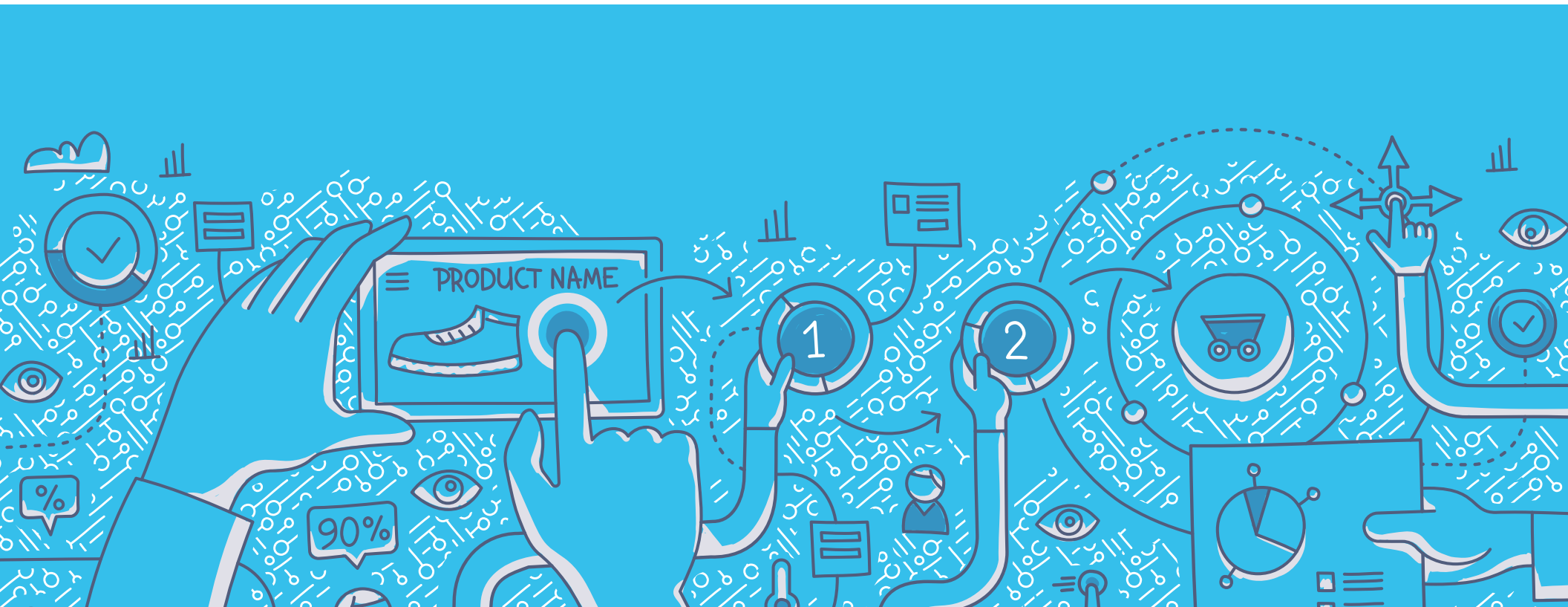


TURNING MOBILE SHOPPING CART ABANDONMENT AROUND



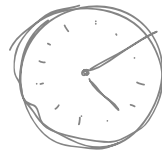
4 Limited Payment Options

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.



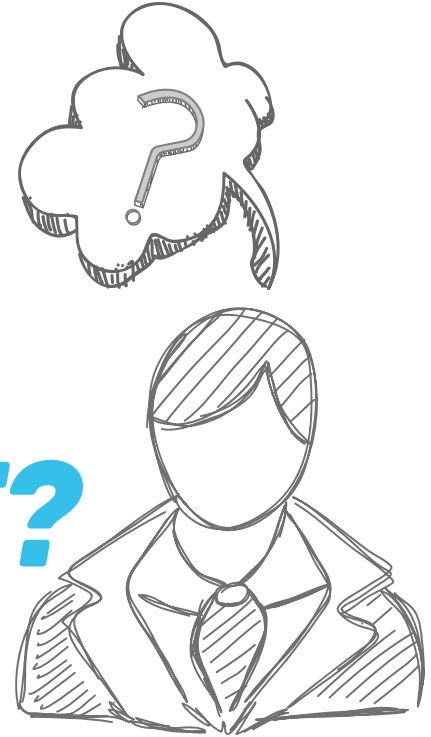
BLUESKY RECOMMENDS...

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.

Sources:

<http://www.trueship.com/blog/2015/06/30/mind-blowing-must-know-ecommerce-facts/>
<http://highscalability.com/latency-everywhere-and-it-costs-you-sales-how-crush-it>
<http://www.cio.com/article/2914780/e-commerce/12-ways-to-improve-the-customer-experience-for-online-shoppers.html>
<http://www.businessinsider.com/heres-how-retailers-can-reduce-shopping-cart-abandonment-and-recoup-billions-of-dollars-in-lost-sales-2014-4>
<http://baymard.com/checkout-usability>
<http://www-01.ibm.com/software/marketing-solutions/benchmark-reports/cyber-monday-report-2015.pdf>

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.



contact@blueskytp.com



(317) 674-8206



blueskytp.com

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

ABOUT US BlueSky enables B2B and B2C enterprises to attract, convert and retain more customers through agile eCommerce and digital marketing tools and strategies. With consultants across the U.S. and Canada, BlueSky has helped retail, manufacturing, distribution and life sciences clients multiply their revenue and digital marketing ROI. BlueSky is IBM Smarter Commerce Authorized, Smarter Commerce Accredited and has achieved Premier Business Partner status with IBM.