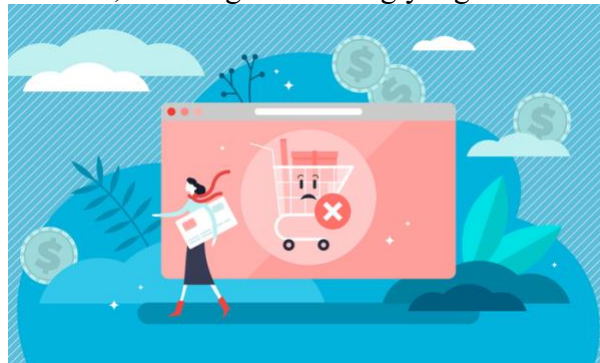


## Assignment 4A

The e-commerce market is expanding at an exponential rate as more buyers prefer to shop online rather than visiting physical stores. As a result, online retailers spend a lot of money on digital advertising to drive people to their stores. While customers in a physical store are unlikely to load products into their shopping carts and then leave without making a purchase, the same cannot be said for online shoppers. Most e-commerce site visitors add items to their shopping carts but leave before completing the transaction, resulting in alarmingly high cart abandonment rates.



Cart abandonment can pose a serious threat to your business and revenue growth if not taken seriously. To recover lost sales, consider these shopping cart abandonment recovery strategies to reduce loss sales and increase your return on investment.

### 1. Add a “Save For Later” Button

Several consumers abandon their carts because they use them as a wishlist or to save items they want to buy later. Instead of directing them into a shopping cart, allow them to easily create a wish list with the option to purchase later. You benefit from lower abandonment rates, and they benefit from a wishlist that easily diverts them into a later sale.

### 2. Get Clear on Extra Costs

Extra costs are the most common reason for customer abandonment. Eliminate the additional costs, or make them clear to the customers who are spending their money on your products. Be upfront if you absolutely must include shipping charges, taxes, or other fees. Give them complete information about all the extra costs that they will see as they enter the shopping cart as early as possible in the process.

### 3. Provide Full Disclosure on Shipping Details

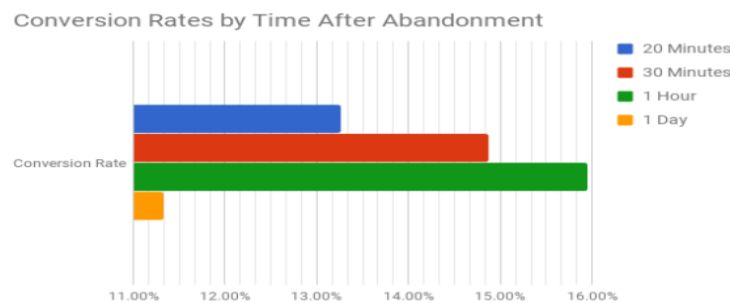
Customers have been conditioned to expect free shipping on most items. You probably have some competitors who are winning because they offer free shipping whereas you do not. If you cannot afford free shipping, be sure to inform the customer of the shipping cost.

#### 4. Get Rid of Sign-In Barriers

Forcing users to create accounts may work for some products and services, but in most cases, it's just one of the reasons cart abandonment. Provide users with guest login and place an order. Rather than force visitors to your site to create user accounts before being able to complete their purchases, you should include an option to checkout as a guest. This simple step ensures that you aren't excluding prospective customers on the basis of not having an account with your site. This is sure to lower your shopping cart abandonment rate.

#### 5. Send an Email Immediately After the Customer Abandons with offers on the products in the cart

When an e-commerce consumer abandons their shopping cart, you only have a few hours to lure them back. Send an email instantly by using retargeting technology and email marketing. According to Rejoinder's data, here's how likely a customer is to purchase after receiving a reminder:



#### 6. Talk to the Customer During the Process

Make the shopping experience conversational and interactive. Brief and casual messages like, "Okay, we're almost done." and "We just need a little extra info here." make the experience more enjoyable. You are more likely to gain their completion.

#### 7. Highlight Your Return Policy

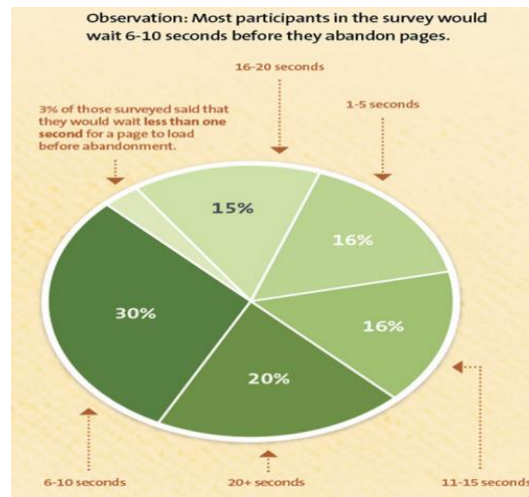
As consumers, our likes for a certain product may change after you buy things impulsively. Consumer's remorse does not occur only after a purchase. The fear of remorse can sometimes paralyze buyers before they make a purchase. To avoid this, make your return policy clear and simple for customers to understand. Shopping online doesn't give buyers the opportunity to try out or physically examine a product before making a purchase, and the choice to easily return an item act as a reassuring safety net. Not having this option can deter customers from completing the sale and pushing up your cart abandonment rate.

## 8. Display product thumbnails throughout the checkout process:

When shopping at physical stores, customers can see, touch, and feel their purchases throughout the buying process. However, the same can't be said of shopping online. Displaying product thumbnails at the shopping cart and checkout stages of the transaction offers buyers reassurance and visual encouragement to complete the purchase.

## 9. Boost Site Speed

Unnecessary delays are a leading cause of e-commerce cart abandonment. Fast-loading sites ensure a quick and painless online shopping experience that allows customers to breeze through the buying process. Online shoppers appreciate not having to waste time waiting for pages to load, and consistent delays will cause them to take their business elsewhere. A fast-loading site also ranks higher on most search engines, ensuring better visibility and reach for your business.



## 10. Allow Multiple Payment Methods

As e-commerce shopping has become more popular, there has also been an expansion of payment methods. Provide as wide as possible payment options and allow buyers to use any credit card, Paypal, Amazon, or any other forms of payment that are common within your niche.

## 11. Use well-written product descriptions

Clear, detailed product descriptions can simplify a customer's decision-making process. This allows buyers to better identify whether or not a particular product suits their specific needs. Thorough product descriptions also help customers easily locate the exact products that they were looking for.

The ZARA logo is displayed in a large, bold, black serif font. The letters are widely spaced, and the 'Z' and 'A' have a distinctive double-stroke design. The logo is centered at the top of the page.

# ZARA

**SIGN UP**

**LOG IN**

[Continue as a guest](#)

# ZARA



TOPSTITCHED BLAZER

\$102.45

Size



ADD TO BAG



PLATFORM BOOTS

\$34.99

Size



ADD TO BAG



CROP TOP

\$12.34

Size



ADD TO BAG



POWDER PINK COAT

\$78.98

Size



ADD TO BAG



# ZARA



## TOPSTITCHED BLAZER

Blazer with lapel collar and long sleeves with shoulder pads. Front flap pockets. Front double breasted button closure.

Select Size



ADD TO BAG



# ZARA



POWDER PINK COAT

\$78.98

[Remove](#)

[Move to wishlist](#)



CROP TOP

\$12.34

[Remove](#)

[Move to wishlist](#)



PLATFORM BOOTS

\$34.99

[Remove](#)

[Move to wishlist](#)



TOPSTITCHED BLAZER

\$102.45

[Remove](#)

[Move to wishlist](#)

**BAG TOTAL : \$228.76**

☒ EXPRESS SHIPPING (3-5 BUSINESS DAYS): \$5.99

☐ STANDARD SHIPPING : FREE

**TOTAL : \$234.77**

**PAY \$234.77**



# ZARA



POWDER PINK COAT

\$78.98

[Remove](#)

[Move to wishlist](#)



CROP TOP

\$12.34

[Remove](#)

[Move to wishlist](#)



PLATFORM BOOTS

\$34.99

[Remove](#)

[Move to wishlist](#)

**BAG TOTAL : \$210.76**

☒ EXPRESS SHIPPING (3-5 BUSINESS DAYS): \$5.99

☐ STANDARD SHIPPING : FREE

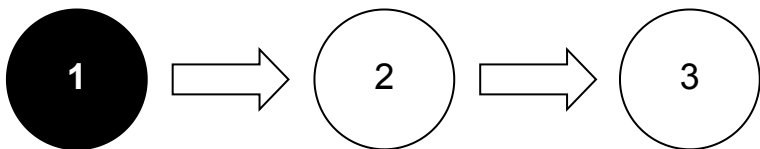
**TOTAL : \$215.77**

**PAY \$215.77**





# ZARA



## SHIPPING ADDRESS

First Name:

Last Name:

Address 1:

Address 2:

State



City:

Zip

CONTINUE



# ZARA



*We're almost there !*

☐ CREDIT CARD/ DEBIT CARD

☒ PAYPAL

Enter your registered email id

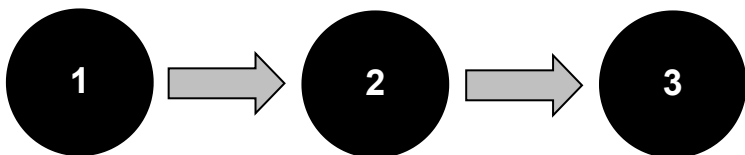
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☐ VENMO

CONTINUE



# ZARA



*Congratulations!*

Your order has been placed and you can track your package here

[Track your package](#)



# ZARA



POWDER PINK COAT

\$78.98

MOVE TO BAG

[Remove from wishlist](#)



# ZARA

Your wishlist is empty



[Go back to home](#)



# ZARA

## ORDERS

Your order #12356894 has been delivered



Return Item



Return Item



Return Item



Return Item





## HOW TO RETURN

You have 30 days from the shipping date of your order to return your purchase from Zara.com. The items should have all tickets attached and be in perfect condition.

These are the options for returning your merchandise:

- ▶ **Zara Store**
- ▼ **Drop Point**

Returns have a cost of 3.95 USD that will be deducted from the refunded amount.

- **If you made the purchase as a registered user:** you can request the return in the [Returns](#) section.
- **If you have made your purchase as a guest:** request a return by clicking on the link included in any of the emails we've sent you regarding your order.

You can return items from different orders in the same shipment. You will receive via email the same number of return labels as the number of packages you are going to send. To complete the shipment, attach the label to the return package and then take it to any drop off point.

**CONTINUE TO GET MY RETURN LABEL**



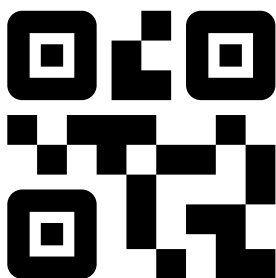
# ZARA

**Item Description**

**Quantity**

POWDER PINK COAT

1



- Bring the item(s) you're returning to any THE UPS STORE. Store hours are subject to change due to COVID-19 precautions, please confirm opening hours before proceeding. To find your most convenient location, visit THE UPS STORE locator
- Show the return code below on your mobile device to an associate at THE UPS STORE, who will scan the QR code, pack, and ship your return for FREE.
- We'll email you a return receipt.

