

Salesfire

Reducing Cart Abandonment in Fashion eCommerce:

A Step-by-Step Guide



Table of Contents

Reducing Cart Abandonment in Fashion eCommerce: A Step-by-Step Guide 04

- What this eBook will cover

What is cart abandonment and why does it matter? 06

- How do I calculate the cart abandonment rate?
- Why does cart abandonment matter?

What causes cart abandonment in fashion eCommerce? 11

- Lack of trust and security
- Poor user experience
- Unexpected additional costs
- Comparison shopping
- Distractions or interruptions

Step 1: Identify areas for improvement 17

- What you can do: Use Trends tools to source analytics data

Step 2: Optimise your site for mobile 20

- Understanding the place of influencer marketing in fashion mCommerce
- What you can do: Prepare for the rise of mCommerce

Table of Contents

Step 3: Personalise the customer journey	23
<ul style="list-style-type: none">● What you can do: Utilise AI technology to personalise your site● Case study: Stuarts London	
Step 4: Optimise the checkout process	28
<ul style="list-style-type: none">● What you can do: Offer increased support and develop your exit intent strategy● Putting our data dashboard to the test	
Step 5: Encourage customer loyalty	34
<ul style="list-style-type: none">● What you can do: Use a range of customer engagement strategies● Case study: SportsShoes	
Step 6: Utilise email to recover lost orders	38
<ul style="list-style-type: none">● What you can do: Send data-driven email sequences to re-engage shoppers	
So, what are the results?	41
<ul style="list-style-type: none">● How can I assess the results?● What is a 'good' result?● How can I keep improving?	
Using cart abandonment reduction strategies to transform your eCommerce site	45
<ul style="list-style-type: none">● How Salesfire drives fashion eCommerce success	

Reducing Cart Abandonment in Fashion eCommerce: A Step-by-Step Guide

If 100 customers place items in their baskets, chances are almost 70 will never complete the checkout process — equating to a huge amount of lost revenue. In fact, abandoned online baskets result in an estimated £18 billion of lost sales each year.¹

Cart abandonment is an issue faced by all online retailers, and the average shopping basket abandonment rate for fashion eCommerce stands at 78.31%.² Competition in the eCommerce space is growing and companies are coming under increasing pressure to drive revenue and customer loyalty.

Fashion eCommerce has been hit especially hard by today's challenging economic climate, as consumers become increasingly reluctant to spend on non-essential items amid a cost of living crisis.³ Clothing and accessories retailers not only have to stand out from their competitors, but they also have to find ways to reach the shoppers that are willing to spend.

The good news is that fashion eCommerce is well-positioned to deal with these challenges, as there are fewer costs associated with maintaining online stores compared to physical ones, and sites can reach an incredibly wide customer base through their online platforms. Unlike other eCommerce sectors, fashion retailers also have the benefit of year-round demand.



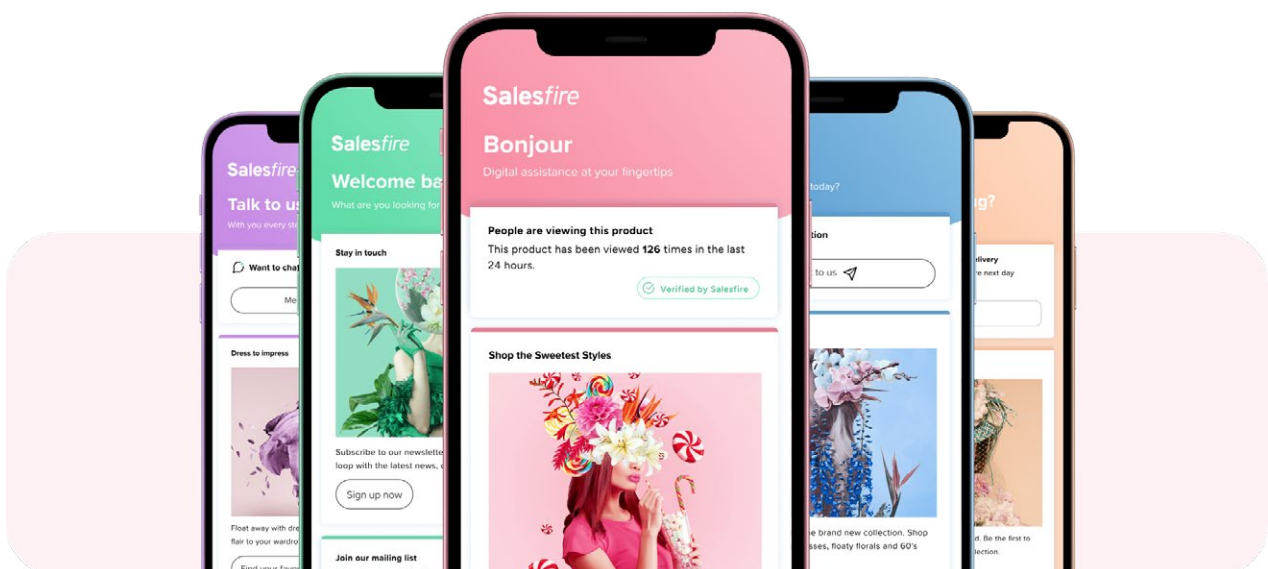
What this eBook will cover

This eBook provides an actionable guide that outlines the different factors that contribute to cart abandonment in fashion eCommerce, along with a detailed step-by-step approach for reducing them. This guide will teach you:

- The most common reasons for cart abandonment and the factors that affect it.**
- Practical strategies for improving abandonment rates.**
- Real-world case studies of these strategies in practice.**
- Fashion eCommerce benchmarks and averages.**
- How to calculate and measure cart abandonment on an ongoing basis.**

About Salesfire

Being an award-winning provider of conversion rate optimisation (CRO) software means we're well-positioned to help eCommerce brands enhance the on-site experience and convert more site visitors into customers. Our passionate team has created this results-driven guide with one goal in mind: empower online fashion retailers to optimise conversion rates and maximise their store value.



What is cart abandonment and why does it matter?

Cart abandonment is when a user engages with your products and adds items to their basket, but then abandons your site before completing checkout. This is a common occurrence in the eCommerce industry, and especially impacts non-essential product sellers such as fashion or accessories companies.

The checkout stage is potentially the most valuable part of the customer journey, and having a cart abandonment strategy in place is instrumental to increasing sales through your site.

What is cart abandonment and why does it matter?

Cart abandonment is when a user engages with your products and adds items to their basket, but then abandons your site before completing checkout. This is a common occurrence in the eCommerce industry, and especially impacts non-essential product sellers such as fashion or accessories companies.

The checkout stage is potentially the most valuable part of the customer journey, and having a cart abandonment strategy in place is instrumental to increasing sales through your site.

How do I calculate the cart abandonment rate?

To calculate your site's cart abandonment rate, divide the total number of completed purchases by the number of shopping carts created. Subtract the result from one and then multiply by 100 for your cart abandonment rate.

$$(1 - (\text{total number of completed purchases} \div \text{total number of carts created})) \times 100$$

For example, if 100 people completed purchases this week and 400 carts were created, the shopping cart abandonment rate would be 75%.

Why does cart abandonment matter?

Driving traffic to your site and convincing visitors to add items to their baskets is hard work and often requires intense marketing efforts.

Losing customers at this point in the sales funnel can result in lost revenue and increased customer acquisition costs. A high cart abandonment rate could also signal a poor user experience or an issue in your sales funnel, and so indicate areas for improvement.

Let's explore some of the key areas that cart abandonment can impact.

Revenue and average order values

Lost revenue due to high cart abandonment is one of the biggest challenges in the fashion eCommerce industry. Here are the top ways in which cart abandonment impacts revenue and average order values (AOVs):

Tougher competition: Shoppers often turn to competitors if they run into poor user experiences or unexpected costs: studies reveal that roughly a quarter of shoppers who abandon their carts buy the same product from a competitor.⁴

Lower AOVs: Shoppers may purchase less from your site if they don't trust it or they get frustrated during the customer journey. This will result in reduced AOVs and low conversion rates.

Higher customer acquisition costs: When a customer makes it all the way to checkout but doesn't complete a purchase, you've wasted money on marketing and lead nurturing. This will drive up your customer acquisition costs.

Fewer loyal customers: If someone has stopped at the final hurdle, it's likely something is preventing them from purchasing with you — and they may be less likely to purchase again in the future.

If you're currently making £3,000 a month in online sales, it means you could be losing £7,000 in lost sales. Reducing your cart abandonment rate by just 10% means you could earn an extra £1,000 a month or £12,000 a year — while avoiding many of these negative impacts.

Customer relationships

Cart abandonment also harms customer relationships as it means that potential customers won't get a chance to know or trust your brand. Not addressing cart abandonment is therefore detrimental to your long-term customer retention strategies and growing a base of loyal customers. Having a high abandonment rate may also tarnish your brand reputation, and then discourage other customers from visiting your site.

The sales funnel

eCommerce marketers work hard to create well-planned marketing pipelines that bring in leads and ensure the effectiveness of the whole sales funnel.

By the time a customer gets to the checkout, most of the heavy lifting has already been done. You've successfully led them through the sales funnel to become interested enough to potentially buy your products.

Cart abandonment occurs during the intent period when a customer has already shown signs of being invested in a product. This demonstrates that the checkout process is the most important part of the sales funnel — so it's essential to get it right.



Key takeaway: Cart abandonment impacts results across the sales funnel

1

Cart abandonment dramatically **reduces conversion rates** and costs fashion eCommerce brands huge amounts in lost revenue every year.

2

But cart abandonment goes **beyond just lost revenue** — it impacts results across the entire sales funnel.

3

Cart abandonment can also **harm customer relationships** and damage brand image.

4

High cart abandonment rates could highlight **poor user experiences** or a **broken sales funnel**.



What causes cart abandonment in fashion eCommerce?

Shoppers abandon sales for various reasons — from security concerns and poor user experiences to unexpected shipping costs and distractions. Understanding why shoppers abandon their carts will allow you to make any necessary improvements and boost your conversion rates.

Let's explore some of the most common reasons why shoppers abandon their shopping carts.

Lack of trust and security

A lack of trust is a big influencer when it comes to cart abandonment in the fashion industry. Here are some trust-based factors that could be making customers leave at the last minute:

Concerns about website data privacy and security: Slow loading speeds, page errors, or general website crashes can all contribute to a poor sense of security.

Poor reviews or ratings of the website: This is especially impactful in fashion eCommerce, as customers may already be concerned about the fit or look of clothing they cannot see in real life. Social proof is an essential part of an effective marketing strategy for fashion eCommerce brands.

Concerns about inputting bank details or information: Statistics show that 19% of shoppers abandon their carts because they don't trust the site with their credit card information; an additional 9% will abandon a site if there aren't enough payment options.⁵

Poor user experience

User experiences have a direct impact on cart abandonment rates. A high abandonment rate could be down to:

Confusing website design and navigation, making users feel overwhelmed and causing user frustration.

Long and complicated checkout processes. According to recent studies, 17% of shoppers abandon their carts for this very reason.⁶

Slow website speed or page load times that harm the user experience and lead to user frustration.

Lack of mobile optimisation or responsiveness. 187.5 million users are expected to be active mobile shoppers in 2024, so optimising fashion Commerce sites for mobile is a must.⁷

Unexpected additional costs

Costs have a big impact on whether a customer completes a purchase, especially in times of economic uncertainty.



28%

“It’s been proven that unexpected shipping costs can severely impact abandonment, with roughly 28% of shoppers leaving their cart if a shipping charge is suddenly added to their order.⁸”

But it’s not just shipping costs that can discourage customers from making a purchase. The following can also kill conversions:

- Surprise taxes or fees at checkout.
- Inaccurate pricing information.
- Complex pricing structures or tiering.

Fashion eCommerce sites must balance the need to keep prices low and provide their customers with the best possible deals while ensuring they are still achieving ROI on their marketing efforts.

You’ll be relieved to hear that the solution isn’t to simply reduce prices; after all, this would impact your bottom line, ROI, and AOVs. Instead, you should make sure prices are accurate, clearly displayed, and visible to users throughout their journey. Simple changes such as these can make a tangible difference to conversion rates on your site.

Identifying why a customer has abandoned their cart can be difficult and the cause is not always obvious. **Carrienne Dukes, Senior Marketing Manager at eComOne**, explains how consumer psychology can impact the sales funnel:

“

When someone clicks on the add to cart button, they are showing interest in your products. Why they didn't complete the action is a mystery. Is the delivery cost a barrier? Is it two days before payday?

However, this doesn't mean you should simply accept a low cart abandonment rate — there are still many opportunities for reducing it:

“

While you often can't determine the exact cause, you can use META Ads to remind your customers about the frilly skirt with flowers on.

You should highlight any potential barriers in your ad e.g. free delivery over £45 or buy now, pay later. Use your copy to convince your customers that it's the right time to buy your product.⁹



Comparison shopping

If you compare prices on several fashion sites before buying an item, you're not alone. 78% of people in a recent survey said they compare prices from different online stores before making a purchase.¹⁰

The fashion eCommerce industry is highly competitive and most shoppers will hunt around to find the best deals or look for better product reviews. This is especially true in times when many customers are cutting back on non-essential purchases like fashion clothing and accessories.¹¹

Distractions or interruptions

Distractions are everywhere, and external factors can easily cause shoppers to abandon their carts. Consumers are prone to multitasking in today's technology-driven world, and might easily leave your site at the last minute due to:

Social media or other online distractions.

Unexpected events or interruptions in real life.

A lack of initial buying intent.

Attractive eCommerce pop-ups on competitor sites that encourage them to leave your site.

Many of the potential distractions listed above cannot be avoided. However, you can encourage visitors to complete a purchase by optimising your site and finding ways to stand out from the competition in the crowded fashion eCommerce space.



Key takeaway: Understanding consumer psychology is essential

1

Consumer psychology is one of the biggest influences on cart abandonment.

2

A lack of trust, poor user experience, unexpected costs, comparison shopping, and distractions can all result in cart abandonment.

3

Understanding consumer behaviour will help you reduce cart abandonment by allowing you to learn more about your customers, develop user-friendly web pages, and gain feedback in response.

The next part of this guide will explore the **six key steps** you can take to reduce cart abandonment and boost conversions.

STEP 1

Identify areas for improvement

Evaluating your fashion eCommerce site will give you valuable insight into why your cart abandonment rates are high and help you identify areas for improvement.

Some of the causes may be outside of your control. After all, fashion eCommerce is highly competitive and you can't stop other brands from enticing customers with exclusive promos and deals. You also won't be able to do anything if a shopper is simply browsing and never intended to buy.



1.6%

On average, only 1.6% of eCommerce website visits convert to a purchase — and, on the whole, this number always remains reasonably low.¹²

However, there are steps you can take to identify areas for improvement and subsequently optimise your site:

1

Analyse: Use eCommerce data analytics to identify the most common points where customers abandon their carts.

2

Feedback: Conduct surveys or collect feedback from customers to understand their pain points and areas of frustration.

3

Checkout: Evaluate the checkout process to identify any usability issues or confusing elements on your site.

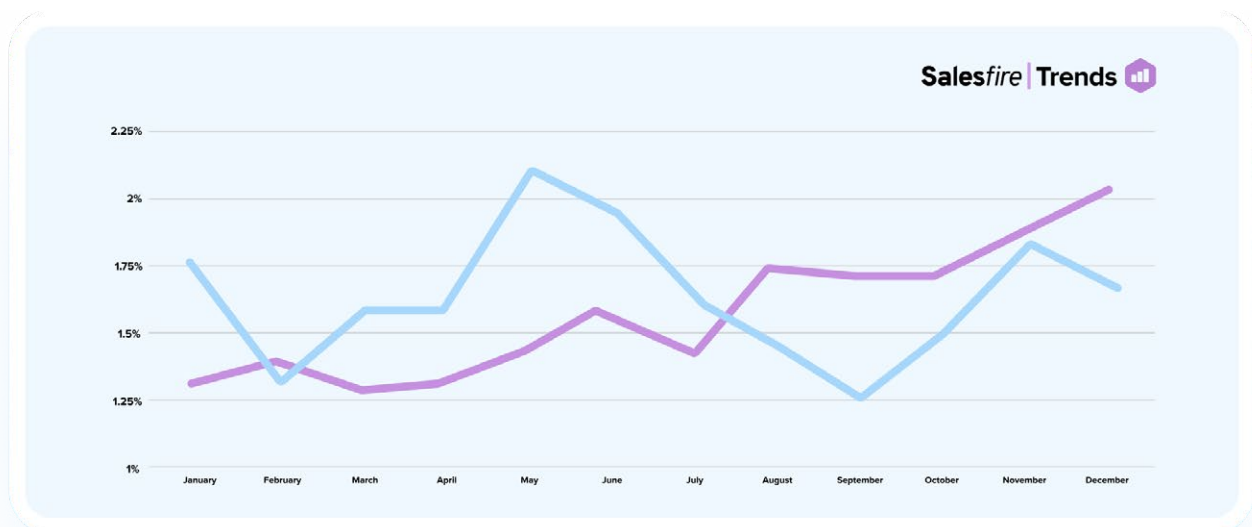
4

Audit: Audit your website's design and layout to ensure it aligns with best practices for fashion eCommerce websites.

What you can do: Use Trends tools to source analytics data

Salesfire's Trends platform makes it easy to gain actionable insights on website performance and identify ways to optimise your site for customers. You can use our tool to assess the average revenue, AOV, orders, and conversion rates across the fashion eCommerce industry.

If you use Google Analytics to monitor your site, you can then compare this data with Trends to understand how well you are performing in comparison to your competitors. This can also help you see if patterns in the buying behaviours of your customers are being reflected across the industry as a whole.



Suggested reading: Check out our blog, [‘Data Analytics is the Key to eCommerce Success— Here’s Why’](#), to learn more about how data analytics can be used in eCommerce.

STEP 2

Optimise your site for mobile

Mobile commerce has boomed in recent years, and retail sales from mCommerce in the UK are now expected to surpass £100 billion by 2024. Some 79% of people with a smartphone say they have made an online purchase through their phones in the last six months — and this number is only expected to grow.¹⁴

Despite the increasing movement towards mCommerce, many sites are not prioritising mobile optimisation. Failing to optimise your fashion eCommerce site for mobile is a costly mistake that will inevitably increase cart abandonment and harm revenue potential.

The best way to avoid this is to optimise your website design, give your customers a mobile-friendly experience, and encourage users to visit your site from social media and other online channels. To be effective, mobile optimisations must take into account multiple stages in the user's journey — from the first site visit through to checkout.

Pro tip: Read our blog to learn more about the [benefits of mCommerce](#) for online retailers.

Understanding the place of influencer marketing in fashion mCommerce

Social media influencer marketing is one of the best ways to build brand awareness, boost [eCommerce customer engagement](#), and drive conversions. In fact, 93% of marketers now use influencer marketing within their overall marketing strategy.¹⁵

Consumers are increasingly looking towards influencers for fashion inspiration, and expect to easily find items based on the content they see on social media and their mobile devices.

Modern fashion brands can leverage influencer marketing to enhance the user experience, drive conversions, and maximise sales. This means guiding the shopper from social media apps to your website through influencer marketing and mobile integrations.

What you can do: Prepare for the rise of mCommerce

You should prepare your fashion eCommerce site for the rise of mCommerce sooner rather than later by:

Providing a seamless experience across all devices: Ensure that all personalisation integrations, Overlays, customer support, and other services are device-agnostic.

Supporting quick and easy product discovery: Salesfire's Visually Similar Search tool was built with the mobile shopper in mind: users can search for products by uploading images from social media directly to a retailer's website. This tool allows users to go into intricate detail and even crop their uploaded images to focus on specific items or accessories.

Supporting users at every stage of their journey: A Digital Assistant can be implemented to optimise every stage of the customer journey and support both mobile and desktop users through enhanced design, chat support, and Overlays.

Pro tip: Listen to our free webinar to learn more about how mCommerce will impact the future of eCommerce. Check it out here: 'The Future of eCommerce: Facebook, Instagram & Visual Search'.

STEP 3

Personalise the customer journey

Personalisation is no longer a nice-to-have bonus — it's now essential for standing out in the competitive fashion eCommerce space.

A recent study by McKinsey found that 71% of consumers expect companies to deliver personalised interactions, while 76% get frustrated when this doesn't happen.¹⁶ [eCommerce personalisation](#) is key to reducing cart abandonment, helping to create a more tailored and engaging shopping experience for customers.

Technology, specifically artificial intelligence (AI), is transforming fashion eCommerce and helping brands deliver personalised experiences. Some key AI personalisation trends being used in the fashion industry today are:

1

Virtual clothing try-on: Fashion sites can use AI to allow customers to ‘try on’ clothes digitally and show them how clothing might look on them in real life. According to recent analysis, generative AI could add \$150-275 billion to the apparel, fashion, and luxury sectors’ profits over the next three to five years.¹⁷

2

Product discovery tools: In the digital age, more fashion inspiration is coming from social media where algorithms deliver a highly personalised experience. Therefore, an eCommerce social media strategy is essential for success in today’s market.

3

Contextual recommendations: Fashion brands can leverage AI to provide helpful contextual recommendations. For example, based on what clothing items are frequently bought together.

4

Personal reminders: AI gives retailers the power to provide personal customer reminders, for instance by showing a returning shopper where they left off.

5

Personalised product recommendations: AI tools can be used to provide customers with personalised product recommendations based on their previous shopping or browsing history. In a large and often overwhelming fashion eCommerce market, this provides shoppers with a much-needed sense of personalisation.

What you can do: Utilise AI technology to personalise your site

More fashion eCommerce brands are leveraging AI technology to offer customers a hyper-personalised experience and gain a competitive advantage. As industry experts Holger Harreis, Theodora Koullias, Kimberly Te, and Roger Roberts identify in their article on the topic:

“

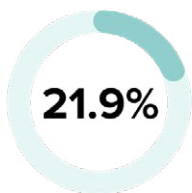
Generative AI is not just automation—it's about augmentation and acceleration. That means giving fashion professionals and creatives the technological tools to do certain tasks dramatically faster, freeing them up to spend more of their time doing things that only humans can do.¹⁸



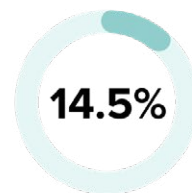
Salesfire's Recommendations utilise AI to provide personalised recommendations based on shopper browsing behaviour. This software recreates the algorithm-based content that's typically delivered to users on social media, making the on-site experience more engaging and creative.

You can also use Salesfire's Search tool to provide auto-query suggestions and other time-reducing features, which make the customer's journey from opening the website to completing their purchase as seamless as possible.

A final way in which you can enhance the personalisation of your fashion site is by providing Visually Similar Search suggestions that replicate the visual experience offered by platforms such as Instagram and Pinterest. Modern users are discovering products on social media, so replicating these personalised discovery experiences on your site will help to engage and convert users. These methods can provide the following results:



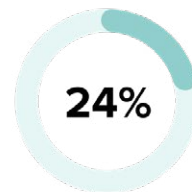
AOV is 21.9% higher when using Salesfire's Search tool.



AOV is 14.5% higher when using Salesfire's Visually Similar Search tool.



Conversion rates increase by 5.34% with Salesfire's Visually Similar Search tool.



24% of orders are influenced by Salesfire's Product Recommendations.

Suggested reading: Check out our recent blog, ['5 Ways Personalisation Can Transform Your eCommerce Website'](#), to learn more about the power of personalisation.

Case study

Stuarts London



Challenge

Stuarts London, an independent store for men's designer clothing, offered a premium in-store shopping experience that used visual merchandising and sales advisors to encourage natural browsing.

They wanted to recreate this experience online and help users find unique items tailored to their tastes.

Solution

Salesfire implemented Visually Similar Search. This connected online shoppers to their perfect purchase by allowing them to upload their own inspirational images to find a specific pattern, shape, or style in seconds.

Results

Visually Similar Search helped to inspire purchases and encouraged customers to remain engaged on the site, influencing an overall conversion uplift of 8.19%. Following the implementation of Visually Similar Search, Ravi Grewal, the owner of Stuarts London, said:



The visibility offered over the customer journey is fantastic, we are able to see the specific products our customers are interested in. We now have added confidence that our online presence can help grow our customer base beyond our London home.¹⁹

STEP 4

Optimise the checkout process

The customer journey should be optimised at multiple touchpoints to ensure a seamless shopping experience. However, the checkout stage is the key to completing a purchase, so it has specific importance in the fashion sales funnel.

Antony Hoyland, an eCommerce Expert at Visualsoft, emphasises just why the checkout process is so important:

“

Your store's checkout process is the most important part to get right if you're looking to reduce cart abandonment, as every other measure you have in place can be wasted if it isn't up to scratch. Think of the final stage of the purchasing journey as a 100m sprint, and focus on removing all hurdles and distractions to get customers over the finish line.

Antony also provides specific advice on how fashion eCommerce brands can reduce cart abandonment at the checkout:

“

Most importantly, make sure your delivery charges are crystal clear from the get-go, as the latest research from the Baymard Institute shows that unexpected costs are still the number one reason (by quite some way) for cart abandonment. Many fashion brands overcome this by offering free standard delivery, annual delivery passes, or free shipping for orders over a specified amount.

The same research also highlights that shoppers are likely to ditch their basket when forced to create a customer account in advance of placing an order, making a guest checkout option an absolute must for most retailers offering non-essential goods.

But the importance of making costs clear during the buying and checkout process is only half of the story. Strategies against abandonment should continue right through to the actual delivery of the purchase:

“

Slow delivery options, concern around submitting card details, and a complex checkout process are also common causes of abandonment, so be sure to offer an express delivery option, prominently display trust badges, and streamline your checkout to allow customers to glide through as quickly and easily as possible.²⁰

Reducing cart abandonment without compromising on the price or quality of your products can be a challenge, but there are lots of steps you can take to improve the checkout experience.

Create a streamlined and user-friendly checkout process by simplifying checkout forms, offering guest checkout options, implementing a progress bar, and presenting exit-intent pop-ups to keep potential cart abandoners engaged.



What you can do: Offer increased support and develop your exit intent strategy

Salesfire can help reduce cart abandonment by creating a powerful exit intent strategy that will convince users to remain on your site and boost conversions. You can use Salesfire to:


Create a **'Display USPs' campaign** that's triggered by exit intent and shows USPs to convince customers to stay and shop. Alternatively, you can run a **Discount Incentive campaign** that shows a discount code when exit intent is detected.

Provide **proactive online chat support** in the final stages of the checkout process using [Digital Assistant](#). This will enhance the customer journey by guiding users through the final stages of a purchase.

Add a **Reserve Stock Countdown campaign** that appears when users add an item to their basket. This makes shoppers aware that items are saved in their baskets and [increases eCommerce urgency](#) by displaying a countdown timer.

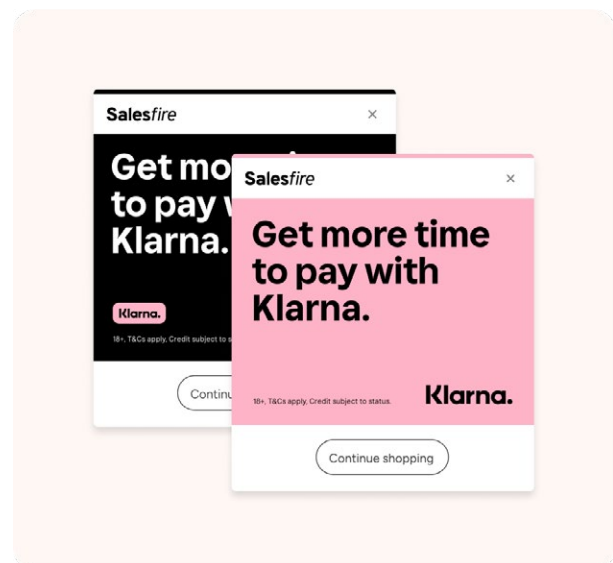
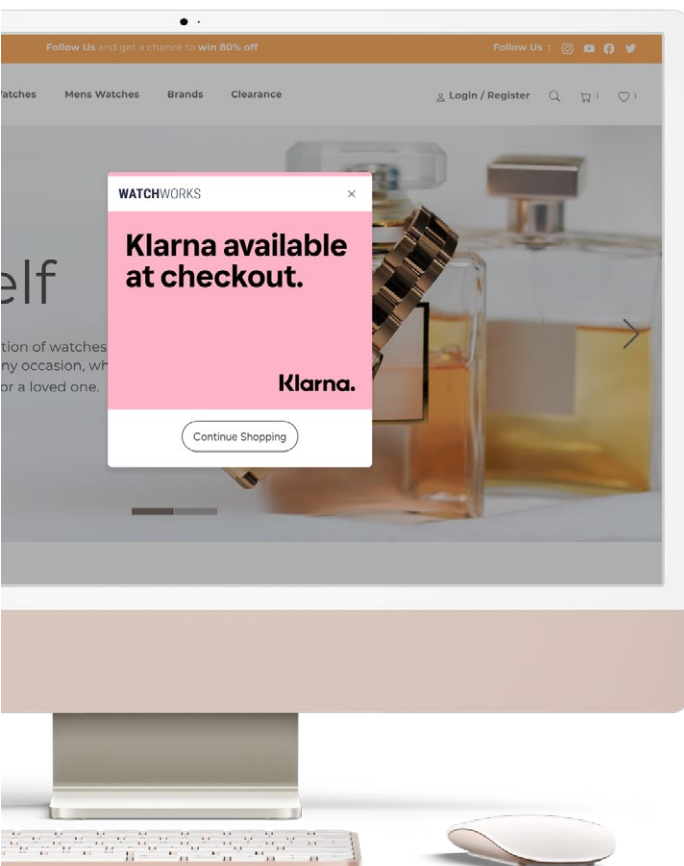
Create **'Save My Basket' Overlay campaigns** that encourage abandoning shoppers to save their basket. Using [Email Sequences](#) you can send a timely follow-up email directly to their inbox, reminding your shopper of the items they've left behind and allowing them to seamlessly pick up where they've left off. These can be further supplemented by 'style inspiration' or 'outfit idea' email campaigns.

As well as these more structured campaigns, you should also ensure the user interface (UI) of your website checkout is properly supporting customers. To reduce abandonment associated with sudden or unexpected costs — which is the cause for around 48% of abandoned carts — make sure all basket costs are obvious from the start.²¹



18%

Try offering multiple payment options to provide users with more freedom when it comes to checkout. A secure PayPal integration can help to entice the 18% of shoppers who abandon their carts due to a lack of trust in the site, while a Klarna campaign can help to encourage those hesitant about higher-end product costs or shipping.²²



Salesfire's Klarna campaigns are able to detect users who are about to leave a website and promote Klarna's flexible payment options accordingly.

Case study

Visualsoft's Client



Visualsoft

Challenge

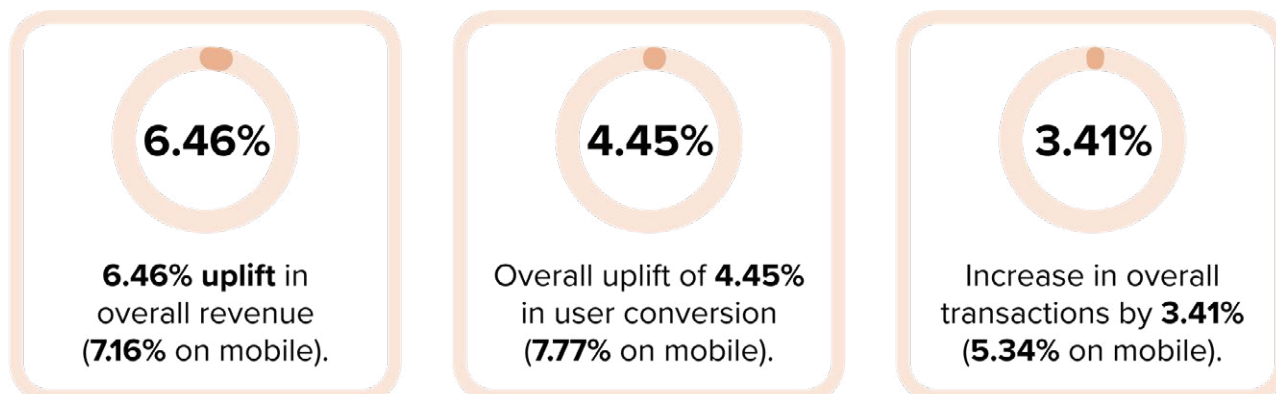
Visualsoft is one of Salesfire's partners, and provides a complete eCommerce platform, from store designs, proactive growth strategies, to multi-channel marketing campaigns that attract, engage and retain shoppers.²³

One of Visualsoft's clients, a mid-sized UK-based fashion retailer, wanted to reduce the number of users that were abandoning their carts on checkout pages. Visualsoft helped the client to overcome this challenge through website testing and design.

Solution

Visualsoft carried out A/B testing and used the resulting data to inform a redesign of the checkout pages. Potential distractions were removed to enhance the user experience and improve the site's performance, and the contents of the header and footer were reduced.

Results



* The name of this client has been anonymised.

STEP 5

Encourage customer loyalty

The strategies outlined above will help you reduce cart abandonment rates and increase conversions. However, it's also important to focus on encouraging customer loyalty and retention if you want to decrease cart abandonment in the long term.

Research shows that it costs five times more to attract a new customer than retain an existing one, and increasing customer retention by just 5% can increase profits from 25-95%.²⁴ Improving brand loyalty is an effective way to avoid customer acquisition costs and boost ROI.

Two of the most effective strategies to boost customer loyalty include offering loyalty programs or rewards and sending follow-up emails to customers.

Consider deploying the 'Picked for You' campaign within Email Sequences, which allows you to send data-driven product picks and recommendations directly to your shopper's inbox.

This follow-up campaign will make your shopper feel like your brand can anticipate their tastes, encouraging them to return to the shopping journey and increasing engagement with your brand.



64%

Surveys show that 64% of customers are likely to purchase more frequently from brands that offer a customer loyalty program, as they will feel valued and supported throughout their experience with the brand.²⁵ This can then be cemented through follow-up emails, which humanise the relationship between you and your customers and builds feelings of engagement and loyalty.



What you can do: Use a range of customer engagement strategies

Salesfire can help reduce cart abandonment by creating a powerful exit intent strategy that will convince users to remain on your site and boost conversions. You can use Salesfire to:

Gathering customer feedback: Marketing emails aren't just for selling products, they're also for gaining valuable feedback. Use the data from marketing emails and analytics to make continuous improvements to your fashion eCommerce site, and monitor these changes with [A/B testing](#).

Run a 'Recently Viewed' campaign: One of Salesfire's Digital Assistant campaigns builds brand loyalty by showing returning shoppers the items they viewed on their last website visit. This both simplifies the fashion shopping experience and connects visitors to their ideal purchase.

Track consumer behaviour: One of Salesfire's [Digital Assistant](#) campaigns, newsletter collection, encourages people to sign up for your marketing emails. This makes it easier to track consumer behaviour and shopping habits, and then optimise your site accordingly.

These methods can help to improve customer experiences while providing you with valuable [eCommerce customer data](#) with which to further improve your site.

Pro tip: Salesfire works with a range of partners to seamlessly integrate on-site optimisation, CRO, and external marketing strategies — explore our [partners](#) page to learn more.

Case study

SportsShoes

SPORTSSHOES.COM

Challenge

SportsShoes is a market leader in the online retail experience and regularly challenges other vendors in their field by offering a seamless user experience and expert advice on the site. They worked with Salesfire to drive revenue and reduce basket abandonment.

Solution

Working closely with their Client Success Manager on our Managed Service offering, SportsShoes put an effective strategy in place across their five international fascias to prompt their visitors to interact with the Overlays using captivating messaging and visuals, taking advantage of the incentives on offer.

One strategy mirrored customer behaviour and key traits in how they shop; to prevent competitor comparison, a Title Highlight campaign was inserted to promote SportsShoes' key unique selling points and aims to inspire their visitors to stay and purchase.

Results

Since joining Salesfire, SportsShoes has recorded a substantial uplift in conversion rate through the use of our Overlays, seeing their average conversion rate sit at 21% higher than the Running and Outdoor industry average. They have also achieved a 7% average order value uplift through Overlays.

21% higher conversion rate than the Running and Outdoor industry average

7% average order value uplift through Overlays

STEP 6

Utilise email to recover lost orders

To prevent abandoned carts from being lost forever you can directly re-engage shoppers by sending targeted abandonment emails in a bid to re-inject them back into their buying journey.

Retarget potentially lost customers by sending automated emails based on their on-site behaviour.

Retailers who send optimised email campaigns and timely reminders are effective in re-capturing the attention of their abandoning visitors and encouraging action.

Abandonment emails can showcase any items shoppers have abandoned in their cart, offering an opportunity to retarget customers.



6.5%

Research shows that retargeting can reduce cart abandonment by 6.5%.



18.86%

Average order values from abandoned order emails are 18.86% higher than the overall average order value.



What you can do: Send data-driven email sequences to re-engage shoppers

Salesfire's Email Sequences helps retailers target the users that don't convert to a purchase, taking steps to recover all-important sales for your brand. You can access a wide range of campaigns for eCommerce results:

Send a series of **'Abandoned Order'** emails that showcase the items a shopper has left in their basket or even include an extra incentive, slowly increasing urgency with your timely email sends, urging them to complete their purchase.

Provide the opportunity for users to send the items in their basket to their inbox with a **'Save My Basket'** campaign preventing them from abandoning the products they love. If they're not ready to purchase just yet, you can send an email reminder of their basket and allow them to effortlessly pick up where they left off.

Combat **Browse Abandonment** by using behavioural technology to trigger a series of emails reminding shoppers of the products they were looking at on-site, taking direct action to re-connect them with their ideal purchase before they even abandon their basket.



50% of customers who abandon their basket say they will complete their purchase when asked.²⁶ Email retargeting is a powerful tool for reaching customers who haven't engaged with your brand in a while.

Let behavioural data inform your email strategy and consider deploying re-targeting email tailored towards your shopper's position within the buyer's funnel and their on-site shopping habits.

So, what are the results?

Going through all of these steps undoubtedly requires time and resources, so it's natural to wonder what the results will be and whether the return will justify the investment.

We want to address these concerns and show you why these strategies are a worthwhile investment for all fashion eCommerce brands.

How can I assess the results?

Marketing experts advise that ROI in the initial months may be flat or low, as the campaign will take time to penetrate the target market; after a few months, you should be able to start seeing sales growth and an increasing cumulative ROI.²⁷

You can assess the effectiveness of your cart abandonment reduction strategy by:

1

Monitoring web analytics: Track industry analytics with [Trends](#) and compare this to your website's Google Analytics data to assess how well your site is performing over time.

2

A/B testing: This allows you to compare how different elements of your checkout process are performing and identify which changes are having the biggest impact. A/B testing involves comparing two versions of a checkout page to determine which performs better with users.

3

Assessing loyalty: Keeping a close eye on customer retention rates and repeat purchase rates will help you measure the success of your customer loyalty program.

4

Studying the consumer journey: Reducing cart abandonment is an ongoing process. Use Google Analytics to track specific actions your site visitors make and assess whether they are following the patterns you might expect.

What is a 'good' result?

An effective cart abandonment reduction strategy should result in increased AOV, improved conversion rates, more loyal customers, and an optimised, data-driven customer experience.

Statistics show that the fashion industry has one of the highest cart abandonment rates, with the average sitting at 89%.²⁸ With this in mind, a realistic goal may be to reduce your cart abandonment rate by 5%.

You can use real-time benchmarks from Trends to track your site in comparison to similar brands and determine:

- Average eCommerce revenue
- Average eCommerce conversion rates
- AOV across eCommerce sites

Keep in mind that external factors may also be contributing to changes in your cart abandonment rate, and it's important to take these into account when assessing your CRO metrics. External factors could include socio-politically influenced changes in customer behaviour, market trends, or simply the time of year.



How can I keep improving?

Maintaining an effective cart abandonment strategy is an ongoing process that requires ongoing attention, feedback, and optimisation.

To ensure that your fashion eCommerce site keeps improving over time, it's key to stay up-to-date with industry website trends and best practices. If you don't already, make sure you are monitoring the performance and strategies of your competitors and assessing how you could improve your site to match or outperform them.

Building strong customer relationships and trust is also important because it encourages repeat purchases and brand loyalty. This will increase customer lifetime value and give you a competitive advantage in the crowded fashion eCommerce market.

Finally, it is crucial that you remain flexible in the face of evolving customer behaviours and market trends. The fashion industry is expected to see significant innovation in the coming years — especially in the fields of AI and influencer fashion marketing — so make sure you're prepared for the changes coming.

Suggested reading: Read our article, '[How to Boost eCommerce Sales For the Long Run](#)', to discover how to ensure high sales over longer periods of time.

Key takeaway: Persistence is key

1

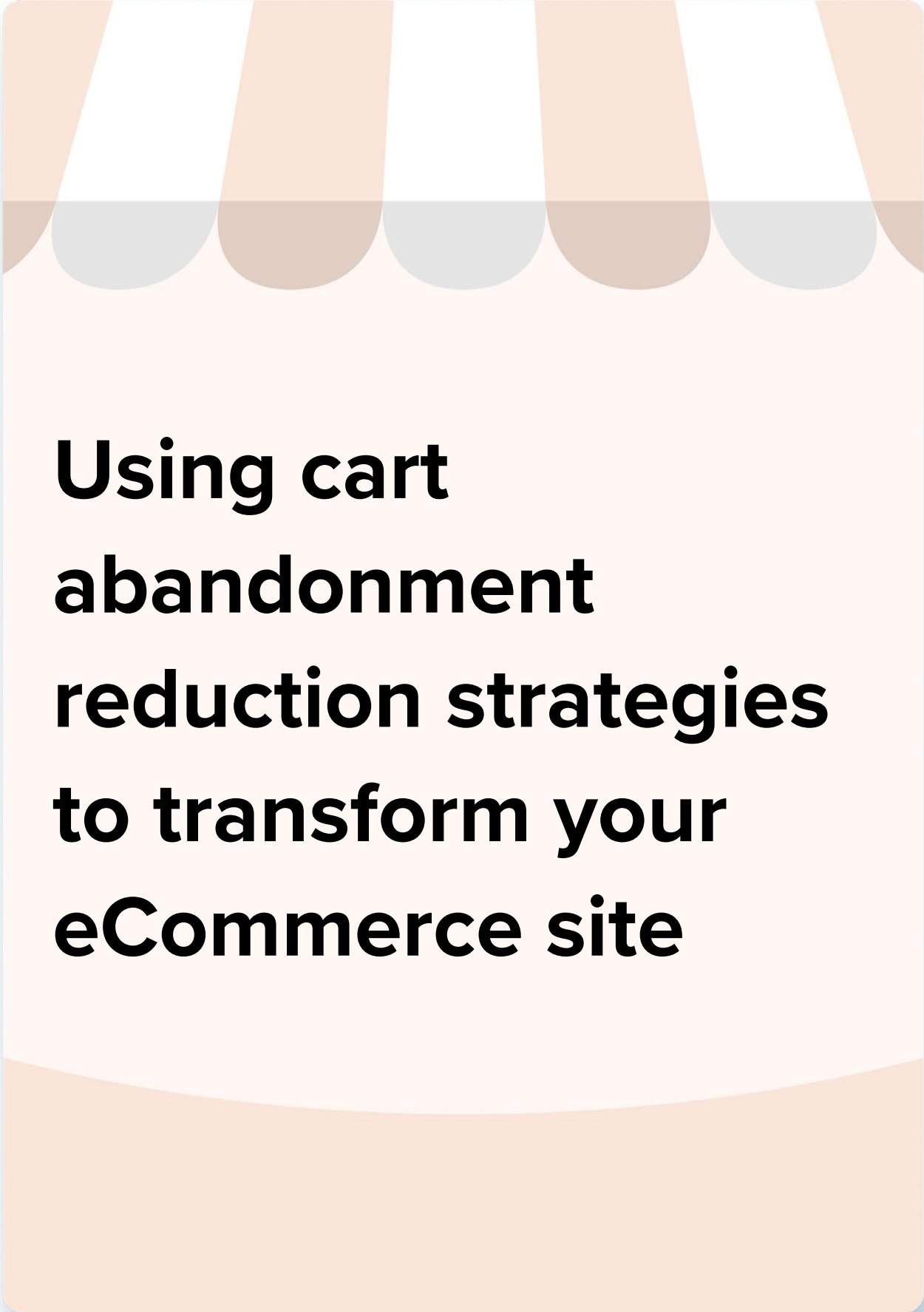
Results take time and persistence is one of the most crucial features when it comes to reducing cart abandonment.

2

Remember that what works for your site may not work well for another, and vice-versa.

3

That said, better customer journeys, increased personalisation, and more seamless checkout processes are surefire ways to decrease cart abandonment rates and boost conversions.



Using cart abandonment reduction strategies to transform your eCommerce site

In this eBook, we've outlined why cart abandonment is important, what its main causes are, and how these can be reduced through a variety of methods. The key six strategies that we outlined were:

- 1 Identifying areas for improvement**
- 2 Optimising your site for mobile**
- 3 Personalising the customer journey**
- 4 Optimising the checkout process**
- 4 Encouraging customer loyalty**
- 6 Utilise email to recover lost orders**

By focusing on these six strategies, fashion eCommerce sites can dramatically reduce their cart abandonment rates, and, in turn, improve conversions, build customer loyalty and increase AOVs. Reducing basket abandonment is just the first step towards a more successful business and a stronger sense of brand identity.

It goes without saying that it's also essential for fashion eCommerce businesses to continually embrace innovation and industry trends; eCommerce is a highly competitive space, and sites should always have a strong understanding of what's popular with their customers and what they might be looking for.

How Salesfire drives fashion eCommerce success

Stop losing revenue to cart abandonment with Salesfire's plug-and-play Overlays tool. Easy-to-implement on-site messaging campaigns are optimised based on research into the best on-site strategies that keep shoppers engaged at checkout and encourage them to complete their purchases.

And with Salesfire's straightforward integration, you can get started today.

Join 250 online fashion retailers using Salesfire's messaging campaigns to prevent high-intent shoppers from abandoning their carts

SERGE DENIMES

yumi

SPORTSSHOES.COM

MOSS

select®

“

“The Salesfire tech has been a remarkable addition to the SportsShoes site to convert visitors into paid customers. With an Overlay solution that's easy to deploy and that you can do so much with, we've really felt its powerful impact and far-reaching strategy to enhance the user experience.”

Dan Cartner - Head of Marketing - SportsShoes

To learn more about **Salesfire** and how we can prevent basket abandonment for your business, visit our website or sign up for a **free demo** today.

[Get started](#)



References

- ¹ [Retailers losing out on £18bn each year through ‘Surf and Turf’ online shopping trend | Barclaycard](#)
- ² [48 Cart Abandonment Rate Statistics 2023 | Baymard](#)
- ³ [UK shoppers, feeling the inflation hit, cut back on non-essentials | Reuters](#)
- ⁴ [Cart abandonment: what shoppers did after abandoning their cart in the United Kingdom \(UK\) in 2020 | Statista](#)
- ⁵ [48 Cart Abandonment Rate Statistics 2023 | Baymard Institute](#)
- ⁶ [48 Cart Abandonment Rate Statistics 2023 | Baymard](#)
- ⁷ [U.S. mobile buyers 2020 | Statista](#)
- ⁸ [5 Ecommerce Stats That Will Make You Change Your Entire Marketing Approach | Neil Patel](#)
- ⁹ [eComOne](#)
- ¹⁰ [Comparison Shopping Survey: Consumers Turn to Big Retailers for Info | AYTM](#)
- ¹¹ [Households look to cut back £25 billion worth of non-essential spending | Grant Thornton](#)
- ¹² [19 Ecommerce Statistics You Need to Know in 2023 \[New data\] | Oberlo](#)
- ¹³ [Mobile commerce in the United Kingdom - statistics & facts | Statista](#)
- ¹⁴ [Top 5 ways to make the most of the rise of m-commerce in fashion this Christmas Season | FashionUnited](#)
- ¹⁵ [28 Essential Influencer Marketing Statistics You Need to Know in 2023 | Social Shepherd](#)
- ¹⁶ [The value of getting personalization right—or wrong—is multiplying | McKinsey](#)
- ¹⁷ [Generative AI in fashion | McKinsey](#)
- ¹⁸ [Generative AI in fashion | McKinsey](#)
- ¹⁹ [Stuarts London](#)
- ²⁰ [Visualsoft](#)
- ²¹ [48 Cart Abandonment Rate Statistics 2023 | Baymard Institute](#)
- ²² [48 Cart Abandonment Rate Statistics 2023 | Baymard Institute](#)
- ²³ [Visualsoft](#)
- ²⁴ [How to Calculate Your Customer Retention Rate | Business News Daily](#)
- ²⁵ [Why customer loyalty is so important in 2023 | CX Network](#)
- ²⁶ [Half of Frequent Cart Abandoners Will Purchase When Remarketed | Marketing Charts](#)
- ²⁷ [How to Calculate the Return on Investment \(ROI\) of a Marketing Campaign](#)
- ²⁸ [25+ Cart Abandonment Rate Statistics \[2023\] | Zippia](#)