

77% OF SHOPPERS ABANDON BASKETS: 3 EASY TIPS FOR ONLINE RETAILERS

According to findings by eDigitalResearch and IMRG, basket abandonment is a big issue:



77% of online shoppers are dumping their baskets at checkout.

Why?



53% of shoppers are put off by delivery charges only being revealed at the payment stage.

Maximise your ecommerce operations by...



01. BEING UPFRONT

Make your delivery charges (and speed of delivery) clear and immediate – not a ‘hidden extra’ – to avoid basket abandonment:

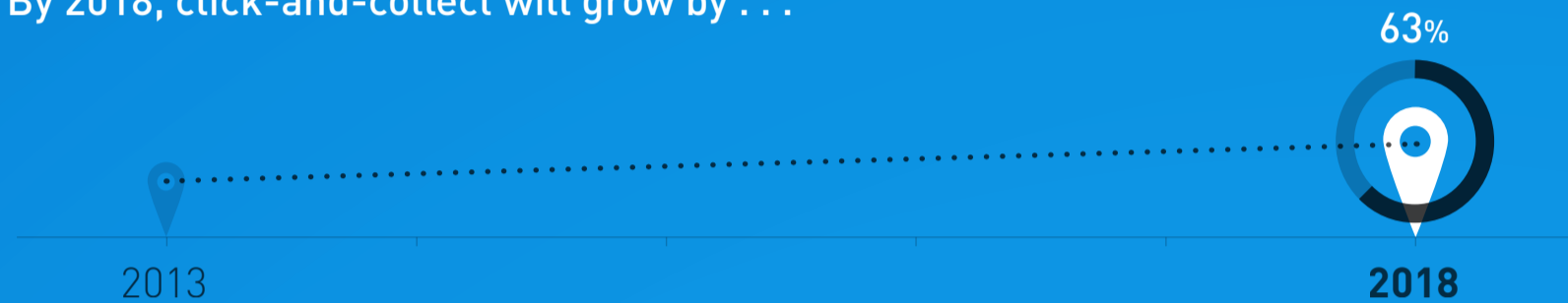
54%...

of online shoppers want such information presented to them as soon as they land on your homepage.



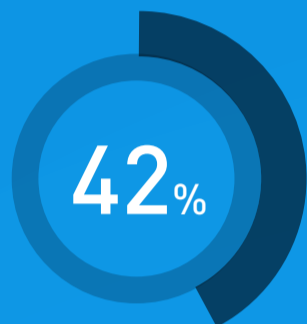
02. REMOVING DELIVERY WORRIES ALTOGETHER

By 2018, click-and-collect will grow by . . .



Companies that use click-and-collect include...

- 📍 JOHN LEWIS
- 📍 ASDA
- 📍 TESCO
- 📍 CURRYS/PC WORLD
- 📍 MARKS & SPENCER

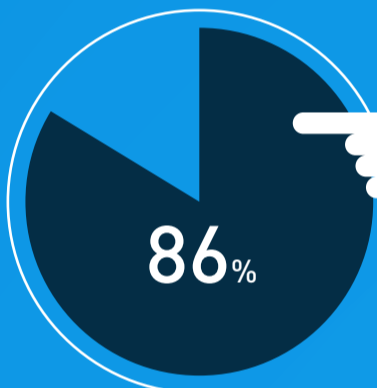


Argos generates 42% of its online sales via click-and-collect.



Two-thirds of Tesco’s non-food online orders are collected at its 1500 collection points.

But that’s nothing compared to...



Halfords, which generates a huge 86% of all its sales via click-and-collect.



80% of UK consumers have reserved a product online for in-store collection, while 20% do this at least once a month.

Make sure you’re not missing out.



03. MAXIMISING YOUR MOBILE STRATEGY

45%

of respondents to an SDL survey stated that they would use mobile devices to research Xmas 2013 purchases . . .



but



48%

of mobile users revealed that they feel frustrated and annoyed if the site they visit is non-mobile-friendly.

Do make sure...



Your online store is responsive and scalable so it works on all screen sizes and devices – from desktop computers and smartphones to tablets.



Product pages include stock information to avoid the frustration of selecting an item that isn’t available.



You can filter products by price, type, style, size & colour so customers can more easily find the product they’re looking for.



Your calls-to-action aren’t too small for the average thumb!

If you don’t, 61% of mobile platform users will browse away.



01

Be upfront with customers about delivery charges to avoid basket abandonment.



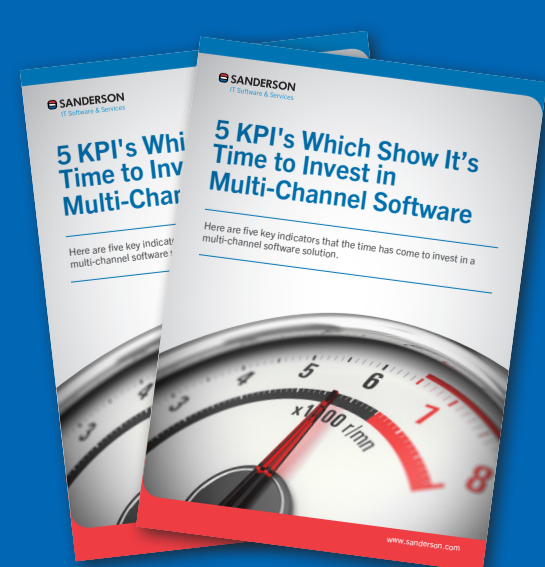
02

Deploy click-and-collect options.



03

Exploit the popularity of m-commerce by creating responsive websites.



For more information about how to take your company to the next level, download our free eGuide:

5 KPI's which show it's time to invest in multi-channel software

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