Insights *for* An Optimum eCommerce Website

A study from the Top 50 eCommerce websites
Brought to you by eClerx Digital

67%

online shoppers abandon products in their carts

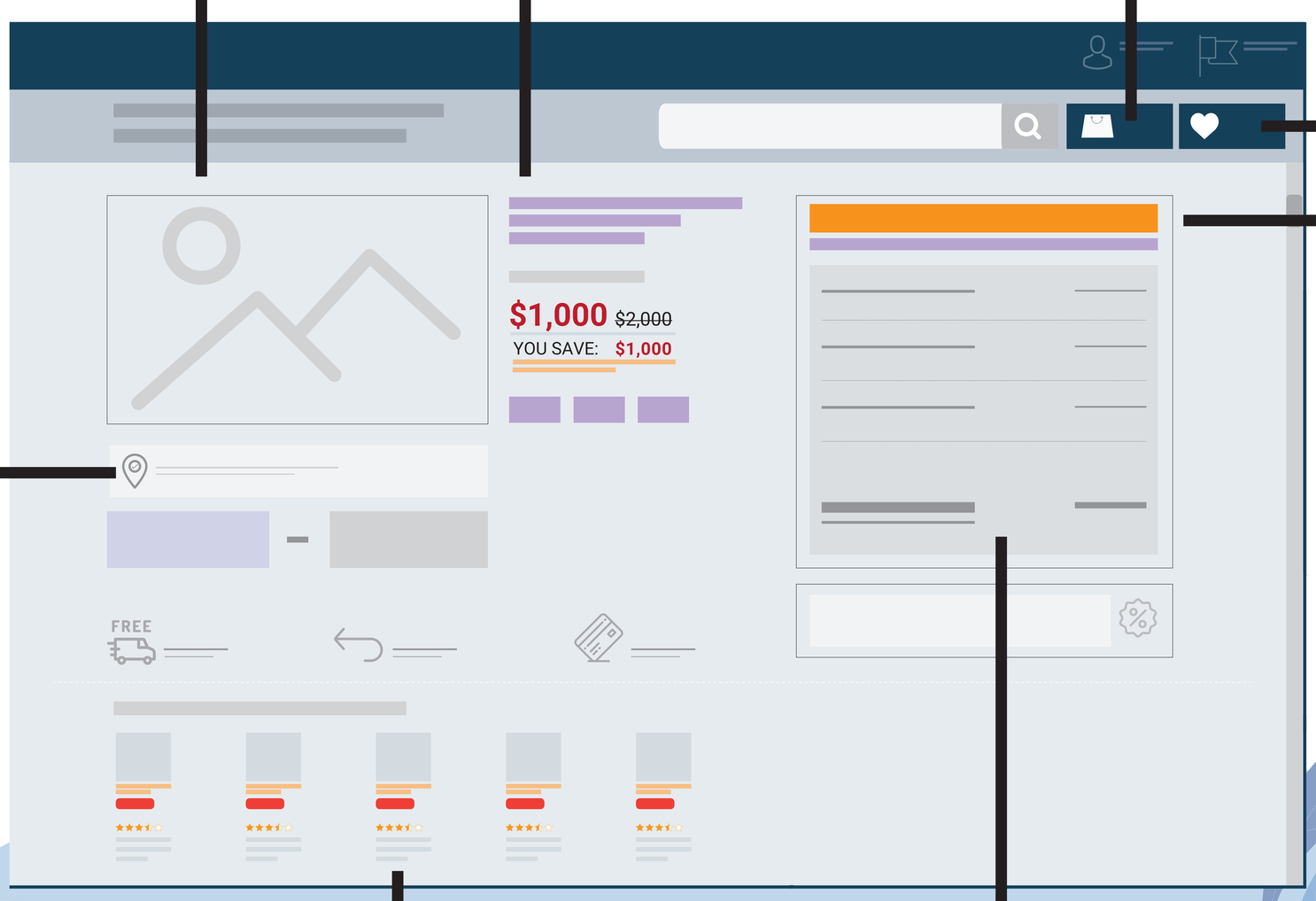
Nearly
25%+
users use cart as a
temporary storage or comparison tool

Almost all of the top 50 R(e)tailers have the
Product Image displayed in the Cart.

It is advisable to place a small product description, quantity ordered and selected variant to ascertain the order.

50%
R(e)tailers have the
Total Savings displayed
and the option for entering the **discount Coupon Codes** to give users an extra nudge to proceed to check out.

Nearly
2/3rd
have the option for moving the products to the Wishlist or save for later and only 20% use an alert pop up when the Product is removed from the Cart



More than
80%
sites place their
Checkout CTA
above the fold either on "Bottom Right" or "Top Right" of the page following the intuitive path that user's take.

Only
20%
have the status of Product availability

Displaying availability of product creates a sense of urgency in the minds of consumers and nudges them to move along the funnel.

2/3rd
display Product Recommendations on the Cart Page

To ensure users are not distracted by these recommendations, cross sells and promotions should be kept below the cart line items and primary checkout button.

75%
have the **detailed breakdown** of the Price listed in the Cart

23% US online shoppers abandon orders because they weren't given an upfront estimate of the total order cost including taxes and shipping before they began the checkout process.

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