THE E-COMMERCE CUSTOMER LIFECYCLE

Web buyers abandon online purchases for reasons of User Experience, Indecision, Technical Issues and Cost.[2]

70% of online shopping carts are abandoned across the web[1]

85% of shoppers find cart reminder emails helpful[1]

61% say cart reminders will get them back on your site[1]

58% of Frequent Shoppers report always or occasionally taking online shopping information into a physical store location.[2]

24% of customers would use a wish list option instead of the shopping cart to store items for later. 43% would use both the wish list and shopping cart in tandem.[2]

In 2013, **23%** of Consumers Said Purchasing on a Mobile Phone Is Easy[7]

In 2014, that percentage climbed to **43%**[7]

Why Do Online Shoppers Leave without Paying?[9]

56% Presented with unexpected costs

37% Just browsing

36% Found a better price elsewhere

26% Decided against buying

25% Website navigation too complicated

24% Website crashed

21% Process was taking too long

18% Excessive payment security checks

17% Concerns about payment security

16% Delivery options were unsuitable

15% Website timed out

13% Price presented in a foreign currency

11% My payment was declined

48% of shoppers report that they will use stores increasingly as showrooms rather than as purchase destinations.[6]

90% of American adults have a cell phone, **58%** have a smartphone and **42%** own a tablet computer.[3] Consumers have become "always-addressable," meaning that they access the Internet multiple times per day, from multiple devices, in multiple locations.[10]

☑ Fashion stands out as the category with a high degree of online momentum.[6]

☑ Fashion shows an increase of 9 percentage points of consumers having purchased a product in the past 6 months.[6]

☑ 61% of shoppers have shopped online for fashion items in 2014, up from 52% in 2012. All other product categories show growth of only 1% to 2%.[6]

☑ Consumers, especially in emerging markets, expect ordering online direct from brand manufacturers to change their shopping process considerably in the next three years, while 51% predict that they will spend more money online than in-store.[6]

Factors That Contribute More to Customers Spending More on a Website[5]

42% Range of Payment Methods [5]

53% Better Payment Security [5]

43% Accurate Delivery Dates [5]

49% Better Protection of Personal Info [5]

36% More Customized Offers [5]

By 2016, ecommerce will make up **9%** ($327 billion) of $3.8 trillion in U.S. retail sales.[4]

mcommerce will make up **8%** ($27 billion) of that **9%** in ecommerce sales.[4]

You can improve these percentages and foster customer loyalty by reaching out to your shoppers in a targeted way.[8]

48% of men and **63%** of women would be more likely to return to a site to purchase if they received a reminder email with savings or coupons.[7]

Sources: 1 "Why We Don't Buy: Consumer Attitudes on Shopping Cart Abandonment," Bronto/Magento Study, 2013; **2** "From Abandon to Conversion: Why Shoppers Abandon Carts and What Merchants Can Do About It," Bronto White Paper; **3** Pew Research Internet Project, as of January 2014; **4** Forrester Research Online Retail Forecast 2012-2016; **5** CWCS Managed Hosting; **6** Digital Shopper Relevancy Report, Capgemini, September 2014; **7** "The Path to Purchase: Making Sense of the Chaos," webinar, Bronto and MarketLive; **8** "Digital Marketing for Fashion Retailers," Bronto White Paper; **9** Shopify.com via *Entrepreneur* Online, "How To Get People to Stop Ditching Their Online Shopping Cart," October 13, 2014; **10** By the end of 2013, always-addressable adults were expected to represent 49% of U.S. online adults, Forrester Report, "The Always Addressable Consumer," 2012.

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