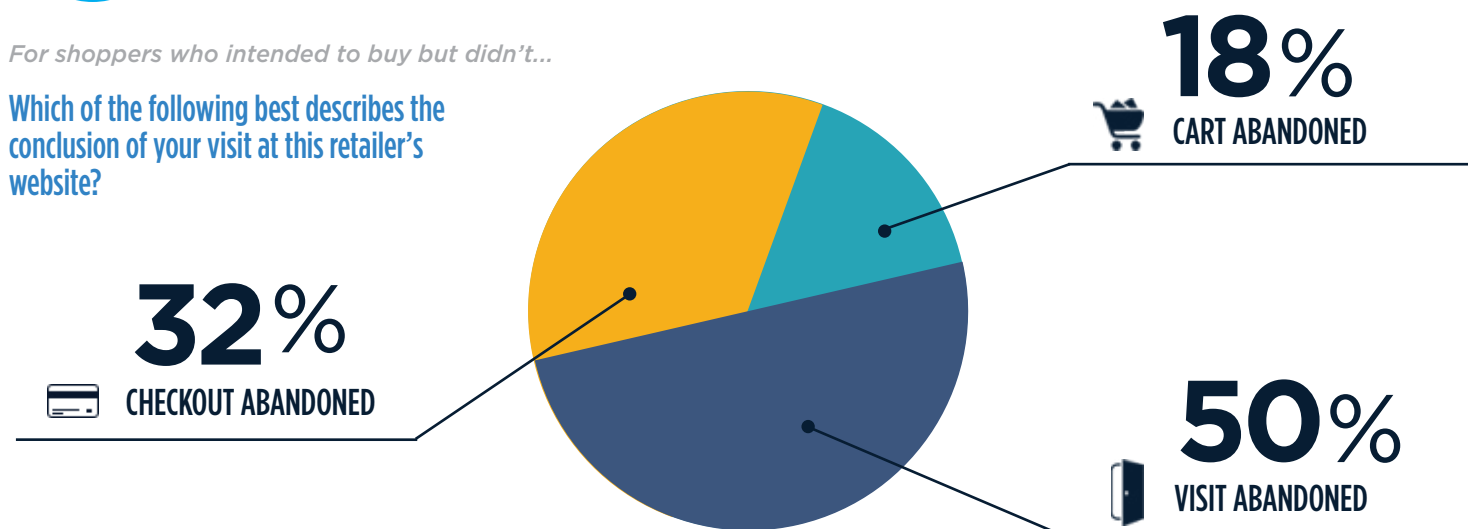




SPECIAL EDITION: WHAT BRINGS ABANDONERS BACK?

For shoppers who intended to buy but didn't...

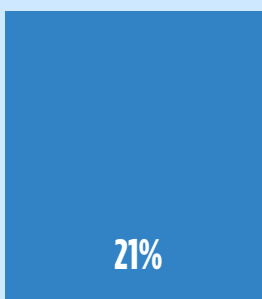
Which of the following best describes the conclusion of your visit at this retailer's website?



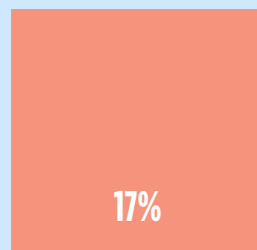
VISIT ABANDONERS

Why They Left

Half of abandoners left before they ever hit the cart. What caused them to drop off during visit? For most shoppers, it was due to difficulty finding the item, size or style they were looking for.



Could not find the item they were looking for

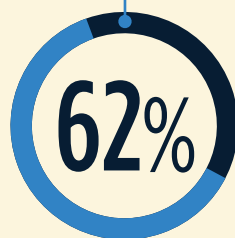


Item/color/size was out of stock

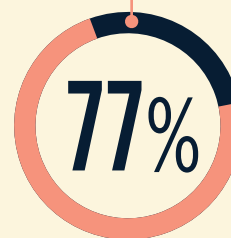


Item price was too high

What would bring visit abandoners back?



said a merchant offering to locate the right item, color or size would help them purchase.



said a merchant offering to locate the right item, color or size would help them purchase.

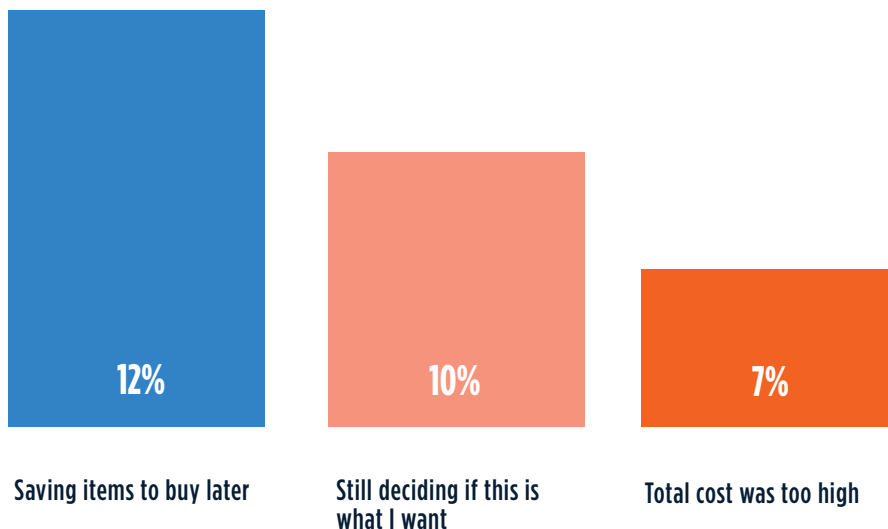


said a coupon for 20% or less would help them complete their purchase.

CART ABANDONERS

Why They Left

Cart abandoners represent 18% of abandoners who intended to buy. The main reason cart abandoners cited for leaving is they were saving items to buy later. Unfortunately, some of these abandoners may never end up returning. Our survey revealed several helpful tips on how and when to bring those cart abandoners back to complete their purchase.



Looking at the #1 reason for cart abandonment: Shoppers saving items to buy later....

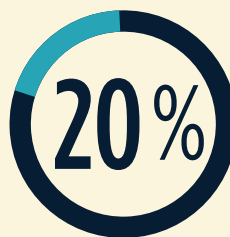
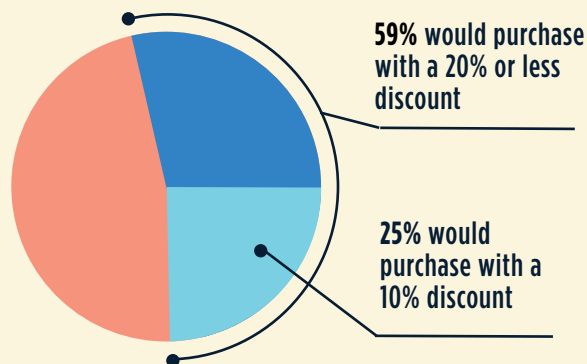
WHEN IS THE BEST TIME TO COMPLETE THIS PURCHASE?

52%
SAY AFTER

6 PM



What is the minimum discount required to purchase?



say a notification of when the item goes on sale would help them purchase.

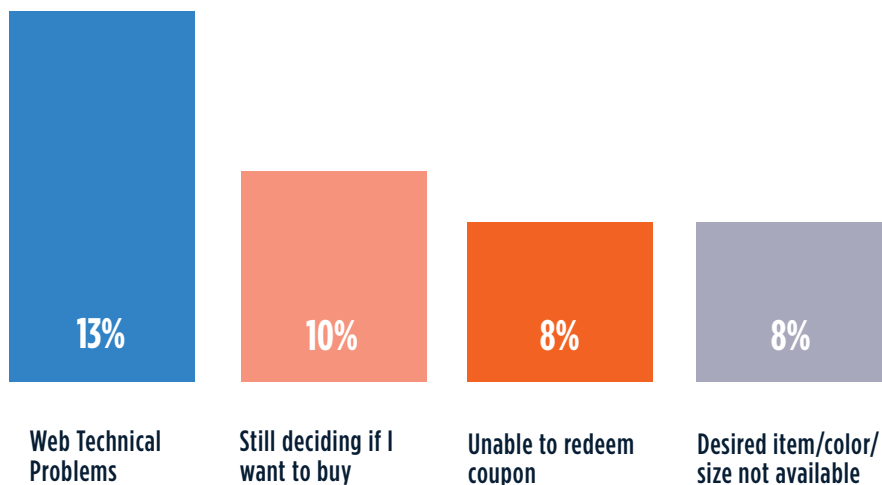
PRO TIP

Test offering a discount of 10%-20% after 6pm—this is when shoppers who saved items in their cart are most likely to complete their purchase.

CHECKOUT ABANDONERS

Why They Left

About a third of abandoners who originally intended to buy ended up leaving at checkout. Many checkout abandoners left due to technical problems. Many shoppers surveyed reported trying multiple times before buying. To help reduce checkout abandons, offer chat or a customer service line throughout the checkout process.



TOP 3 ISSUES FOR THOSE WITH TECHNICAL PROBLEMS:



PRO TIP

Perform weekly QAs of your checkout process on all major browser and device combinations.

Get abandonment stats for your store

Interested in learning why shoppers leave *your* online store, and what would bring them back to purchase? [Click here](#) for instructions on how to install our free abandonment survey on your website.

"Many major causes of abandonment are easily fixable. Listen to your customers to identify problem spots and learn what will bring them back."

- Hayley Silver



Vice President, Bizrate Insights

About this Study

This Bizrate Insights Ratings Study was conducted via the Bizrate survey platform and offered to online shoppers randomly as they browsed sites from the Bizrate Network of over 5,000 e-commerce retailers in the US and Canada. Data from this Bizrate Insights Ratings Study was collected from 61,766 online shoppers from January 1, 2015 to April 30, 2015.

For more info: bizrateinsights@bizrate.com