The 70% Problem

Learning objective: You'll translate cart abandonment rates into concrete euro figures, explain the economic logic behind investing in conversion rather than traffic, and prioritize checkout, mobile, and retention levers at the decision-maker level.

Key Takeaways

- Baymard shows that, on average, seventy percent of all shopping carts are abandoned before purchase.
- Every percentage point less abandonment is direct additional revenue, without more traffic.
- Mobile and retention amplify the problem, but they also make the lever bigger.

Framework steps

1. **One Hundred Carts**
2. **Seventy Abandonments**
3. **Thirty Purchases**
4. **Understanding the Benchmark**
5. **Calculating the Revenue Potential**
6. **Prioritizing the Levers**
7. **Fix the Checkout**

Key points at a glance

RELEVANCE

What does this mean for your shop?

Every abandonment rate above the industry average is a measurable competitive disadvantage.

CONCEPT

The Baymard Benchmark

The Baymard Institute analyzed more than 100,000 checkout flows and found an average abandonment rate of around 70%.

CONCEPT

What 70% abandonment really means

Out of a hundred customers who add an item to their cart, only thirty actually buy it.

CONCEPT

The Opportunity Cost of Abandonment

Opportunity cost is the revenue you've already paid for but never collected.

More traffic at the same conversion rate only eats into your margin and piles on cost pressure.

Around 60 to 70% of e-commerce traffic comes from mobile devices.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.