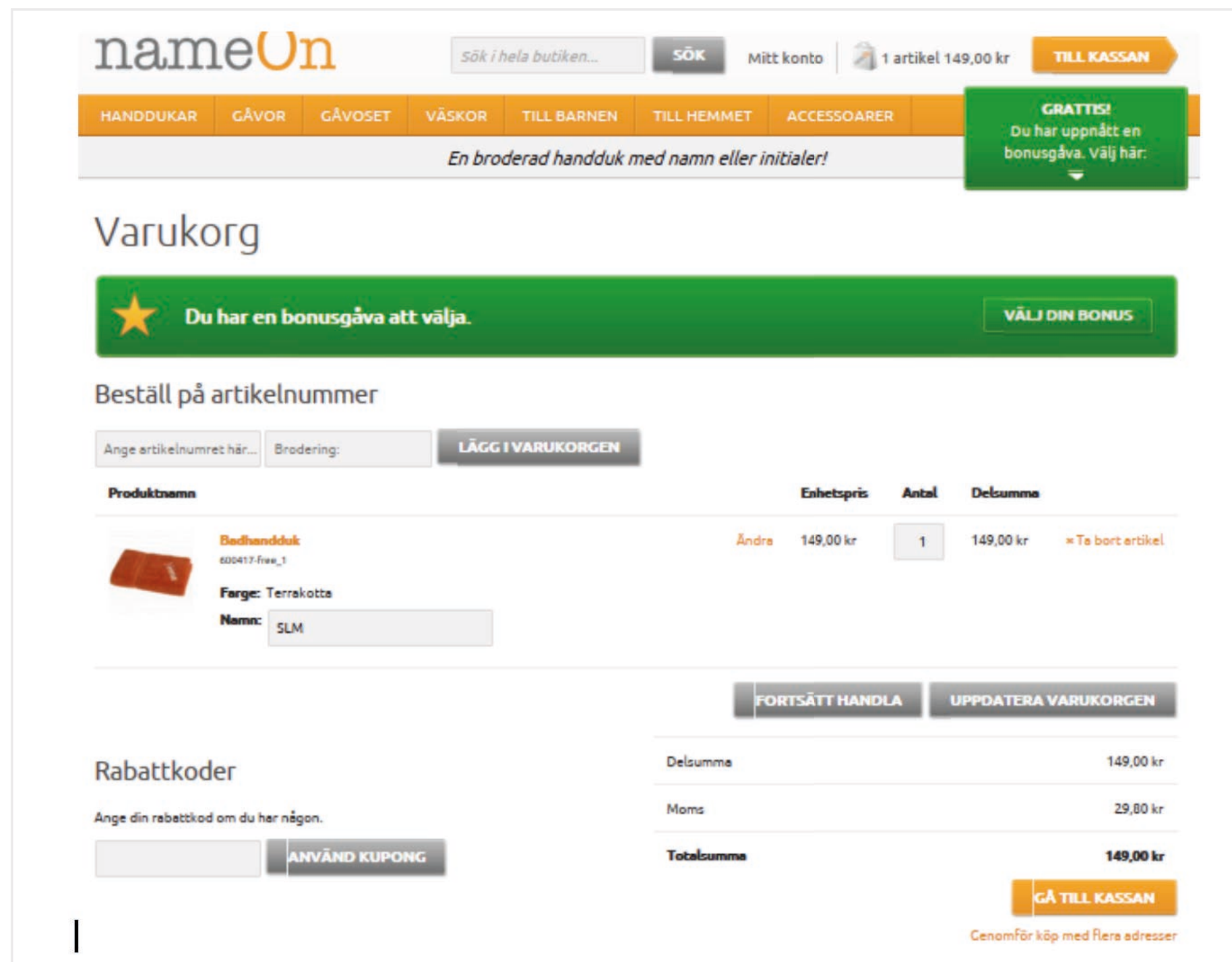
nameOn’s high-value/high-traffic pages

✔ Motivation behind test

With 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.



Original  Control checkout page with 9 call-to-actions(CTAs)

✓ 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 CTA's except for “welcome bonus” and “Continue to checkout”. We also changed the button color from yellow to blue in order to stand out from the rest of the page.

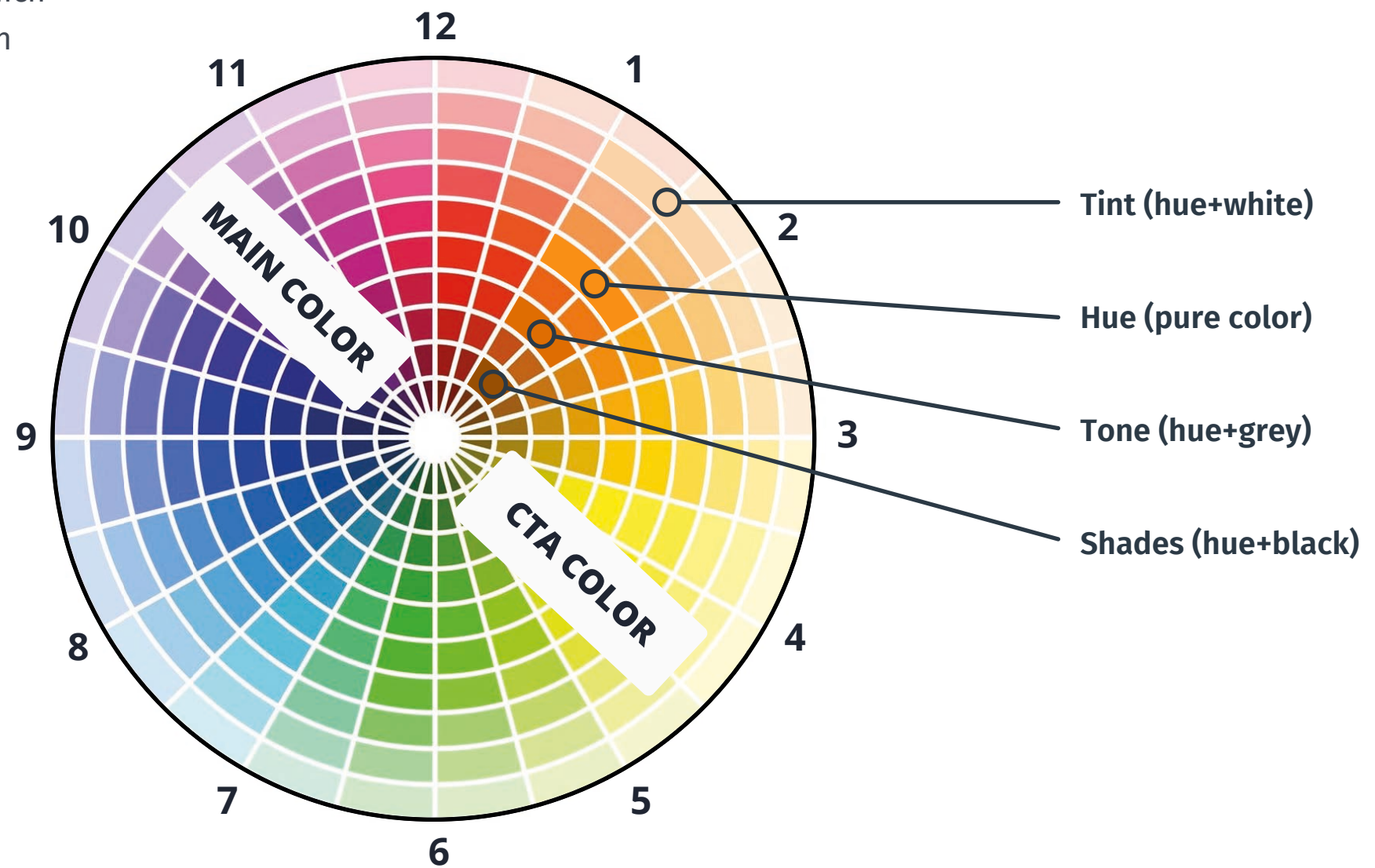
The screenshot shows the nameOn checkout page. At the top, there's a navigation bar with the nameOn logo, a search bar, and links for 'Mitt konto' and '1 artikel 149,00 kr'. Below this is a category menu with options like HANDDUKAR, GÅVOR, GÅVOSET, VÅSKOR, TILL BARNEN, TILL HEMMET, and ACCESSOARER. A green banner below the menu says 'GRATTIS! Du har uppnått en bonusgåva. Välj här:' with a dropdown arrow. Below this is another green banner with a star icon and the text 'Du har en bonusgåva att välja.' with a 'VÄLJ DIN BONUS' button. The main section is titled 'Beställ på artikelnummer' and contains a form with 'Ange artikelnumret här...', 'Brodering:', and a 'LÄGG I VARUKORGEN' button. Below the form is a table with columns: Produktnamn, Enhetspris, Antal, and Delsumma. The table lists one item: 'Bedhandduk' (149,00 kr) with a quantity of 1 and a subtotal of 149,00 kr. Below the table is a summary section with 'Delsumma 149,00 kr', 'Moms 29,80 kr', and 'Totalsumma 149,00 kr'. At the bottom right is a large blue button with a shopping cart icon and the text 'Gå till kassan'. Below this button is a small link 'Ca till kassan'.

Produktnamn	Enhetspris	Antal	Delsumma
Bedhandduk 600417-free_1 Färg: Terrakotta Namn: SLM	149,00 kr	1	149,00 kr

Delsumma	149,00 kr
Moms	29,80 kr
Totalsumma	149,00 kr

Variant **V1** new checkout page without unnecessary CTA's

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:

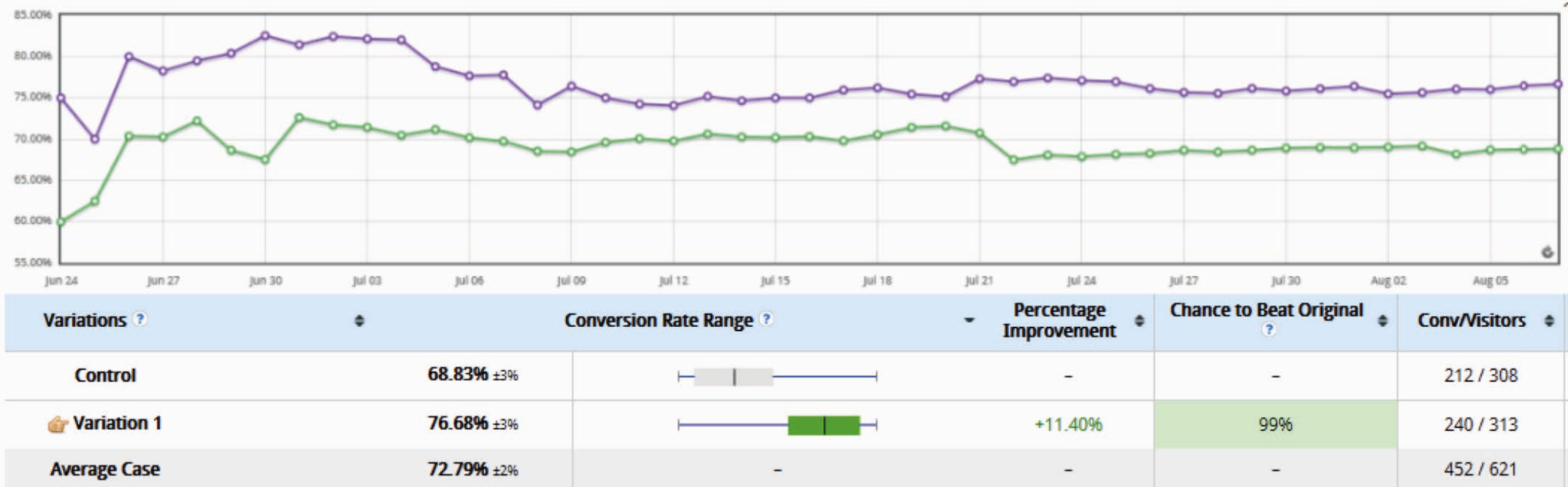


✔ Monetary value

nameOn considers March to July low traffic season with August to December being the peak season, where traffic and sales sky-rocket. But based on data from Google Analytics 30 days prior to the test, we were able to estimate that a 10% increase in visits to the checkout page would lead to an increase of more than \$8,500, which would prove to be approximately \$100,000 in increased sales per year.

✓ The Result

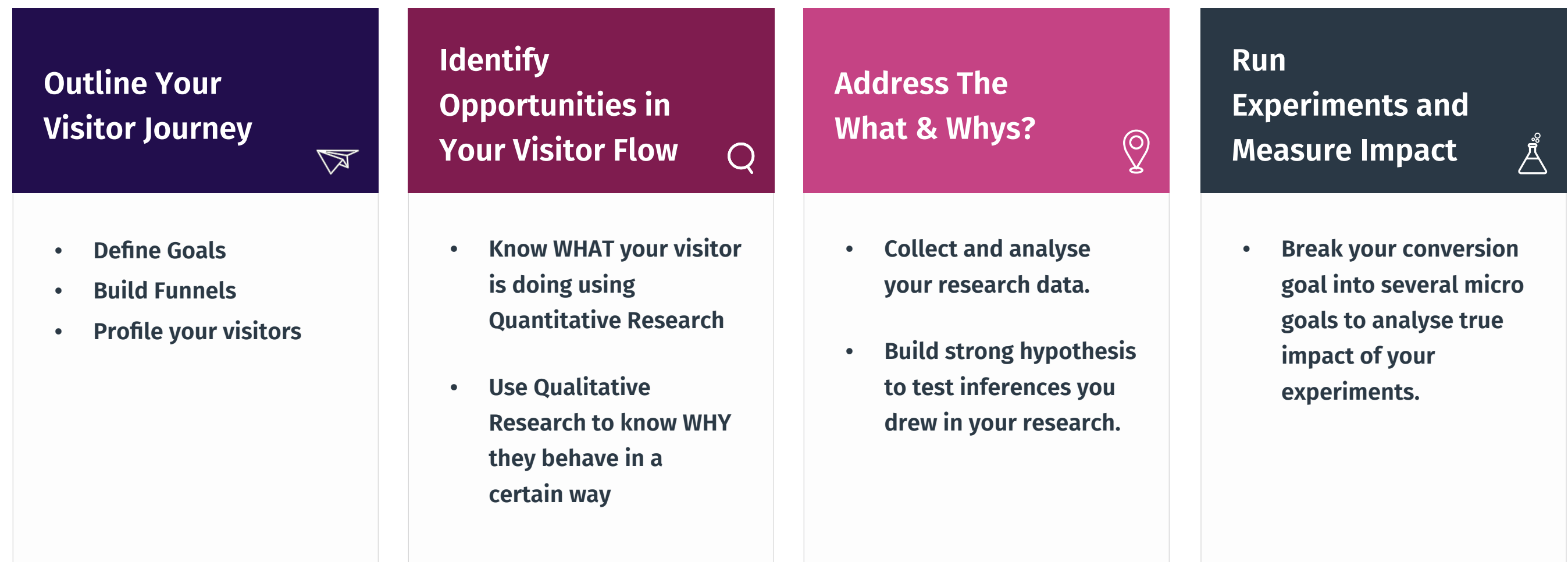
After the test's conclusion, the overall performance saw an 11.40% increase with 99% statistical significance. More people were visiting the checkout page and during the testing period, overall e-commerce conversion rate and average order value both increased.



Conclusion

From 59.8% in 2006 to 69.23% in 2017, shopping cart abandonment rate has progressively up-scaled. It is crucial for e-retailers to acknowledge the factors affecting the website and online shopping environment, thereby impacting consumers' online behavior and leading to cart abandonment.

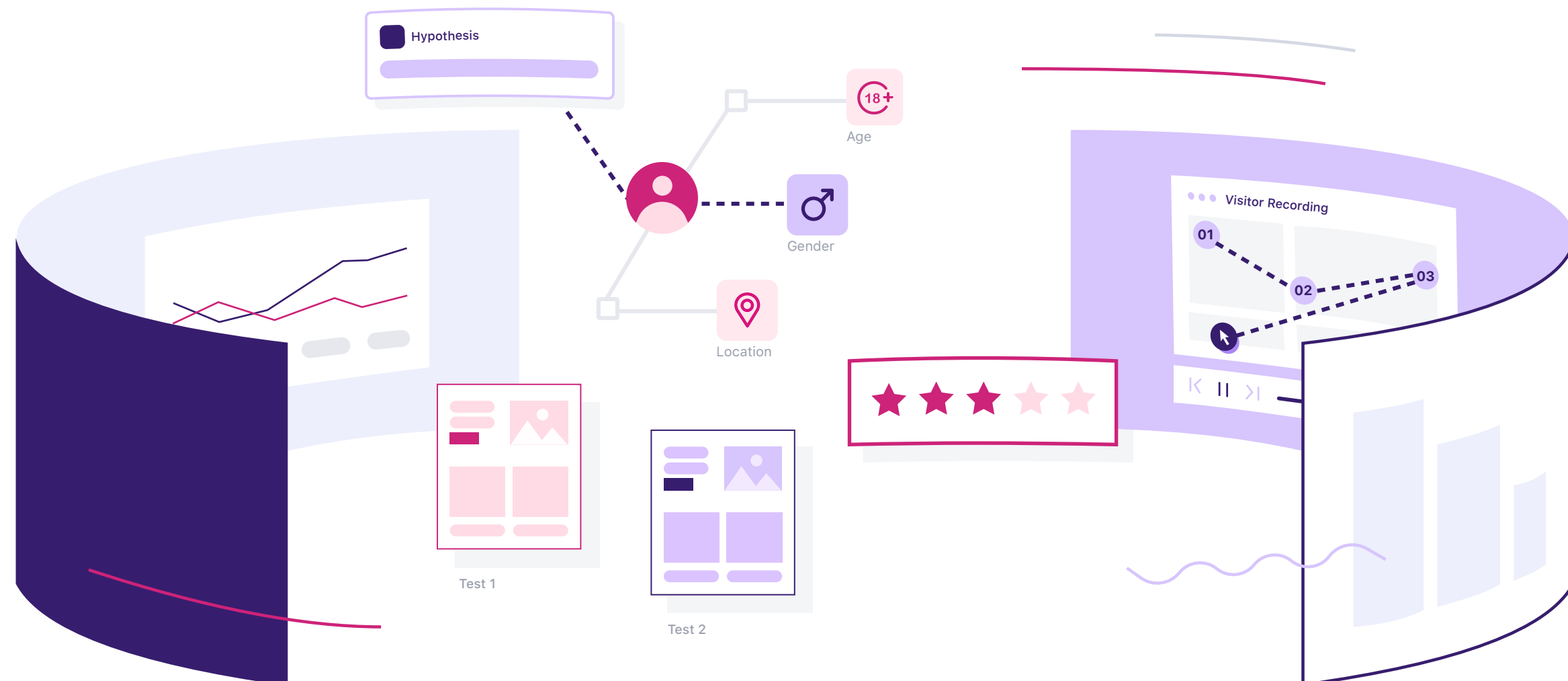
In order to successfully reduce cart abandonment rate on your website, you must analyze the shoppers' behavior on your platform. Use CRO to identify the exact gap areas for cart abandonment and test the possible solutions.



A successful analysis of these problem areas along with the effective implementation of the suggested solutions will lead to reduced cart abandonment rates and increased conversions.

ABOUT VWO

The VWO Experience Optimization & Growth Platform is the only connected platform that enables organizations to optimize their entire audience journey - from click to conversion. You can build stellar digital experiences that convert better by discovering visitor behavior insights, easily turning these insights to experiments, expanding experiments to multichannel digital properties, and bringing back lost audience through effective engagement- all via a single connected platform. Embrace the power of the VWO Connected Platform to see your core conversion & growth metrics go up everyday.



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