

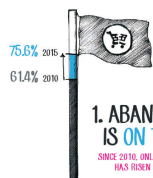
Tien inzichten over verlaten winkelmandjes

04-02-2016 11:39

SaleCycle heeft de afgelopen vijf jaar meer dan een miljard verlaten winkelmandjes geanalyseerd. Daaruit blijkt onder meer dat het percentage online shoppers dat zijn mandje volgooit maar niet betaalt is toegenomen. Deze en nog negen andere weetjes zijn door het marketingbureau in een infographic opgenomen.

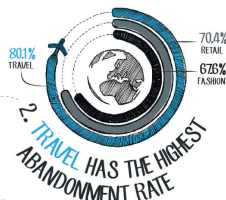
10 THINGS YOU DIDN'T KNOW ABOUT CART ABANDONMENT

OVER THE LAST 5 YEARS, SALECYCLE HAS ANALYSED OVER 1 BILLION ABANDONED SHOPPING CARTS. HERE'S WHAT WE'VE LEARNED...



1. ABANDONMENT IS ON THE RISE

SINCE 2010, ONLINE ABANDONMENT HAS RISEN BY NEARLY 15%.



2. TRAVEL HAS THE HIGHEST ABANDONMENT RATE



3. ABANDONMENT IS LOWEST AT CHRISTMAS

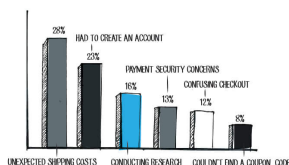
AND DURING OTHER SALE PERIODS SUCH AS BLACK FRIDAY, CYBER MONDAY AND CHINA'S SINGLE'S DAY

TUESDAY
MONDAY
WEDNESDAY

4. MOST ABANDONMENTS HAPPEN ON A TUESDAY ..

AND THE FEWEST OCCUR ON A SATURDAY

5. ... BETWEEN 8-9PM ..



6. ... FOR A VARIETY OF REASONS

SOURCE: UPS.COM

7. ON-SITE REMARKETING REDUCES ABANDONMENTS

AND GENERATES A 0.1% SALES UPLIFT



8. EMAIL REMARKETING RECOVERS ABANDONMENTS

AND GENERATES A 0.1% SALES UPLIFT

9. NO ABANDONMENT IS TOO BIG

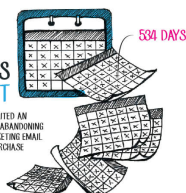
THE LARGEST ABANDONMENT EVER RECOVERED WAS FROM A CUSTOMER WHO ABANDONED 11 CHANDLERS, EACH WORTH OVER \$100,000. THEY LATER CAME BACK AND COMPLETED THEIR PURCHASE - TOTALLING UP TO A STAGGERING

\$1.5 MILLION.



10. A SALE IS NEVER LOST

IN 2013, ONE CUSTOMER WAITED AN ASTONISHING 18 MONTHS AFTER ABANDONING BEFORE CLICKING ON THE REMARKETING EMAIL AND COMPLETING THEIR PURCHASE



WE'VE TRACKED OVER

1BILLION

ABANDONED CARTS, AND CAN TELL YOU...

NO ABANDONMENT IS THE SAME

saleCycle

They came to your site for a reason.

