

Why Carts Die

Learning objective: You'll identify the six most common causes of cart abandonment, calculate the economic impact of reducing abandonment for your shop, and prioritize checkout levers by revenue impact rather than gut feeling.

Key Takeaways

- 70% of shopping carts are lost, most of them to avoidable friction.
- The six killers are hidden costs, forced account creation, complex forms, trust deficits, payment options, and missing exit intent.
- Data shows you where. Walkthroughs show you why. Together, they give you the right priorities.
- Hidden costs, forced account creation, complex forms, trust deficits, missing payment options, and no exit intent strategy drive the majority of abandonments.
- Each of these killers has a clear symptom in your data.
- The good news: every single one can be addressed directly.

Framework steps

1. **Spot the killers**
2. **Read the data**
3. **Calculate the impact**
4. **Set priorities**
5. **Four steps**
6. **Twenty-four fields**
7. **Reduced to twelve**

Key points at a glance

CONCEPT

The Baymard benchmark: nearly seventy percent abandonment

The Baymard Institute analyzed tens of thousands of checkout processes and found an average abandonment rate of around 69.8%.

CONCEPT

Hidden costs: the tax on trust

Nearly every other abandonment happens because costs appear later or are shown incompletely.

26% of customers abandon when they're required to create an account.

You Conversions

Every additional form field raises the likelihood of abandonment, especially on mobile.

CONCEPT

Trust Deficits: The Moment of Peak Anxiety

In the checkout, customers enter sensitive data. That's the point of maximum caution.

CONCEPT

Payment Options: Your Customer's Habits

Nine percent of abandonments happen because the preferred payment method isn't available.

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.