

5 Reasons Your Customers Aren't Checking Out

Are customers leaving before they buy? The typical eCommerce business loses 75% of its sales due to online cart abandonment.

Your visitor is pleasantly browsing your online products, adding items to their shopping basket, and leaving you well-positioned for a good sale. When customers are ready to pay for the goods they have chosen from your virtual shelves, they go to the checkout process. Simple right? They don't, though. Instead, they leave their cart behind, probably never to be seen again.

Why do your visitors abandon carts?

The potentially million-dollar question at this point is: What about the checkout process is keeping customers from completing their purchase, and what can we do about it? While certainly not every aspect of a lost sale is within your power to control or influence, many factors drive shopping cart abandonment.

1. "I was just browsing"

You might believe there's not much you can do about this because occasionally visitors just window shop. However, there are some methods you can convert this traffic into future sales:

- Make the experience more tailored by providing intelligent product suggestions based on visitor behaviour, such as what they looked at and what similar consumers purchased. It should be simple for people to find things they like.
- Make sure your website adheres to usability best practices and is enjoyable to visit.
- Use a content-led strategy and create engaging, humorous, or informative blog posts to keep readers interested.
- Gently prompt clients at key points in the buyer journey where they would have otherwise been lost. Typically, emails are used for this, such as "we've missed you" emails and cart abandonment emails.
- To get the email addresses of most visitors, use an email pop. Your email mailing list, which is like gold dust for e-commerce, can grow significantly because of this.

2. "I found a better price elsewhere"

This occurs, particularly if you're a reseller up against several other businesses selling the same type of product.

Building up the extra benefits of doing business with you as opposed to a competitor is one strategy to avoid it. You could offer more attractive shipping, possibly charging slightly more for a next-day option.

Additionally, make sure you have a good number of testimonials that ease buyer concerns—having these when a less expensive competitor doesn't could sway a sale in your favor.

3. “It’s too expensive”

This is like option #2 above, but let's assume that the cost is the same everywhere.

It's important to note that this is not a poor excuse for customers to leave. Perhaps your price is too low to begin with if no customers are complaining it is too high.

Consider a Buy One Get One Free (BOGOF) offer or a coupon code if a large number of people are browsing but not making a purchase.

Again, a solid method to address this problem is by providing reviews highlighting the value your product provides.

4. “I couldn’t find what I was looking for”

Utilizing remarketing emails to promote alternative products to customers who couldn't find what they were looking for may help you increase sales.

Capturing an email address should be the secondary goal of your site over getting a direct sale because customers will come back to you when they have a need for your product if you can stay in touch with them.

Just because they didn't buy during their initial visit does not guarantee that they won't do so later. The most important thing is to have at least an email address so you can alert these potential customers about upcoming launches and sales.

5. “I couldn't find a coupon code”

Some customers look for deals. Discount codes and promotional offers are constantly being thrown at online shoppers. If shoppers are unable to discover a coupon or discount code, they will search on other third-party websites.

Customers are so used to this that many look for promo codes or put off buying something until they do. According to Statista, 8% of customers said that they abandoned their carts because they couldn't find a coupon code. They chose to wait until one appeared and then look for a better price elsewhere.

It is best practice to auto-apply coupons when able or clearly offer them to customers. The idea is to make sure you do not deter customers without a code from completing a purchase while making it easy to find for customers with a promo code.

Reduce Cart Abandonment with RevLifter

How can RevLifter help you convert site visitors into customers? Think about it. If people are adding your products to their cart, you've already won half the battle – they're interested in what you're selling.

With a little tinkering with your store using some clever marketing software, you'll be able to convert those abandoned carts into buying customers. It's time to take back control of the buying process and turn the tide against lost sales by solving the issues discussed above.

We're here to empower eCommerce stores by removing those checkout barriers and helping convert browsers into buyers. RevLifter can make all the difference in cutting those cart abandonments and generating sales and revenue for eCommerce businesses by getting buyers over the line.

Sophisticated performance marketing technology

Our industry-leading eCommerce products offer website hyper-personalization at every stage of the customer journey, helping you gain the upper hand on cart abandonment by predicting when it's about to happen and taking preventative action. Use RevLifter's key features to build a multi-channel strategy that retains or recaptures your traffic before moving to convert.

Deploys next-gen exit-intent messages - Our trigger-based system reacts instantly to proven signs of abandonment through tailored messages and offers. RevLifter uses dwell times, new tab openings and the copying of product names to spot which customers need an incentive to convert. We then consult with your goals to select the best response. [Explore RevConvert >](#)

Improves deal relevance – Consumers are highly receptive to personalized deals and experiences. With RevLifter, you can build intelligent promotions that connect with each shopper on a deeper level. Utilize behavioral and purchase data to create hyper-personalized content and offers, leading to improved loyalty, satisfaction, and CVR. [Request Demo >](#)

Recaptures deal-searching customers – Hit a new milestone in your abandonment strategy by steering customers away from coupon sites full of competitors and broken offers. RevPage switches the narrative by recapturing abandoners through SEO and PPC. We direct your traffic back to a hyper-personalized offer page, and into the purchasing mindset. [Explore RevPage >](#)

RevLifter's lightweight plug-and-play solutions are incredibly easy and quick to implement. There are no set-up fees, and you only pay for the sales we convert.

Start solving cart abandonment with RevLifter [<GET A FREE DEMO>](#)