



## 6 Tips for Overcoming Abandoned Carts

1. **Email:** Abandoned cart emails are a very simple idea that get people back to your store who have failed to checkout. They act a reminder for the customer that they placed a product into their cart and had shown interest in the store. Sending them within 24 hours of leaving your store and a follow up a week later can be a real incentive to come back and finally check out.
2. **Facebook Abandoned Cart Retargeting:** Retargeting is a method to reach customers who have been to your website previously but failed to checkout. Using retargeting, you can directly target a customer on Facebook who has abandoned their cart and get them back and buy from your store. Tip: excluding customers allows you to offer a discount without affecting those who continued to checkout.
3. **Simplify Checkout:** Adding express checkout options and only asking for information that is of absolute necessity lets customers skip the annoying hassle of checking out. Transactions can be carried out effortlessly and smoothly, making the checkout process an enjoyable experience for customers and getting those valuable sales for you. Less is more. Make sure you are optimised for mobile.
4. **Transparent Shipping Costs:** Add easily accessible information about your shipping costs on your website. This will reduce the number of customers bouncing due to unforeseen costs and allow them to check out without feeling duped by extra costs. Or simply include shipping in your pricing. Free Shipping is almost expected now.
5. **Multiple Payment Options:** It's frustrating to a customer when there is only one method of payment that they may not be happy with and it loses your ecommerce store valuable sales. Why not offer as many payment options as possible? Using Paypal and giving access to other payment options is essential. Also consider things like Apple pay and Bitcoin.
6. **Allow Customers to save their Carts:** eCommerce stores can take steps to allow customers to easily return and make a purchase. This can be done by allowing customers to save their carts. It's simple and effective, as many customers find they can return to your ecommerce store with ease and proceed with the checkout process with minimal disruption.