



What Builds a Perfect Shopping Cart in 2017



69 Stats to Know



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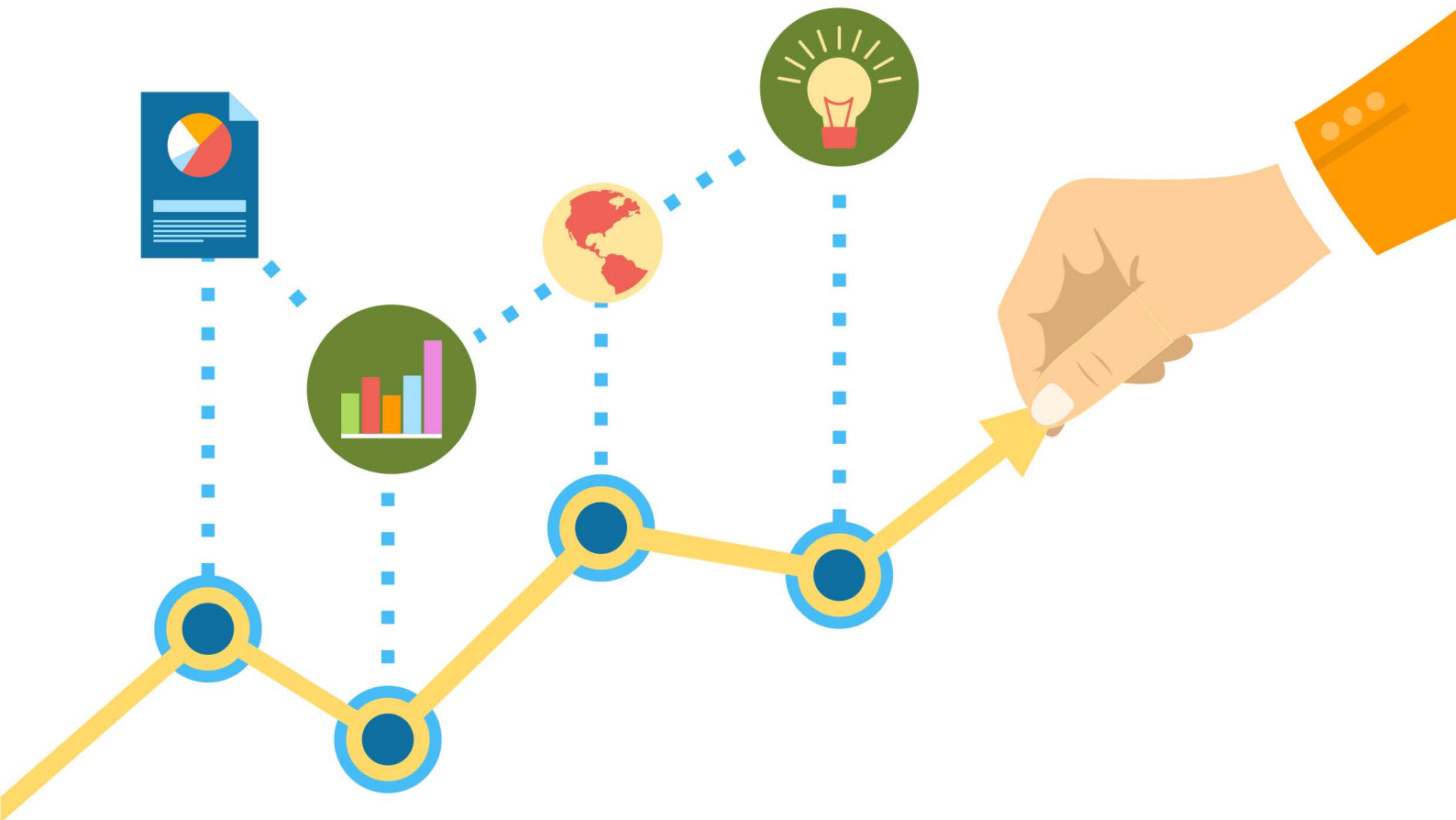


Introduction

New times impose new requirements on all spheres of human activity, and e-Commerce is not an exception. Affected by those changes, merchants use all their resources to adapt businesses to the modern demands of a highly competitive market. But do e-Commerce solutions they use always play in favor?

Apparently not. In fact, many businesses fail to take advantage in a struggle for market share particularly because of platform limitations.

*With an intention to do our bit into creation of favorable conditions for SMB development, Cart2Cart has prepared a **list of must-have features** a perfect shopping cart in 2017 should possess.*





Why Absence of Responsive Design Costs 40% of Mobile Customers

Every online shopper uses the Internet, but not everyone accesses websites using the same methods. However, businessmen still need to ensure their websites provide an optimal viewing experience across a wide range of devices.

That's when responsive web design is required. Shopping carts with responsive templates allow customers to browse the stores (and purchase products) conveniently with a minimum of resizing, panning, and scrolling on whatever screen size they're doing it.



WHY RESPONSIVE DESIGN IS IMPORTANT

- *60% of Internet access is made on a mobile device*
- *90% of people use multiple screens sequentially*
- *4 of 5 smartphone users use their smartphones to shop online*
- *69% of tablet users have shopped via tablet device in the last 30 days*



WHAT BENEFITS YOU WILL GET

TRAFFIC: *After visiting a mobile-friendly site, 74% of people say they're more likely to return to that site in the future*

CONVERSIONS: *67% of mobile users are more likely to buy a site's product or service when it's optimized*



WHAT YOU WILL LOSE WITHOUT IT

CUSTOMERS: *40% of mobile visitors will abandon your site if it isn't optimized for mobile*

REPUTATION: *48% of users say that if they arrive on a business site that isn't working well on mobile, they take it as an indication of the business simply not caring*



One Page & Guest Checkout Against Shopping Cart Abandonment

Checkout is one of the top elements of a good shopping experience, a point where a customer decides whether to purchase a product or not. Consequently, every successful online retailer needs an e-Commerce solution with a well-optimized checkout page.

One step checkout and a guest purchase option are among the highly preferable platform features, needed to be either built-in or available via 3rd party integrations at least.



WHY ONE PAGE & GUEST CHECKOUT ARE IMPORTANT

- *46% of online shoppers cite checkout speed as the number one factor that determines whether or not they will return to a site.*
- *67,4% is an average checkout abandonment rate*
- *90% customers get angry when they need to fill in the same info two or more times*



WHAT BENEFITS YOU WILL GET

SALES: *on average, one page checkout leads to 25% increase in sales*

CUSTOMERS: *first time customers are about 40% more likely to consider buying when registration is not necessary*



WHAT YOU WILL LOSE WITHOUT IT

SALES: *10% abandon because of lengthy checkout process*

NEW CUSTOMERS: *29% abandon because of having to register before buying*

TIP: [11 of the World's Best Ecommerce Checkouts](#)



Link Between SEO-Friendliness and 91.5% of Traffic Loss

According to the numerous marketing researches, the absolute best way to sell more is to invest in a good SEO strategy for your store. But how far can you get when the e-Commerce solution you use is just not capable of getting ranked high in search results?

With over 2 billion websites to compete with, a high level of SEO-friendliness is a must-have shopping cart feature for effective promotion of your e-business.



WHY SEO-FRIENDLINESS IS IMPORTANT

- 93% of all buying decisions start with an online search
- 70-80% of users ignore the paid ads, focusing on the organic results
- 75% of users never scroll past the first page of search results



WHAT BENEFITS YOU WILL GET

WEB VISIBILITY: first page websites get 91.5% of Google traffic

TRAFFIC: the first ranking position in the search results receives 42.25% of all click-through traffic



WHAT YOU WILL LOSE WITHOUT IT

TRAFFIC: #3 on search results gets 4 times less traffic than #1 - just 11.4%

POTENTIAL CUSTOMERS: if your website's on the second page you only get to share 4.8%

WEB VISIBILITY: 95% of users never get further the 5th page of search results

TIP: [A Comparative Table of Best e-Commerce Platforms for SEO](#)



How Multiple Payment Gateways Affect Customers' Behaviour

When it comes to money and Internet (and the need to spend them), people may get suspicious. In such case, multiple payment gateways are most likely to ease their worries: not just because it's convenient, but a proof you're assumingly an honest and provident retailer.

If a consumer has used a particular payment gateway for a few times, it becomes a matter of habit and trust. Thus, a support of multiple payment gateways, preferably out-of-the-box, is essential.



WHY MULTIPLE PAYMENT GATEWAYS ARE IMPORTANT

- *40% of all online adult shoppers prefer the convenience of alternative payment methods*
- *55% of consumers think about payment methods that they will use before they click on the checkout button.*



WHAT BENEFITS YOU WILL GET

CUSTOMER SATISFACTION: *66% of consumers prefer online stores that offer alternative payment methods*

CUSTOMERS: *61% of online shoppers choose sites that offer both credit and debit card payment options*

ADDITIONAL CREDIBILITY: *40% of respondents would have more confidence in an online shop that had more than one payment method*



WHAT YOU WILL LOSE WITHOUT IT

REVENUE: *59% will abandon a transaction if their preferred payment method is not in place.*

5 MOST POPULAR PAYMENT GATEWAYS:

PayPal™

stripe

Authorize.Net

2CC 2CHECKOUT

worldpay



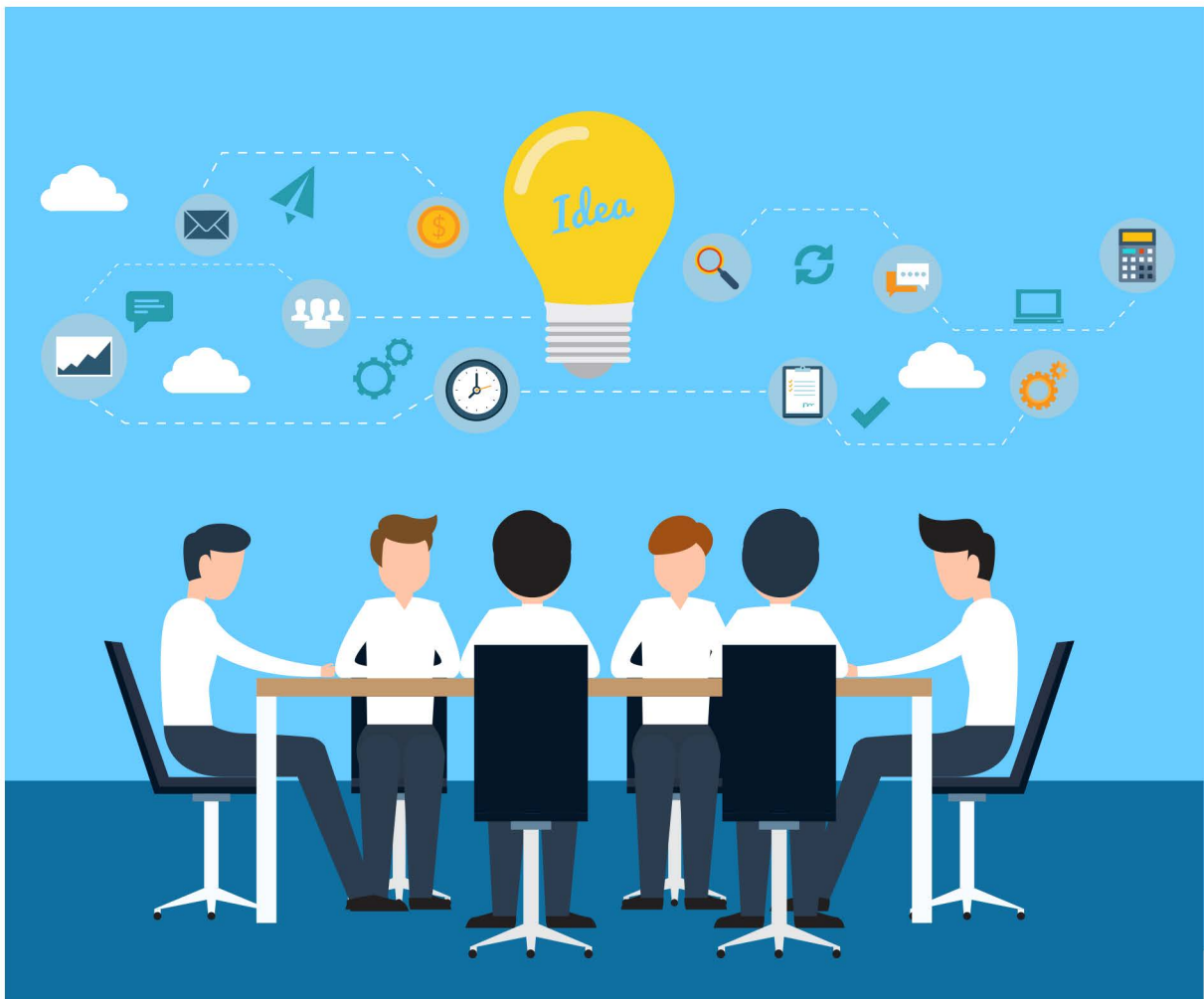
Advanced Marketing Features That Win You Sales

Quite often a solid marketing strategy is responsible for more than a half of e-Commerce sales in total.

THE SECRET IS SIMPLE:

Professional expertise + a robust set of platform's marketing features = more traffic, conversions and revenue.

But can every shopping cart boast about a worthy range of marketing tools? And what features should you consider as absolutely required?





Coupon Code & Discount System

Coupon codes and discounts are great incentives when you need to boost your sales fast and easy.

Thus, built-in coupon generator and discount system are important promotional elements of every shopping cart.



WHY COUPON CODE & DISCOUNT SYSTEM ARE IMPORTANT

- *Every year more than half of adult US users redeem a digital coupon via any device for either online or offline shopping*
- *7 out of 10 US customers reported using an emailed discount in the previous week*



WHAT BENEFITS YOU WILL GET

REVENUE: *57% who used coupon code said if they had not received the discount, they would not bought the item(s)*

CUSTOMER SATISFACTION: *coupons can increase customer satisfaction rate by 4%*



WHAT YOU WILL LOSE WITHOUT IT

SALES: *59% of customers say they do not buy anything online until a discount is offered*



Email Promotional Tools

Despite the plethora of new marketing channels available, email is still one of the most important methods merchants use to engage with consumers and drive sales. An ability to send newsletters and automatically generated follow-ups straight from a store's backend is yet another feature important for a successful merchandise.



WHY EMAIL PROMOTIONAL TOOLS ARE IMPORTANT

- *85% of people online send and receive emails*
- *77% of consumers prefer email for marketing communications*
- *27% of consumers were more likely to say their favorite companies should invest in more email*



WHAT BENEFITS YOU WILL GET

HIGHER AOV: *People who buy products marketed through email spend 138% more than people that do not receive email offers.*

SALES: *44% of email recipients made at least one purchase last year based on a promotional email.*

COMPETITIVE ADVANTAGE: *39% of marketers have no strategy for mobile email.*



WHAT YOU WILL LOSE WITHOUT IT

CUSTOMERS: *if no follow up email is sent, 4 out of 5 customers won't visit the store they've purchased from ever again.*

TIP: [How to Collect Subscribers - 5 Tips for e-Commerce](#)



Product Reviews

Quite simply, user reviews increase conversions. They serve two purposes: to eliminate any doubts potential customers may have about a product and help product selection. They also increase credibility and trustworthiness of your business, which will probably convince people to buy from you instead of competitors.



WHY PRODUCT REVIEWS ARE IMPORTANT

- *3/4 of consumers expect to find product reviews on shopping websites*
- *67% of consumers read 6 reviews or less before they feel they can trust a business enough to make a purchase*
- *79% trust online reviews as much as a personal recommendation*



WHAT BENEFITS YOU WILL GET

CONVERSIONS: *63% of customers are more likely to make a purchase from a site which has user reviews.*

SALES: *18% stated that a single positive review was the reason for buying a product.*

CUSTOMER SATISFACTION: *Level of customer satisfaction was 11% higher among visitors who said they had seen customer reviews on a site.*



WHAT YOU WILL LOSE WITHOUT IT

CUSTOMERS: *about 40% of customers even say wouldn't buy electronics from a website without online reviews .*

SALES: *Absence of reviews can cause 18% decline in sales.*

TIP: [How to Handle Different Customer Reviews Correctly?](#)



Cross-sells & Upsells

Cross-selling and upselling are well known and time-tested marketing techniques aimed to raise the value of a single sale transaction.

Beside obvious promotional purposes, relevant suggestions improve customer service and overall satisfaction with shopping experience.



WHY CROSS-SELLS & UPSELLS ARE IMPORTANT

- *Amazon reported that 35% of its revenues were as a direct result of its cross sales and upselling efforts*
- *37% of customers say they prefer shops that suggest them the best offers automatically*



WHAT BENEFITS YOU WILL GET

SALES: *4% of customers will buy a better product if offered, and are ready to pay a premium for that.*

CONVERSION: *cross-sell gets up to 3% conversions when used on the check-out page*



WHAT YOU WILL LOSE WITHOUT IT

REVENUE: *stores not using product recommendations like upsells and cross-sells lose for an average 10-30% of additional e-Commerce revenues.*

TIPS: [How to Maximise Your Profit with Cross-sells and Upsells](#)

Also, read about merchandising beyond storefront via [Buyable Pins](#) by Pinterest

Why Localization Matters When Going Global

When aiming at global market, don't forget it is highly diverse rather than unified.

The success of international sales mostly depends on how good your store is adjusted to each targeted country in particular.

If overseas online shoppers can't read your website or pay with their local currencies, your chances of succeeding globally are pretty slim.





Multiple Languages & Currencies

What to make you store global? Think local. Of course, you don't need a checkout that is localized with all of the world's 180 currencies to be successful - a few would be enough. A dozen of languages would suit your customer's needs as well. However, e-commerce merchants can no longer afford to limit themselves to a single currency / language display.



WHY MULTIPLE LANGUAGES & CURRENCIES ARE IMPORTANT

- *56% of participants spend more time on sites that catered to their native language rather than English.*
- *28% percent of consumers say the ability to buy products in their own currency is more important than price.*



WHAT BENEFITS YOU WILL GET

CUSTOMERS: *75 % of consumers in non-English-speaking countries prefer to buy products in their native languages.*

SALES: *by establishing a support of local currencies, merchants see a 15% increase in their international sales.*



WHAT YOU WILL LOSE WITHOUT IT

CONVERSIONS: *13% say they will abandon their cart without paying because the price is in a foreign currency.*

REVENUE: *55% of customers buy only from websites where information is presented in their native language*

11 languages that allow to tap into 90% of business opportunities:





Geo Targeting Support

Geo targeting is the process of delivering localized content to your website visitors based on their geolocation. It allows to tailor a unique user experience automatically, e.g. calculate shipping & tax rates and choose proper language & currency, removing inconveniences for your remote customers.



WHY GEO TARGETING IS IMPORTANT

- *79% shoppers think it's essential for a shop to consider their location*
- *59% of consumers consider shipping costs when making online purchase decisions*



WHAT BENEFITS YOU WILL GET

REVENUE: *Geo-targeted impressions sell for a 30 to 50% premium over non targeted impressions.*

SALES: *Conversion rate may increase up to 26% when store is localized (language, currencies, tax & shipping rates).*

CONVERSIONS: *Web visitors are 6 to 7 times more likely to convert when content is localized.*



WHAT YOU WILL LOSE WITHOUT IT

CUSTOMER SATISFACTION: *48% of customers feel irritated when a store doesn't show shipping estimates.*

CREDIBILITY: *when accurate tax rates are not displayed, 60% of customers consider it as a fraud attempt.*

Bottom Line

Yet the list of features above is not ultimate. However, since outdated, poorly functional or just “inappropriate” shopping carts are commonly the #1 reason of stagnation in online retail, those features essential for consideration when planning a business strategy.

Here, at [Cart2Cart](#), we offer a chance to open new business prospects by switching from your limiting solution to one of 75+ world’s most popular and technically advanced shopping carts. The migration consists of a few simple steps and enables to move products, orders, customers and many other entities automatically.

Start with [free Demo Migration](#) and move a limited amount of entities to one of the platforms in terms of 10 min. No programming skills required!

[Start FREE Demo](#)

Contact Us for a More Detailed Information:

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