SaleCycle

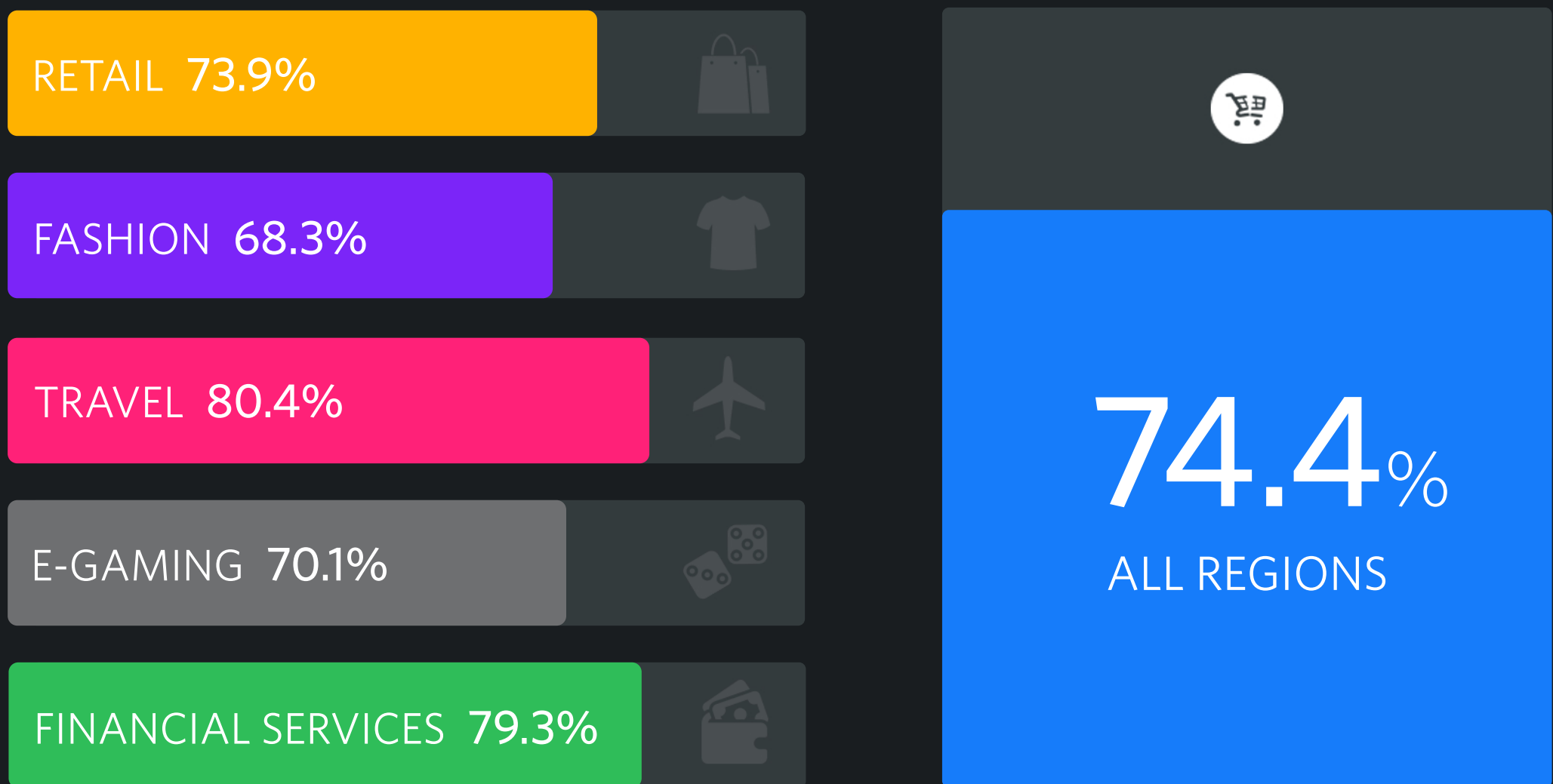# THE REMARKETING REPORT

Based on averages across 500 leading global brands, here are the key cart abandonment and remarketing stats from July, August and September 2016.

ABANDONMENT RATES

Our abandonment rates represent the percentage of customers who left behind their order instead of purchasing.

RETAIL **73.9%**

FASHION **68.3%**

TRAVEL **80.4%**

E-GAMING **70.1%**

FINANCIAL SERVICES **79.3%**

74.4%
ALL REGIONS

REASONS FOR ABANDONMENT

Numbers based on real customer survey data from retail & fashion clients.

34%
Just Looking / Researching

23%
Issue with Shipping (Cost/Time)

18%
Price Too High / Want to Compare

15%
Buying the Item(s) In-Store

6%
Payment Issue / Lack of Options

4%
Technical Issue / Lost Connection

QUARTERLY INSIGHT
ABANDONMENT SURVEYS

Abandonment survey emails are an awesome way to proactively reach out to customers and find out the real reason they left your site without purchasing. Get the most from your abandonment survey emails with these simple and effective tips:

What stopped you buying from us today?
Thank you for helping us to improve our service!

Shipping Costs
SELECT

Just Browsing
SELECT

Cheaper Elsewhere
SELECT

Short Introduction

Navigation Links

Clear Messaging
Make your intentions clear and explain what the survey is for - e.g. Customer Service

Multiple Choice
Offer multiple reasons and you'll be sure to uncover any weaknesses and / or breaking point(s) within the customer journey.

Clear CTA's
Make it easy for your customer by allowing them to give you feedback with a single click.

SaleCycle | THEY CAME TO YOUR SITE FOR A REASON