

ONLINE TURN-OFFS

76.8%
of global customers left behind products in their basket instead of purchasing

With more than three quarters of online shoppers abandoning products in their baskets, understanding why people leave websites can help companies unlock increased sales and improve the customer experience

REMARKETING CLICK RATES AND CONVERSION STATISTICS BY METHOD

31.4%
e-mail click rate

28.2%
conversion from e-mail click

11.6%
on-site click rate

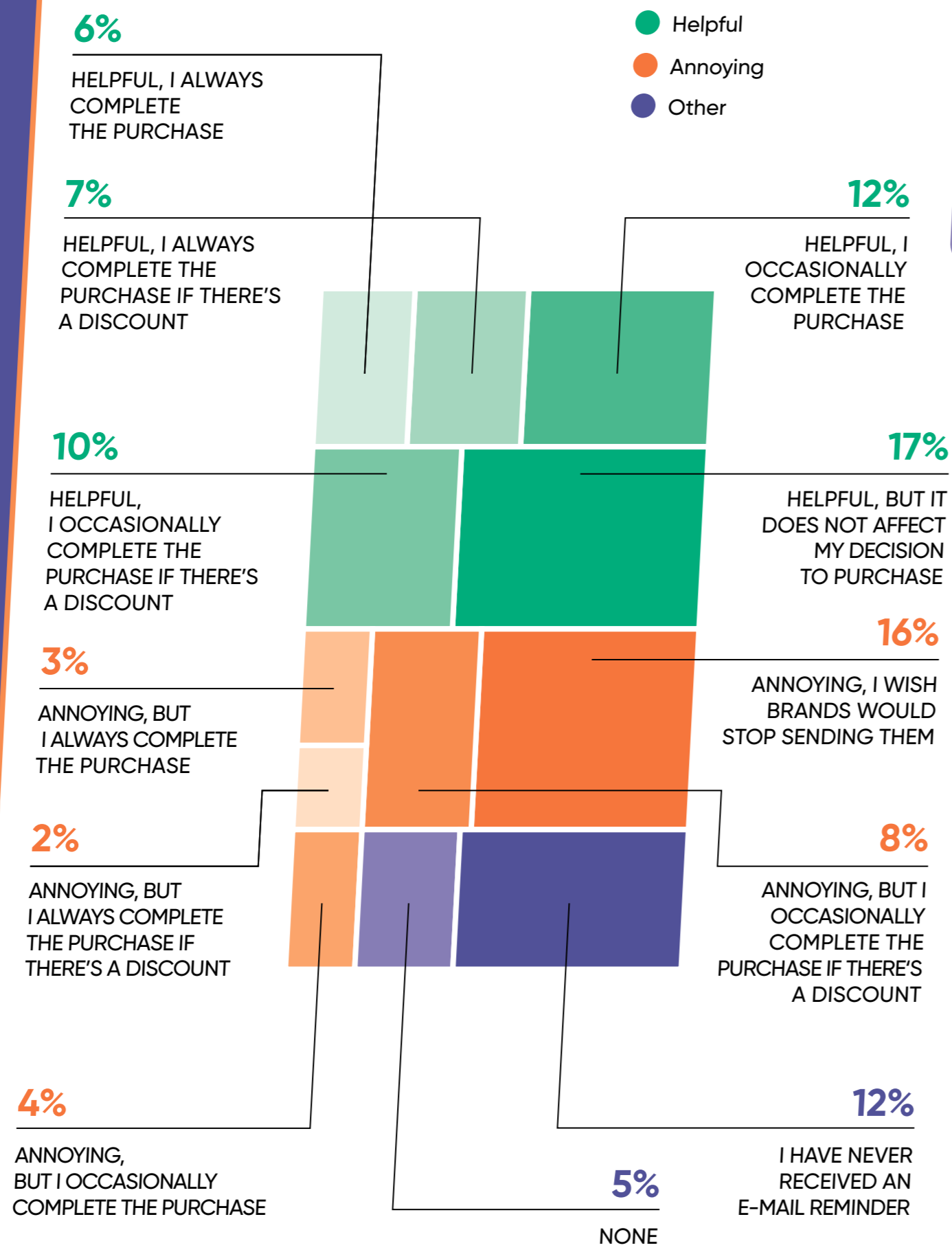
31.8%
conversion from on-site click

16.2%
SMS click rate

27.8%
conversion from SMS click

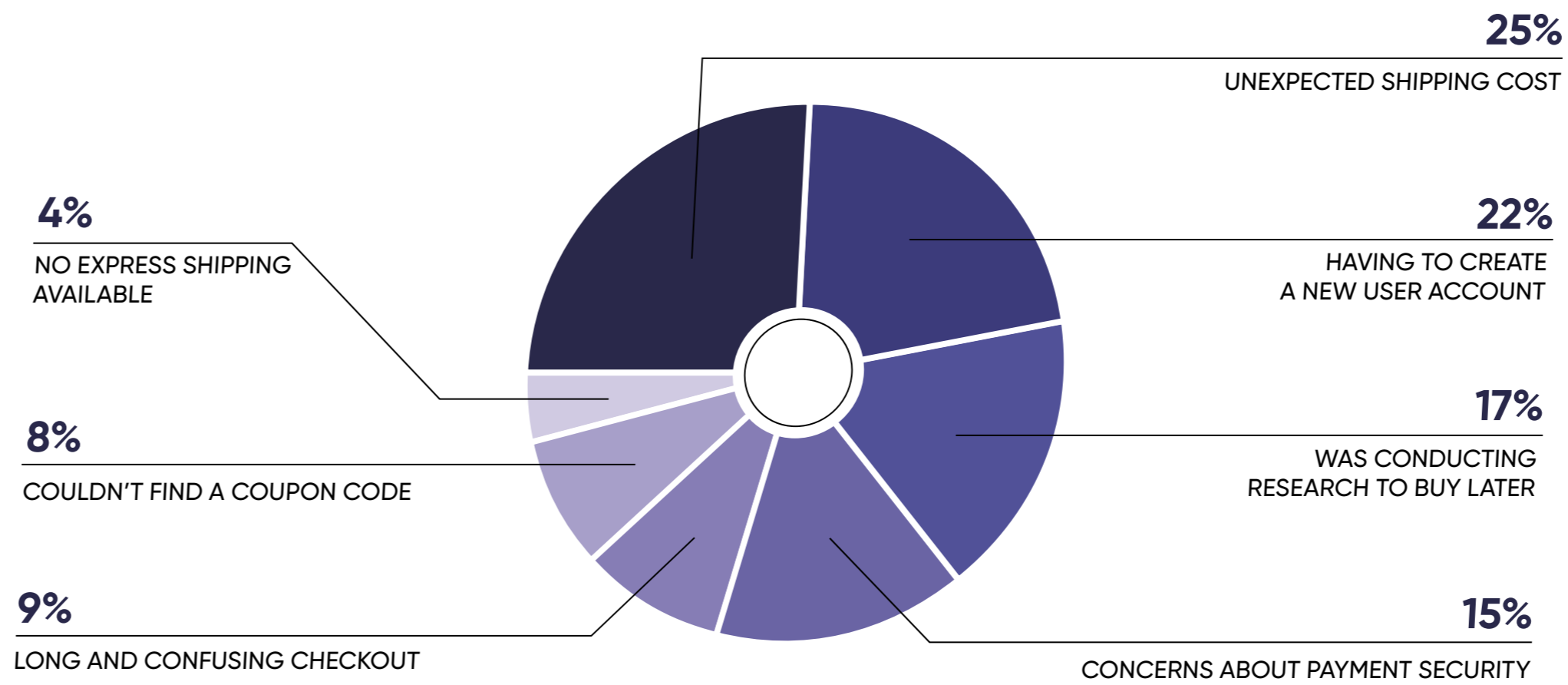
SaleCycle 2017

OPINION OF BASKET ABANDONMENT E-MAIL REMINDERS

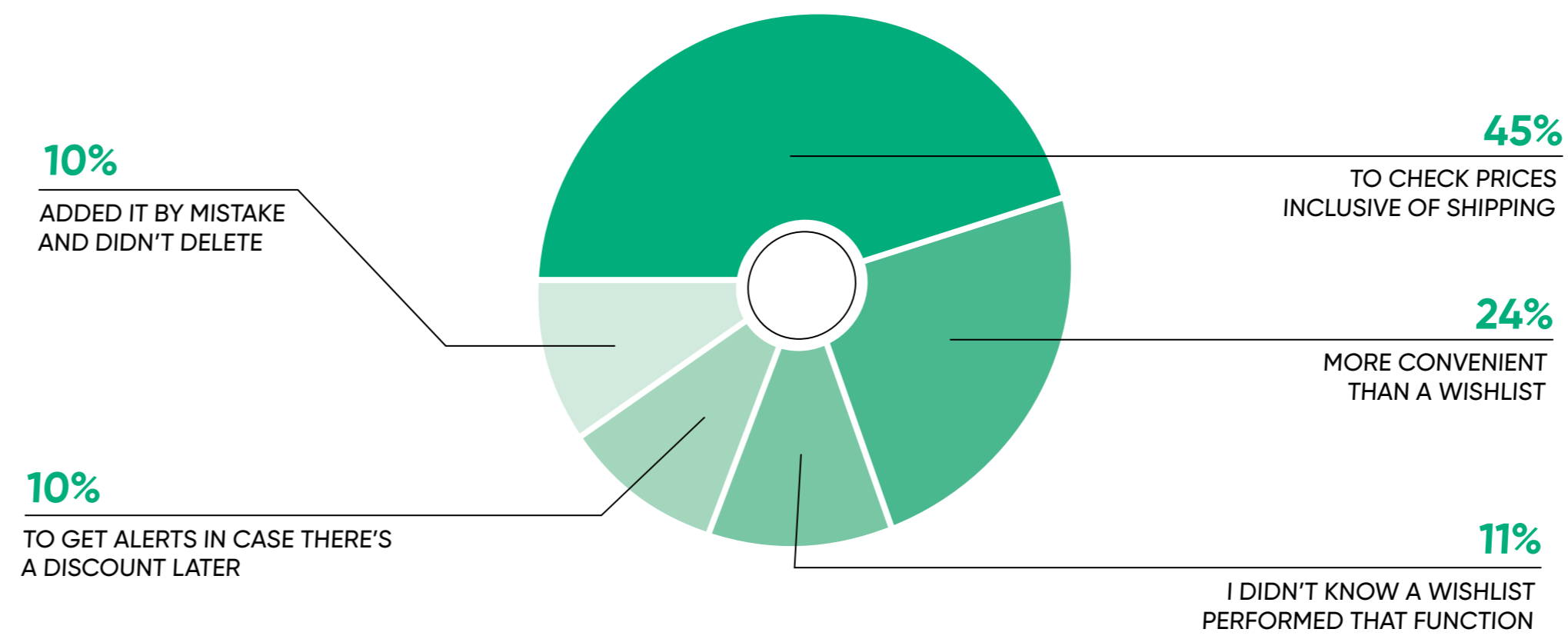


Percentages do not equal 100 per cent due to rounding

TOP REASONS FOR NOT COMPLETING A PURCHASE ONLINE



REASONS CUSTOMERS ADD PRODUCTS TO BASKETS WITHOUT THE INTENTION TO BUY



AVERAGE BASKET ABANDONMENT RATES BY INDUSTRY

