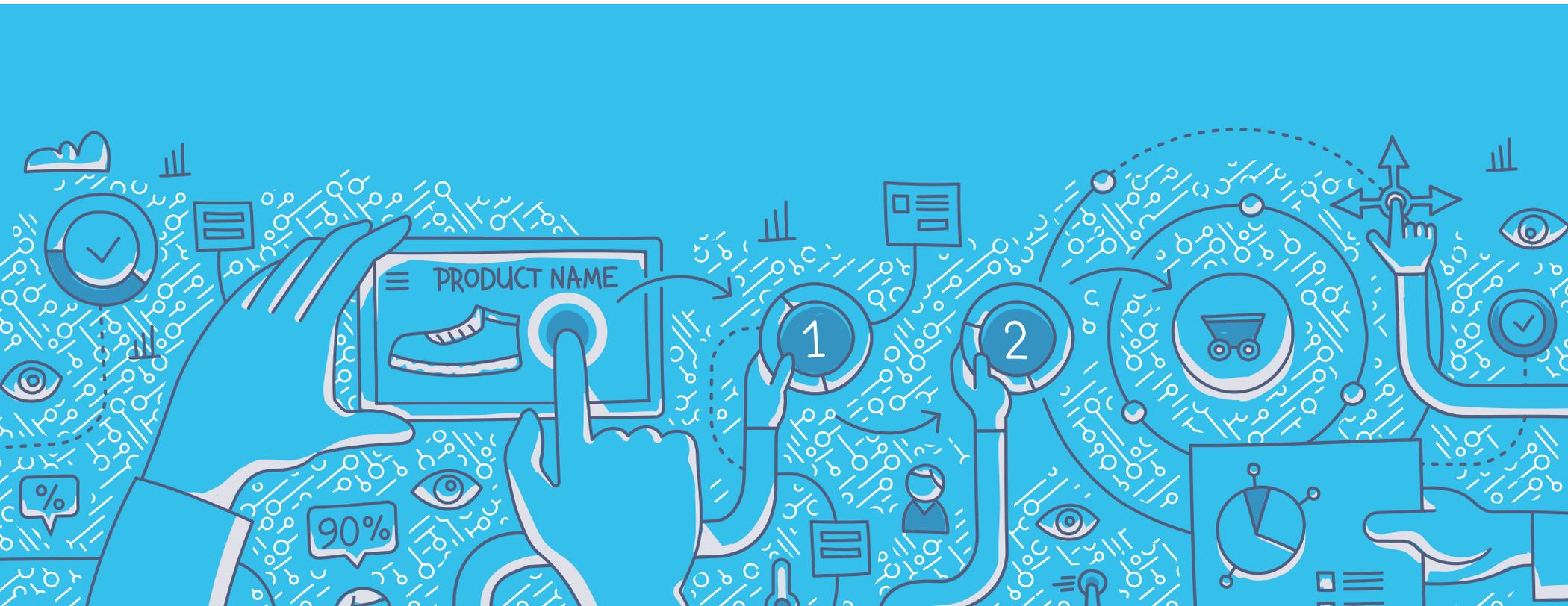


TURNING MOBILE SHOPPING CART ABANDONMENT AROUND



ACCORDING TO THE IBM WATSON TREND REPORT...

2015's Cyber Monday brought in record sales, growing by 17.8% over the previous year. Mobile devices accounted for 47.9% of all online traffic during that day—the biggest shopping day of the year. However, mobile device sales only accounted for 27.6% of the total online sales. Meaning almost half of all customers are perusing your eCommerce site on their mobile devices and perhaps even hit the Add To Cart button but didn't buy.

The Baymard Institute shows that 69% of all eCommerce visitors will abandon their shopping cart (mobile/desktop). This is known as the Shopping Cart Abandonment (SCA) rate. According to Business Insider, those abandoned carts collectively account for \$4 trillion of revenue lost every year. While there's a multitude of reasons for customers to change their mind and leave their shopping carts by the wayside, shopping cart abandonment is preventable.

**As eCommerce professionals we can explore ways
to help your business recoup these sales.**

WHY DIDN'T THEY CLICK SUBMIT OR CONFIRM ON THEIR ORDER?

Here are five reasons for shopping cart abandonment and feasible solutions to them.



1 Unnecessary Forms

Having to fill out multiple forms in the checkout process is a headache to deal with, especially from a device that might have a display as small as 4 inches. No one wants to input the same information into both shipping and billing fields; or wants to fill out often-unnecessary information, such as an optional field or the dreaded Confirm Password field(s). If your checkout process seems long and complex, chances are, customers won't bother with it and will likely go to a competitive website.

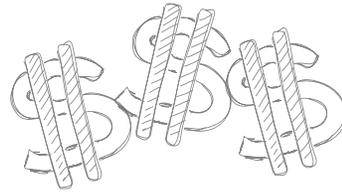
All fields required

First Name	Primary Phone Number	Suffix	State/Province
Last Name	Secondary Phone Number	Position	Company
Middle Name	Address	Company Address	Company URL
Submit			

BLUESKY RECOMMENDS...

Streamline your checkout to keep it simple. This ensures that customers will be able to complete a purchase with little effort on their part. Helpful ways include limiting the information needed, exploring single page checkout, adding the ability to save their cart for later, making orders easy to edit, and having a variety of payment options.

2 Unexpected Costs or Fees



This is a big one. The last thing you want is for your customers (or would-have-been customers) to get to the last step of your checkout process only to get hit with new costs that weren't on the product page such as shipping fees. If you want customers to purchase your items, you need to be upfront about all the costs prior to their decision to Add To Cart. Hidden or unexpected costs feel dishonest to the customer and can not only lose the sale, but can also create a negative perception of the online retailer.

register to buy

3 Registration Was Required - Seriously?

If someone is on mobile, it's likely more of an impulse buy. So, anything standing in their way, like registration, diminishes the likelihood of them checking out. In general, making registration required alienates customers by making them fill out additional information without any return for them.

BLUESKY RECOMMENDS...

Clearly display all costs a customer will incur on the product page before they get to the submit order screen.

BLUESKY RECOMMENDS...

Giving customers the option to checkout as a guest gives them the option to sign up. You can't create a repeat customer if they don't purchase from your ecommerce business in the first place. So, let them decide if they want to take the time to create an account, rather than force them to go through that step.

4 Limited Payment Options

Speaking of options, another reason that customers tend to abandon their purchases is lack of a preferred payment option. Personally, I do everything via PayPal, because I favor the added layer of security this method provides. Not every customer wants to pull out their credit card to make a purchase especially while on their phone in public.

cash
or
cash?

5 Customer Just Wasn't Ready to Purchase

Many customers use their mobile devices to "window shop" or to compare pricing from one retailer to another. For a lot of eCommerce sites, Adding to Cart is the only way for a customer to get their potential purchases on the same screen. That doesn't mean they are ready to buy, but to the retailer it's still an abandoned cart.



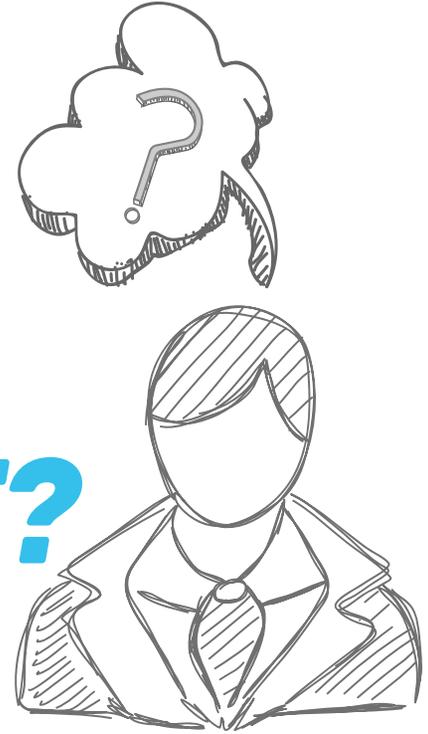
BLUESKY RECOMMENDS...

Provide alternate methods of payment or risk losing those customers that have other preferences.

BLUESKY RECOMMENDS...

It's hard to overcome "not ready", but you can make it easy when they are ready by giving users the option to save for later or add to wishlist. Provide your customers a way to easily come back and add the purchases to their cart at their leisure. You shouldn't have to guess why a customer didn't complete a sale and the customer shouldn't have to remember why they bothered coming to your site in the first place.

WHAT ADDITIONAL STEPS CAN BE TAKEN TO PREVENT OR SAVE AN ABANDONED CART?



Some of the underlying SCA causes presented earlier are the result of not differentiating what works best for the desktop user from what's optimal for the mobile customer. It's important that you focus your efforts on creating a strategy to address mobile device users. Suggestions to improve a mobile shopper's experience include:

Site Performance

Today's customers use their mobile devices to instantly get the information they need. This means that retailers have only milliseconds to grab their attention and must keep them engaged to complete transactions. Amazon has reported that every 100 milliseconds of latency cost them 1% in sales, while Walmart has stated that conversion rates rise 2% for every second of reduced page load time. Having an optimized website is integral for creating the type of experience that draws customer to your site and keeps them throughout the cart flow process.

Responsive Design

According to TrueShip.com, roughly every 30 seconds about \$1.5 million dollars in online retail revenue is generated. Experts say that about \$500,000 of the revenue comes from mobile users, whereas the remaining \$1 million is generated from desktop users. This shows that optimizing for mobile devices is a necessity for any online retailer. Creating a fully responsive design enables your site to be easily viewable on a variety of devices, without having to create a separate "mobile-only" site. Responsive sites are simply more sustainable and provide brand consistency across all devices.

Simplify Navigation

Limiting the number of unnecessary clicks on a site keeps shoppers from losing interest. But, it's just as important to provide a clear way to navigate your site without having to scroll through endless pages. Provide shoppers with simple menu navigation to assist while browsing and maintain that simplicity once they reach the checkout process.

Embrace Visuals

You provide information about your product, you show photos of the product, people buy...right? Not as easy as it seems. This is especially crucial for users on mobile device. Many people purchasing from their phone or tablet are doing so in a time crunch and don't want to have to go on a hunt for product information when it should be easily displayed. Not being able to provide product visuals and information can lead to user frustration. This frustration can happen before the customer even makes it to the cart flow process. It's important to make good design decisions prior to cart flow and during. Easy-to-find product information is key to retaining the sale, so the customer is always aware of what they're purchasing.

Utilize Exit Modals

A popular customer engagement tool used for cross-selling/upselling is exit modals. These modals can help remind customers that they have invested time in creating shopping lists and they have a choice to save that information or proceed with the sale.

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Send Abandoned Cart Triggered Emails

If the damage has been done, and the customer has left their cart without completing the purchase, creating an abandon cart-triggered email can save the sale, or even keep your business in mind for future purchases. Business Insider reported that, "Initial emails, sent three hours after a customer abandons a cart, average a 40% open rate and a 20% click-through rate". It's a fairly effective way to bring back customer that left no matter what the reason.

Try Ad Retargeting

If the cart-triggered email doesn't help to re-engage the customer to come back to their cart, then ad retargeting might. Ad retargeting serves ads to customers based on prior engagement. It's an effective tool for trying to keep brand awareness in the forefront of a customer's mind, and also to try to bring them back to your site.

IN CONCLUSION...

Mobile customers will continue to rise and you need to be proactive in removing purchasing barriers. The experience on a mobile device is different than that on desktop. Creating a positive user experience on mobile devices will help to ensure that you have strategies for multiple channels. Having the right eCommerce platform and analytics are crucial to developing these strategies.



READY TO IMPROVE YOUR STORE'S MOBILE SHOPPING CART EXPERIENCE?

Let BlueSky show you how you can save lost mobile sales due to shopping cart abandonment.



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This eBook was authored by the BlueSky eCommerce Creative Solutions Team.

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