


A Marketing Horror Story Presented By:  **EMBER**TRIBE

The Abandoned Cart

HOW TO CONVERT
CUSTOMERS THAT KEEP
GHOSTING YOUR CART





Hi! I'm Amber,
Content Strategist at
EmberTribe.

Today, I'm going to tell you
about something that haunts
many eCommerce brands...

SHOPPING CART ABANDONMENT.

Scary, right? If you have to read
the rest of this book through
your fingers, I'll understand.



If you don't already know, shopping cart abandonment happens when would-be customers add items to their cart but leave before completing their purchase.

That means someone went through all the motions of shopping, only to ghost your store.



Spooky!

So your customers keep leaving their carts abandoned. Who're you gonna call?

Just kidding, you don't have to call anyone. But we do have some pointers for what you can do to banish ghosted carts and turn them into completed purchases.



Why worry about abandoned carts
in the first place?

Well, you really don't want to leave
money on the table (or in the cart).

If you have a high cart abandonment
rate, this is probably an indicator of
unknown friction in your checkout
process.

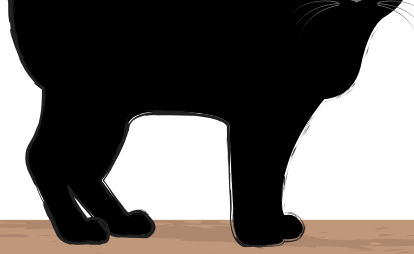


Well, that sucks!

You spend a lot of money attracting traffic to your site, so to lose a purchase at the final step is a big disappointment.

Let's take a look at the shopping cart abandonment rate of your store to see how you fare.





Total completed transactions

Total initiated transactions

=

Rate of site visitors with purchasing intent who
didn't complete the process

Calculate your shopping
cart abandonment rate
using this simple formula!



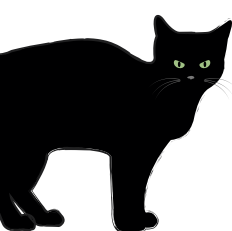
Now that you have an idea of your cart abandonment rate, let's talk a bit about why customers ghost their shopping carts. Here's just a few main reasons:

- Confusing process.
- Unexpected shipping costs.
- No guest checkout option.
- Limited payment methods.
- Slow expected delivery.
- No discounts.



That's a lot of factors! You're probably wondering what you can do to avoid incomplete transactions.

Unfortunately, shopping cart abandonment is as inevitable as death and taxes. But that doesn't mean you can't work on lowering your cart abandonment rate!



There's no secret potion for vanishing abandoned carts. A lot goes into a buyer's journey and it's impossible to read every buyer's mind (and we've tried).


Based on the common reasons customers abandon their carts, we've formulated some cart optimization tips on the next page.

Add a little pumpkin spice and everything nice to your process!



1. Practice price transparency (even with shipping costs).
2. Offer live chat support for questions.
3. Allow guest checkouts and making sign-in optional.
4. Give customers a variety of convenient payment options.
5. Make it easy to navigate between the cart and the product pages.
6. Provide a refund policy.



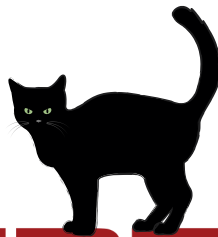


When it comes down to it, there are so many ways to reduce friction during the checkout process and help customers complete those purchases.

The best thing that you can do is audit your eCommerce site to find those annoying frictions and test different tactics to turn cart ghosters into purchasers!



Thanks for reading! Keep up
with me and check out some
great resources on our
website.



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