

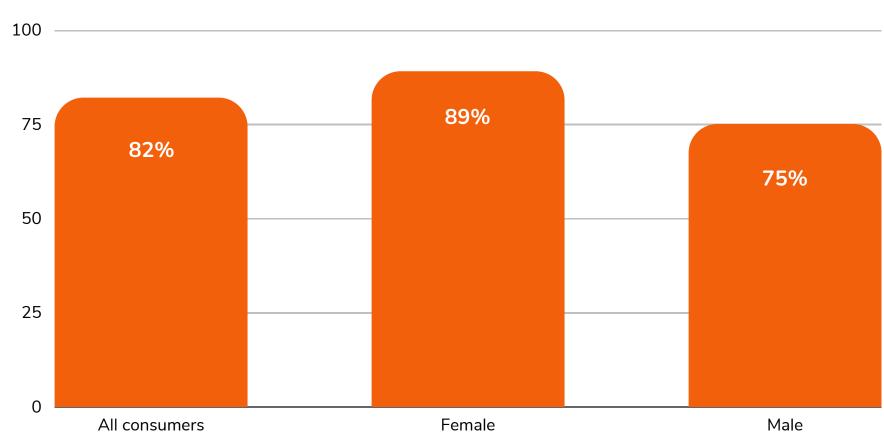
Fresh Relevance shopping cart abandonment report

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

Found the shipping costs too expensive 41% Wanted to save the cart for later 41% Just browsing 35% Wanted to compare prices with other brands 31% Had to create an account 19%



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%



Information about the carted item dropping in price

46%

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 **15%**



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%

a retailer's website after abandoning a browse session