Shopping Cart *Abandonment*

As an online retailer, you are likely no stranger to shopping cart abandonment. But why do customers abandon at the last minute? What can you do to prevent it?

Global eCommerce Sales 2017: $2.3 Trillion

$ $ $ $ $ $ $ $ $

That's A LOT of potential revenue

Predicted Global eCommerce Sales by 2021: $4.5 Trillion

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

54% — Expensive Shipping

39% — No Free Shipping

26% — Slow Delivery

3 reasons why customers *abandon*

Time and time again, customers abandon carts due to fulfillment related reasons. Luckily, solving fulfillment problems can be accomplished, but it is important to understand what consumers are saying first.
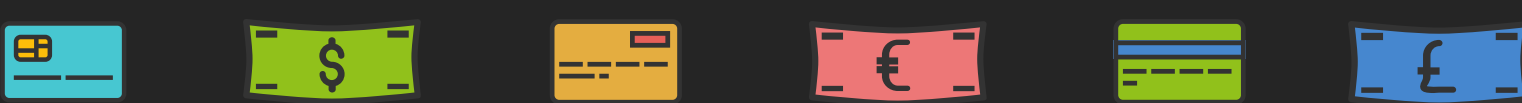
Consider the *Consumers...*

60%
of consumers bought goods from one online retailer over another because of **better delivery options**

54%
of consumers say delivery defines who they **always** shop with

39%
of consumers will **never shop again** with an online retailer following a negative delivery experience

59%
of consumers say they **buy more** and **more often** from eCommerce sites that offer a **faster, easier, accurate** & **transparent** delivery experience.

4 Ways to *Improve Fulfillment* to Meet Customer Needs

Lowering Costs	Order Management	Barcode & Mobile	Response Time
$			
1	2	3	4
Lowering costs is simple with a shipping solution or carrier integration	Easy, electronic order management means helps cut processing time down	Barcode software and mobile devices speed up picking & packing	Fulfillment doesn't end with delivery. Responsiveness is key for customer retention

Brought to you by > **acctivate INVENTORY SOFTWARE**   acctivate.com | 817.870.1311

SOURCES:
- Metapack: The State of eCommerce Delivery 2017 >>
- Temando: The State of Shipping in Commerce 2017 >>
- Disruptive Advertising: eCommerce Statistics 2018 >>