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Battling cart abandonment

In brick and mortar stores, sometimes the items in the shopping basket don't end up actually being purchased. At times the visitor leaves without buying anything—just leaving the shopping basket unattended. This is true for e-commerce sites, as well.

Cart abandonment is when visitors add products to a cart and then leave the website without completing the purchase. The products then sit in the cart until the visitor comes back to retrieve them.

Why should abandonment concern you?

A lot of time and effort goes into creating and maintaining a website. Turning a profit and earning contacts is what's expected from that effort. Unfortunately, abandonment creates a lot of frozen revenue, as products are just stuck in the cart, causing profit to fall short. Once visitors leave a site, there's no guarantee that they'll come back on their own accord. Losing potential leads and revenue to abandonment takes a huge toll on the overall growth of a business.

What drives abandonment?

Now that we know the results of abandonment, let's go over some of the factors that push visitors to abandon the cart in the first place.

Slow loading pages
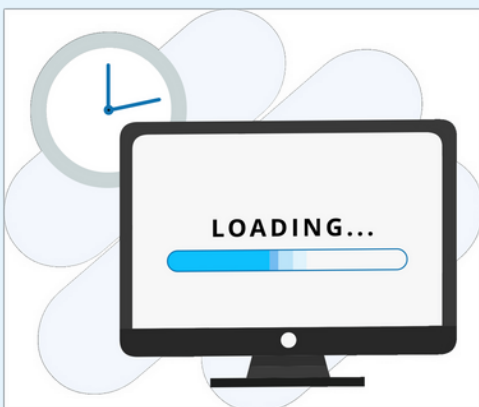
Slow loading websites are easily deserted by visitors, as it kills the enthusiasm of buying new products.

Hidden costs

Your visitors are in for a rude shock if they find additional charges springing up when they get to the checkout. Abruptly adding extra charges like taxes, transfer fees, and shipping costs make your site look shady. If you have any extra costs adding to the product's price, mention it clearly before the buyer adds it to the cart. This will help visitors roughly calculate their expenses and will reduce any shock they might feel when they see the total price. If you can only figure out the delivery charge once the buyer chooses their location, clearly cite it beforehand, to prepare the buyer for the increase.

No return and refund policy

Buyers vibe with a brand that understands the practicality and offers the option to return and refund. There are various reasons why a return might be needed—the product might be deficient or what got delivered might be different from what was ordered.

If you don't support returns and refunds, people will be less likely to complete their purchase. If you don't support returns and refunds, people will be less likely to complete their purchase.

Lack of tracking feature

Buyers want to know what happens to their orders once they place them, and showing them the different steps the package goes through will build trust in your brand. Most sites provide tracking, so missing this feature can make a bad impression on potential leads.

Limited payment options

Buyers have become accustomed to different modes of payment. You can't satisfy a large buyer base with restricted payment options. If visitors' preferred payment options aren't present on your site, they're likely to abandon it.

Complex checkout process

The more hassle-free the checkout process is, the less often you'll see carts abandoned. When buyers have to fill out long forms and take complex routes to place their order, abandonment goes up.

How to reduce cart abandonment?

Having gone through the various factors that cause abandonment, you may wonder what could be done to prevent this show stopper. While there's no perfect solution, following these steps will help you reduce it considerably.

Price comparison

Shoppers prefer sites where the prices are comparatively cheaper. Providing a comparison chart is one way to show that your prices are good. This way, the visitor doesn't need to leave your site, and even if your prices aren't the best, you can justify it by highlighting the quality, and other features, to compensate for it.

Free shipping

Many e-commerce sites provide free shipping, and it's natural that buyers throng to those sites. Try providing free shipping by offsetting your expenses in other ways. If this takes a toll on your business, you can provide limited- period free shipping and discounts that pull buyers to your site.

Excellent support system

Transparency is the backbone of many businesses, and providing accurate contact details and chat support increases trust among buyers. If people find someone ready to answer all their questions, their insecurities are cleared up, and they may decide to become regular visitors, as well. Providing information like estimated delivery dates and tracking details improves your brand recognition.

Reviews and feedbacks

Tooting your own horn doesn't count—let your loyal buyers make the noise for you. Display good reviews from other shoppers to encourage purchasing from your website, also provide a space where buyers can vent if they've a disappointment. Just remember not to pester people by making it mandatory.

Simple checkout process

Make the checkout process simple. Don't keep redirecting the buyer to more pages. Allow guest checkouts, as everyone who visits your website may not want to create an account for their first purchase. Moreover, a buyer who needs to place an order quickly won't have time to go through the full account process, which can easily lead to abandonment.

Wider compatability

Your website should be compatible with many devices, especially mobiles, as many transactions happen via phone. If the site experiences hiccups while opening via mobile, it's likely to get abandoned.

Why should you use Zoho Campaigns?

Despite our advice, visitors will still sometimes abandon their cart say, for various reasons. An interrupted internet connection, a call that distracts the buyer, an emergency, or an empty wallet are just a few reasons that are beyond your control. Some shoppers abandon their carts just because they don't feel like buying at that instant. It just happens, sometimes—simple as that. The remedies provided above aren't foolproof solutions to completely block abandonment. Does this mean thawing that frozen revenue is impossible? Not at all! With Zoho Campaigns, combating abandonment is a lot easier.

Handling abandonments with Zoho Campaigns

Now that we've zeroed in on abandonments, it's time we dive deeper into the methods for combating it. We have specific E-Commerce workflow templates to handle cart abandonment. You can use the below features available in our E-Commerce workflow:

Configure automated email

Configure automated emails to be sent to customers who've abandoned their cart before completing their purchase. Alluring content that makes the reader gravitate back to the cart is the key to success here.
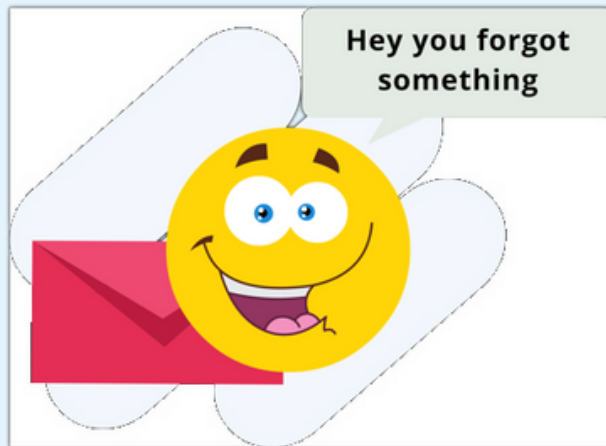
Send reminder emails

You can send reminder emails to the buyers about their abandoned item in their cart. Maintain appropriate time gap between the reminder emails so that your recipients do not get irritated.

A/B testing

You can come up with different versions of the abandonment mails and send them to two sets of limited contacts. You can vary the subject lines, content and sender name in these two versions. Based on the responses to these versions, you can decide the best version and use that version for all other contacts.

Add or remove from a list

You can create a list of abandoning buyers using this option. It can be used in email campaigns, workflows, thereby widening the ways you target your visitors and persuade them to recover their cart.

You can remove abandoning buyers from a mailing list which has a list of interested or active buyers and maintain abandoning buyers in another list.

Connect with Zoho CRM

You can push the data of abandoning buyers into Zoho CRM if you want. You can also go a step ahead and create a task in Zoho CRM to convert abandoning buyers into customers.

Random split

Based on the buyer's behavior and your strategy, you can set up conditions and split your buyers into separate paths. Now, you can try approaches for buyers under each path.

Merge

This is the opposite of the above process. You can merge buyers of two or more paths into one if you want to try a strategy collectively on all buyers.

Field update

This lets you update a value for a chosen field. By doing so, associating abandoning buyers to simple or advanced abandonment workflows becomes feasible. This saves you the effort of creating and managing a new list.

Assign/remove tags

Group the abandoning buyers under different tags for easier identification using assign tags process. You can also dissociate an abandoning buyer from a tag.

Send internal notifications

Keep all your team members informed regarding which stage your buyers are in the workflow via email notifications.

Move to end-of-workflow

You can move contacts to the end of workflow from a stage based on their response. For instance, you can move purchased contacts to the consolidated buyer list irrespective of their current stage.

Exit from workflow

You can move your contacts out of the workflow process after performing all types of possible actions on them.

With the help of Zoho Campaigns, take down abandonment and bring back your lost revenue. Happy winning!

Zoho Campaigns

support@zohocampaigns.com

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