

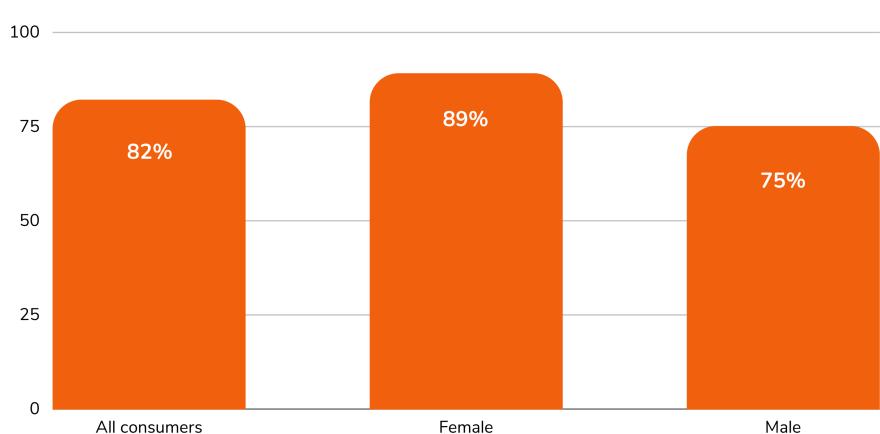
## Fresh Relevance shopping cart abandonment report

Why consumers abandon their shopping carts and how to win them back

**DATA PULSE** 

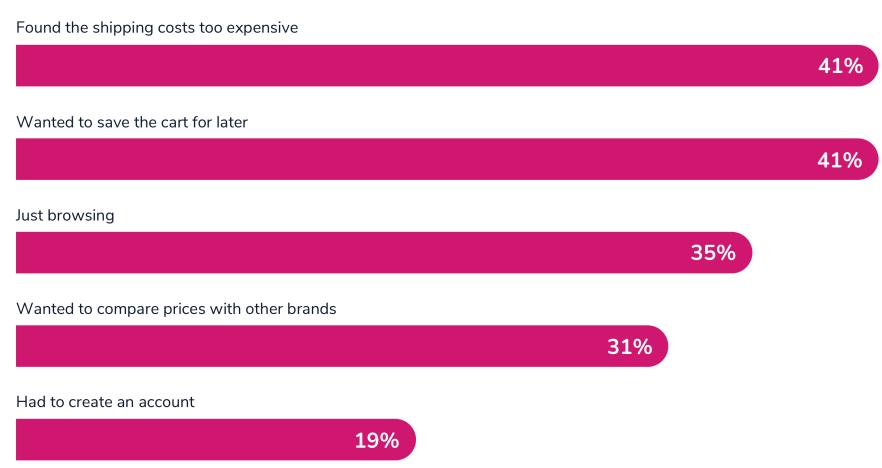


Percentage of consumers who have abandoned a shopping cart





## Top 5 reasons consumers abandon their shopping carts



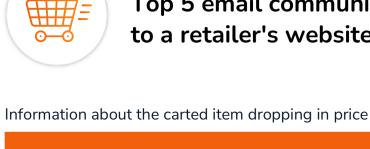


Cart had timed out and was empty

after abandoning their shopping cart

Top consumer frustrations when returning to a retailer's website

40% The carted item had sold out 31% The carted item had increased in price 24% Not recognized by retailer on device and cart was empty 20%



46%

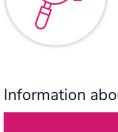
15%

to a retailer's website after abandoning a cart

Top 5 email communications that encourage shoppers to return

A discount code for the carted items A list of the carted items 26% Information about the carted item being low in stock 19% Recommendations for similar products based on the carted items

a retailer's website after abandoning a browse session



Information about the browsed item dropping in price

Top 5 email communications that encourage shoppers to return to

	45%
A discount code for the browsed items	
	44%
Information about an out-of-stock item that was browsed being back in stock	
28%	
A list of the carted items	
18%	
Recommendations for similar products based on the browsed items	
14%	