

Dit kun je doen tegen al die verlaten winkelmandjes

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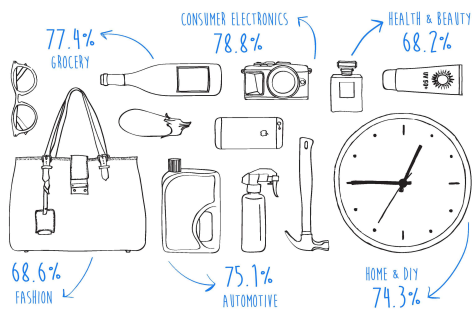
Verlaten winkelmandjes blijven etailers tarten. Liefst driekwart van de shoppers die wat in zijn mandje stopt, drukt uiteindelijk nooit op die cruciale koopknoop. SaleCycle is expert op dit gebied en publiceerde eerder al [tien inzichten](#) over het waarom van verlaten winkelmandjes. Nu vertelt het 'remarketingbureau' ook wat je er tegen kunt doen.

WHY PEOPLE ABANDON THEIR SHOPPING CARTS



RETAIL ABANDONMENT RATES

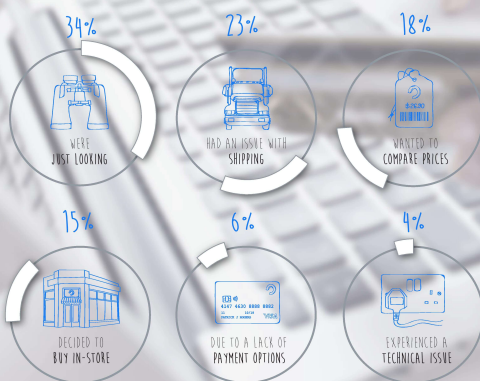
The stats show that **74%** of retail visitors who add something to their cart will leave without hitting that crucial purchase button. Here's how those numbers break down according to type:



BASED ON AN AVERAGE ACROSS 100 GLOBAL BRANDS
(Jan-Dec 2016)

WHY DO PEOPLE ABANDON?

Using data from **abandonment surveys** of actual abandoners, here are the six most common reasons people gave for not going ahead with their purchase:



WHAT CAN YOU DO ABOUT IT?



PRODUCT RATINGS & REVIEWS

63%* of consumers say that product reviews help them make a purchase decision. The green-eyed monster, FOMO, call it what you like but none of us like to miss out on what others are enjoying. *Econsultancy



SHOW TOTAL COST UP FRONT

There is nothing more frustrating than stocking full a cart only to get to the checkout page and be hit with hidden costs such as shipping. Avoid nasty surprises by displaying the final price as early as possible.



PRICE GUARANTEES

In their quest for a bargain, cautious customers are quick to abandon and seek more information online. Reassuring your customers they are getting the best deal, at the right time, will put their mind at ease.



ON-SITE SERVICE

Live chat or on-site service messaging are great options to provide a personal, accurate and immediate solution for your customers should they hit a problem or have a question during their shopping journey.



GIVE MULTIPLE PAYMENT OPTIONS

The final step in winning a customer. With more options than ever before, it's important that visitors have a choice in the way they purchase items. Knowing what methods are available and common in the different areas you operate is key.

