

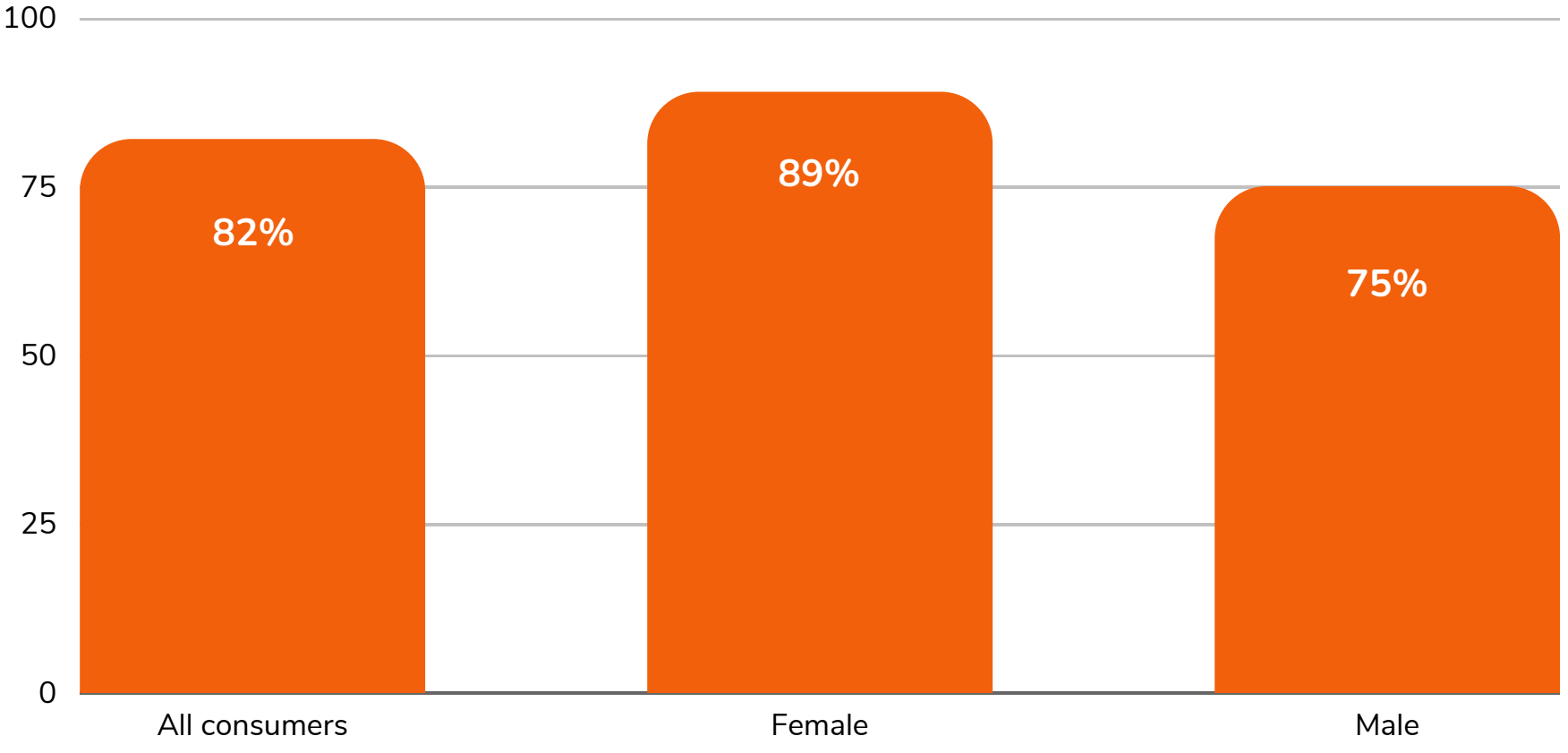
Fresh Relevance shopping cart abandonment report

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

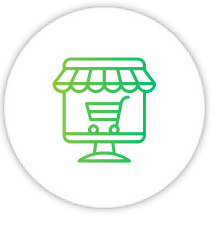
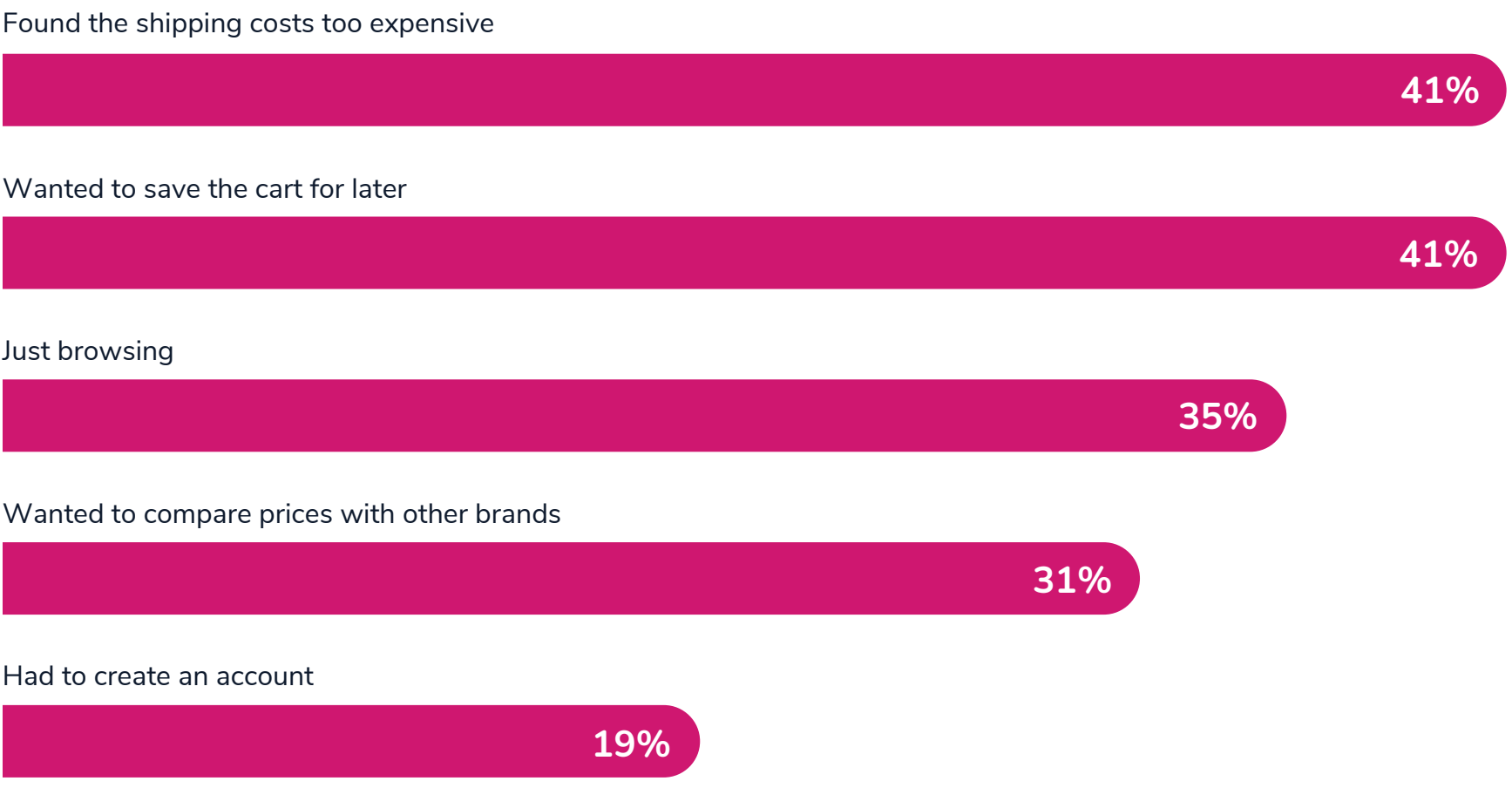
DATA PULSE



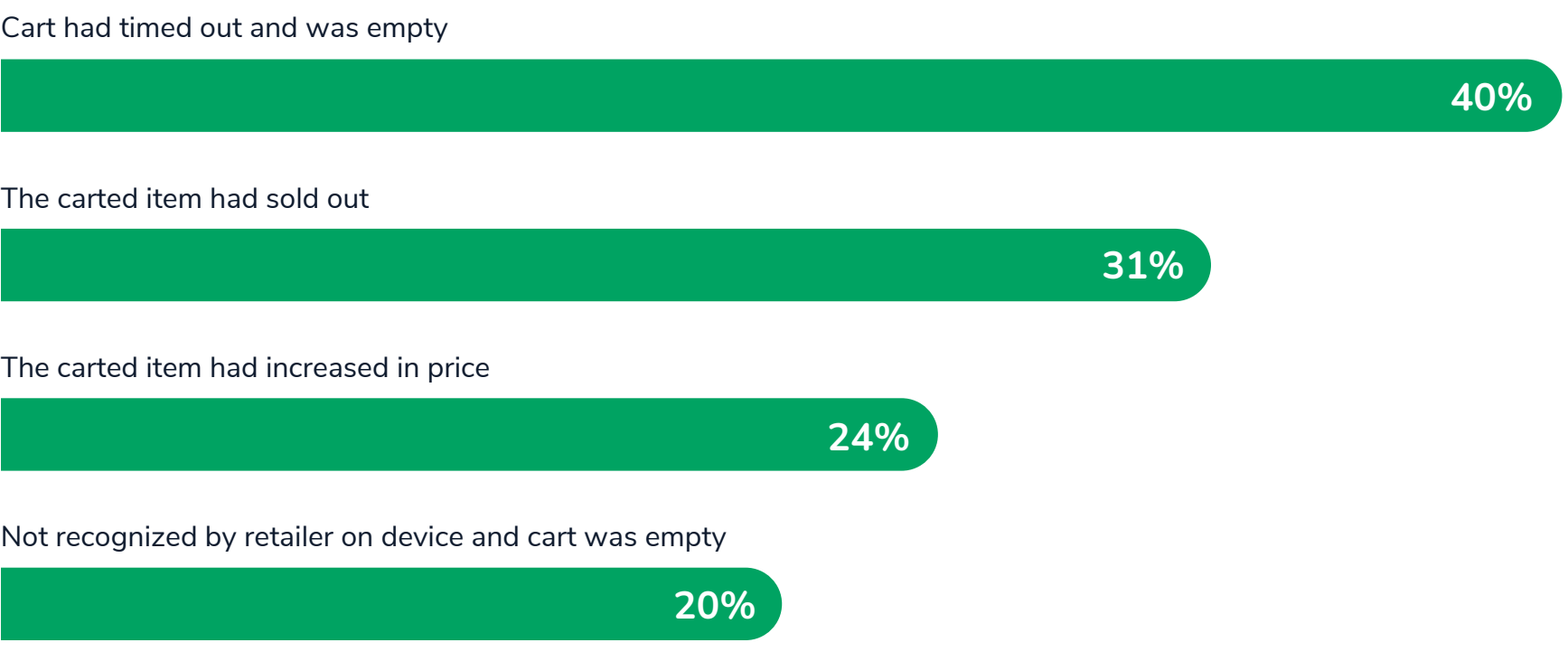
Percentage of consumers who have abandoned a shopping cart



Top 5 reasons consumers abandon their shopping carts



Top consumer frustrations when returning to a retailer's website after abandoning their shopping cart



Top 5 email communications that encourage shoppers to return to a retailer's website after abandoning a cart



Top 5 email communications that encourage shoppers to return to a retailer's website after abandoning a browse session

