

Ecommerce cart abandonment prevention checklist

Buckle up. It's time to conquer that ever-present foe: cart abandonment. Here's a checklist with 51 ways to make the customer experience smoother than your signature dance moves. With address data as your secret weapon, you leave no customer behind.



The technical glow-up

- ☐ Implement fast, responsive website/mobile design with quick load times
- ☐ Create a single-page checkout
- ☐ Show customers where they're in the checkout process with progress indicators
- ☐ Use [address verification](#) and [autocomplete](#) features
- ☐ Provide multiple payment methods, including digital wallets
- ☐ Enable a guest checkout option

Cart features to win the sale

- ☐ Save for later option (for the chronic browsers)
- ☐ Real-time inventory status
- ☐ Size/color switchability without leaving the cart
- ☐ Logical cross-sell suggestions

Mobile optimization for pocket-sized perfection

- ☐ Ensure responsive design across devices
- ☐ Simplify the mobile checkout process
- ☐ Use large, easy-to-tap buttons
- ☐ Short as possible forms
- ☐ Optimize for one-handed navigation

Real-time address data to prevent post-purchase drama

- ☐ Implement an accurate [address verification](#) system to reduce friction
- ☐ Use geolocation to pre-fill shipping information automatically
- ☐ Offer [address suggestion](#) tools to minimize manual entry errors
- ☐ Display shipping costs and delivery estimates based on precise address data
- ☐ Create location-based personalized shipping and/or product promotions

Psychological triggers to increase conversions

- ☐ Display security badges and trust signals during checkout
- ☐ Show limited stock or time-sensitive availability
- ☐ Install a promotion count-down clock
- ☐ Offer transparent pricing with no hidden fees
- ☐ Provide clear return and exchange policies
- ☐ Include customer reviews and testimonials

Wait, come back! Remarketing techniques

- ☐ Offer time-limited discount codes
- ☐ Implement exit-intent popups with special offers
- ☐ Create targeted emails for abandoned carts (the 3-part sequence is the sweet spot)
- ☐ Use retargeting ads with personalized product recommendations
- ☐ Send SMS reminders with incentives

Customer support for clear communication

- ☐ Provide live chat support during checkout
- ☐ Reply to customers within 24 hours of an inquiry
- ☐ Display contact information prominently
- ☐ Offer multiple communication channels
- ☐ Create FAQ section handling common checkout concerns
- ☐ Ensure quick response times to customer inquiries

Pricing and incentives to capitalize on FOMO

- ☐ Offer free shipping after a certain threshold
- ☐ Provide transparent discount codes
- ☐ Create loyalty program rewards
- ☐ Show savings and value propositions
- ☐ Enable price match guarantees

Analytics to stay on top

- ☐ Track cart abandonment rates
- ☐ Analyze checkout funnel drop-off points
- ☐ Conduct A/B testing on checkout design
- ☐ Gather customer feedback
- ☐ Regularly update and refine the checkout experience

Don't forget to

- ☐ Stay human and genuine
- ☐ Be helpful and consistent
- ☐ Make shopping fun
- ☐ Have fun and be memorable

We ran out of room, but there's even more you can do with [address data](#). Are you searching for the perfect brick-and-mortar location? Or maybe you've set your sights on achieving global domination? Whatever you need, we're here to help.

