



**Download the eBook:** Top eCommerce Issues that can Ruin a retailer's Holiday - and how to avoid them

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## Top 5 eCommerce Issues that ruin a retailer's Holiday - and how to avoid them



### Happy Holidays - Especially for Retailers

For retailers, the holiday season can be the happiest time of the year.

1

**20% to 40%**

Average retailers annual sales during the holiday season

2

**\$768 billion**

2019 total global digital sales predictions

3

**14 - 18%**

eCommerce sales will rocket by in 2019

## Are you ready for the Holiday Season challenge?

**KEY** facts to help shape your peak season strategy

1

**53%**

Last minute costs, top abandonment reason

2

**50%**

Expected mobile sales growth

3

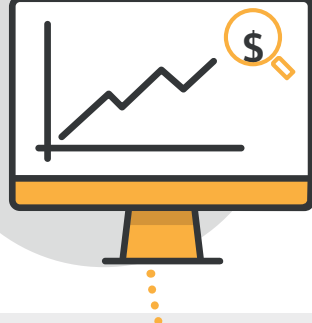
**85%**

Shoppers who prefer free shipping to fast shipping

## All of this holiday cheer comes with a catch

### Customer Experience Problems

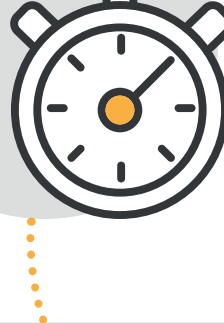
Keeping up with increased demands around the holidays is a tall task for eCommerce teams.



Average retailers see **200%** jump in web traffic between Black Friday and Cyber Monday



**40%** of shoppers will abandon a site if it takes more than 3 seconds to load



A **1 second** - delay in page response results in a **7%** reduction in conversion



**8%** of sales per hour can be lost to downtime

## Here are 5 tips to ensure everyone is joyful at the end of the season...

**85%** of holiday eCommerce shoppers have abandoned a cart at least once

1

Have Rudolph Navigate Your Toughest Cart Abandonment Issues

**Cart abandonment means lost revenue.**

What's keeping customers from completing orders? Use **real-time data and customer experience analytics** to solve these issues before the holidays.



Don't Let Hackers Ruin the Holiday Party

2

**40%** of online fraud occurs during the holidays - don't leave your customers out in the cold

Real-time data analysis and machine learning combat fraud at scale. With an **early warning system**, your customers won't be taken advantage of this holiday season.



**Start Rockin' Around the Form Field Errors**



3

A well-designed and functional form field can result in:

**56.3%** more conversions

**35.5%** increase in form completion

Form fill errors mean you're leaving money on the table. Some issues are too complex to spot on your own. Automate the process and keep users from struggling.

4

**Don't Send Customers to the Island of Misfit Search Terms & Inconsistency**

**42%**

of sites aren't suited for product browsing

**68%**

of sites didn't place content in a relevant place

**38%**

of sites over-complicate their search hierarchy

If customers can't search your site as if they're on Google, you could be in trouble. Customer experience analytics can pinpoint user search frustrations this holiday season.

**58%**

of shoppers want same day delivery products

**63%**

of shoppers say delivery speed is important factor in buying

5

Make Your Shipping as Fast as Santa's Annual Trip Around the World

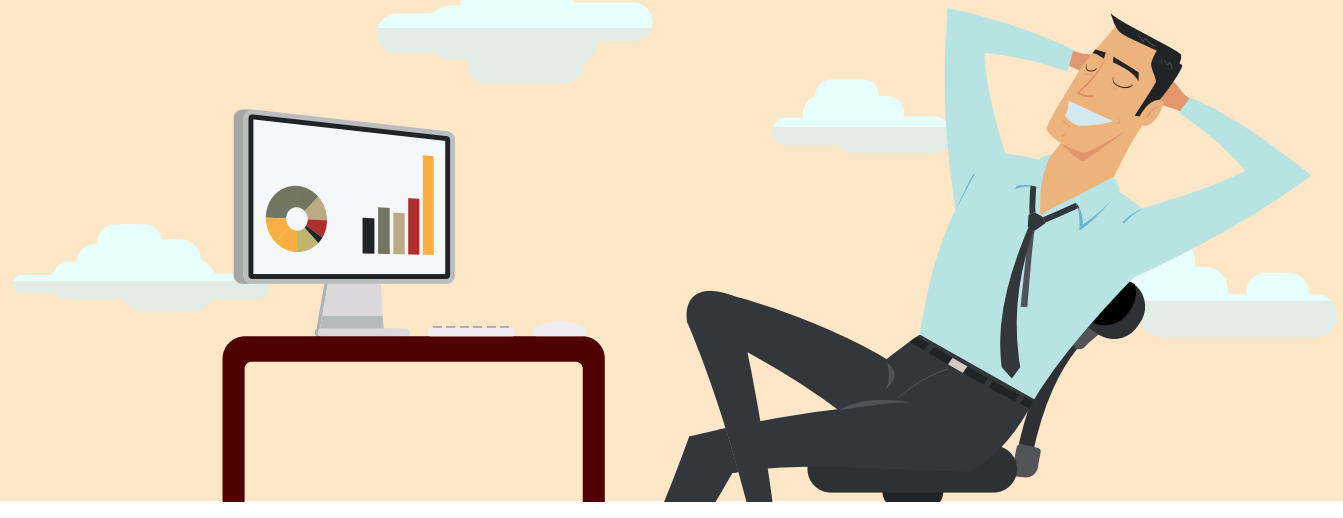
Customers expect consistency in shipping options across products. If you can't provide that, a customer experience analytics solution can track the customer experience and understand pain points in real time.



## The Perfect Ingredient for Your Holiday Dinner

**84%**

of retailers believe customers experience is a significant differentiator in their sector



If you want to learn more about how the **UserReplay customer experience analytics solution** enables retailers to make sense of their vast customer data and turn it into actionable insights for this holiday season, **contact us today** for a free demo.

**Understand how to streamline the customer journey and avoid lost revenue during the holiday season**

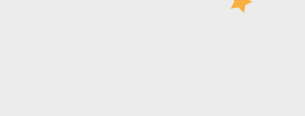
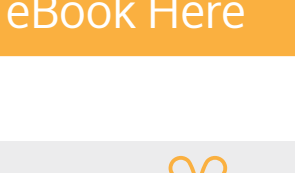


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### Sources

All source information available from UserReplay:  
<https://www.userreplay.com/resources/customer-experience/infographic/Blackfriday2019/>



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