## 1. Mobile Users Have an Even Higher Abandonment Rate of 85.65 Percent

**2. E-Commerce Brands Lose $18 Billion in Sales Revenue Each Year Because of Cart Abandonment**

*3.With $4 trillion worth of merchandise predicted to be abandoned in digital carts next year alone, cart abandonment has become a burning issue that e-commerce organizations can no longer afford to ignore.*

## 4. Checkout Optimization Can Increase Conversions by 35.62 Percent