

# Abandonment metrics & marketing



## 0. BROWSE ABANDONMENT

Didn't find statistics

EN My Raw Joy August 2021:

96.04%

DE My Raw Joy August 2021:

92.83%

## 1. CART ABANDONMENT

eCommerce average: 69.80%

Mobile: 85.65%

Other studies: 68.81%, 74.52%  
Mobile: (on average 10/20% higher than desktop)

EN My Raw Joy August 2021:

79.7%



DE My Raw Joy August 2021:

47.15%



## 2. CHECKOUT ABANDONMENT

eCommerce average: 45%

Desktop: 25%-35%  
Mobile: + 30% (55%-65%)

Good:  
Below 40%



Great:  
Below 20%



Not possible. Wrong measurement. Taras to help?

EN My Raw Joy August 2021:

6.52%



DE My Raw Joy August 2021:

55.34%



Details on the next slide

Good on DE

Higher on EN

Data comes from:

- my raw joy Shopify, Google Analytics

Source of the statistics:

- <https://baymard.com/lists/cart-abandonment-rate/>

- <https://www.bolt.com/resources/checkout-abandonment-rate/>

- <https://www.geckoboard.com/best-practice/kpi-examples/shopping-cart-abandonment-rate/>

- <https://sleeknote.com/blog/cart-abandonment-statistics>

- Good:

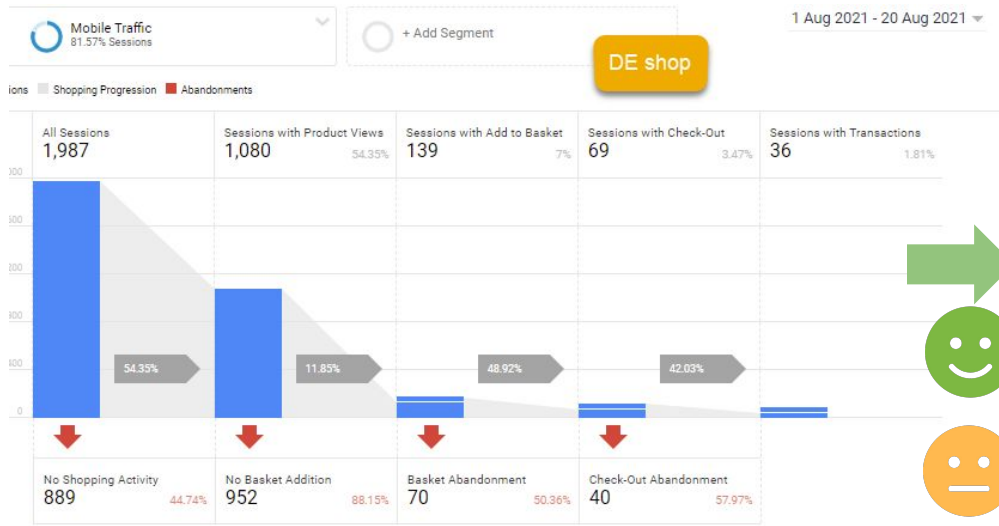
<https://www.invespcro.com/blog/cart-abandonment-strategy/>

## 2. CHECKOUT ABANDONMENT - My Raw Joy

### DE Shop by device (August 2021) - PER DEVICE (Google Analytics)

Reference:  
eCommerce average: 45%

Desktop: 25%-35%  
Mobile: + 30% (55%-65%)



#### 1. Mobile

82% of all our sessions  
CR: 1.81%

Basket: abandonment:  
50.36%

VS 86%  
average

Checkout abandonment:  
57.97%

VS 60%  
average

#### DE shop checkout insights:

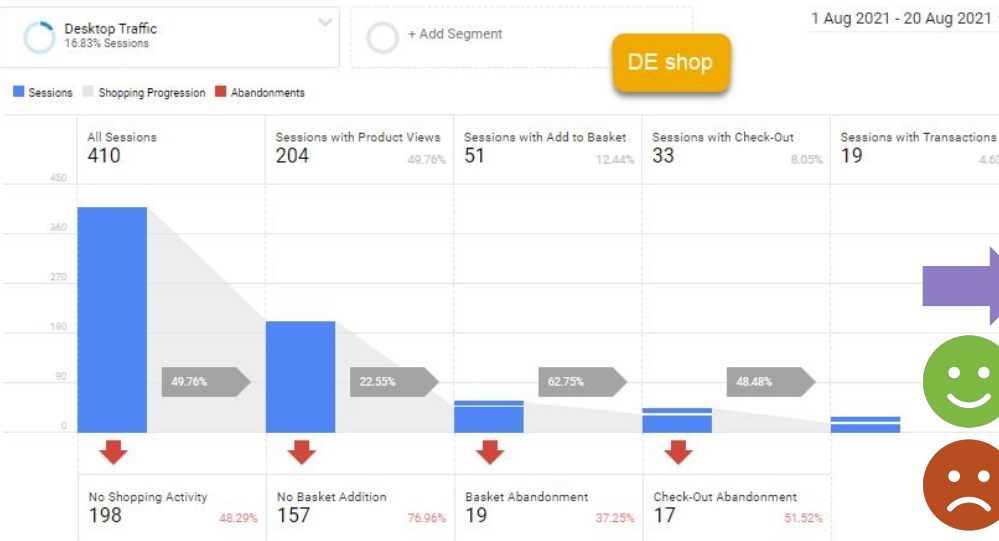
1. Most of our traffic comes from mobile

2. Conversion rate is much higher on desktop (this is normal)

3. Checkout abandonment:

MOBILE → Average

DESKTOP → LOW!



#### 2. Desktop

17 % of all our sessions  
CR: 4.63%

Basket: abandonment:  
37.25%

VS 70%  
average

Checkout abandonment:  
51.52%

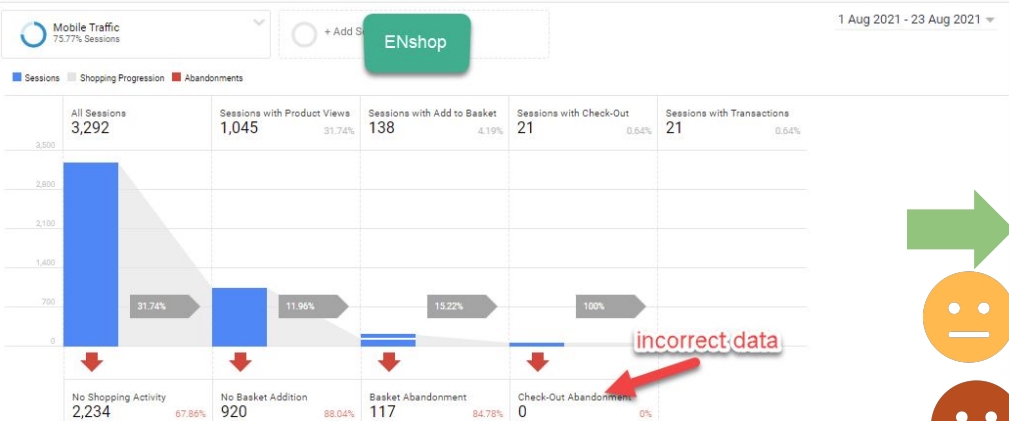
VS 30%  
average

# 2. CHECKOUT ABANDONMENT - My Raw Joy

## EN Shop by device (August 2021) - PER DEVICE (Google Analytics)

Reference:  
eCommerce average: 45%

Desktop: 25%-35%  
Mobile: + 30% (55%-65%)



### 1. Mobile

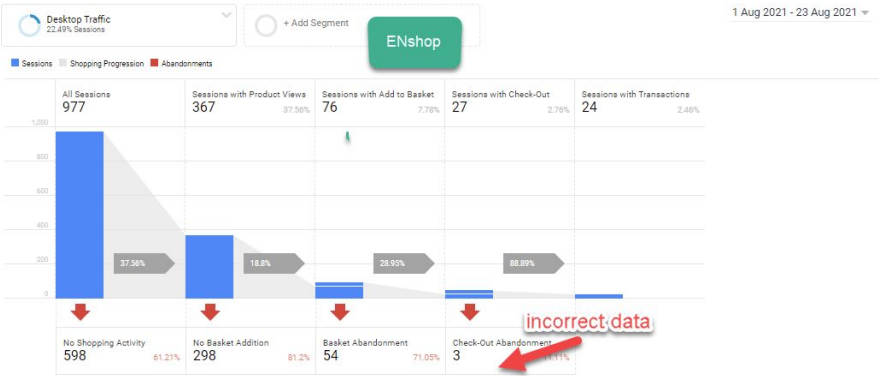
76% of all our sessions  
CR: 0.64%

Basket: abandonment: 84.78% VS 86% average

Checkout abandonment: ??? Incorrect data VS 60% average

**DE shop checkout insights:**

1. Most of our traffic comes from mobile
2. Conversion rate is much higher on desktop (this is normal)
3. Basket abandonment: exactly average on both, desktop and mobile
4. Checkout abandonment: The data is incorrect. I would like to ask Taras for helpLOW!



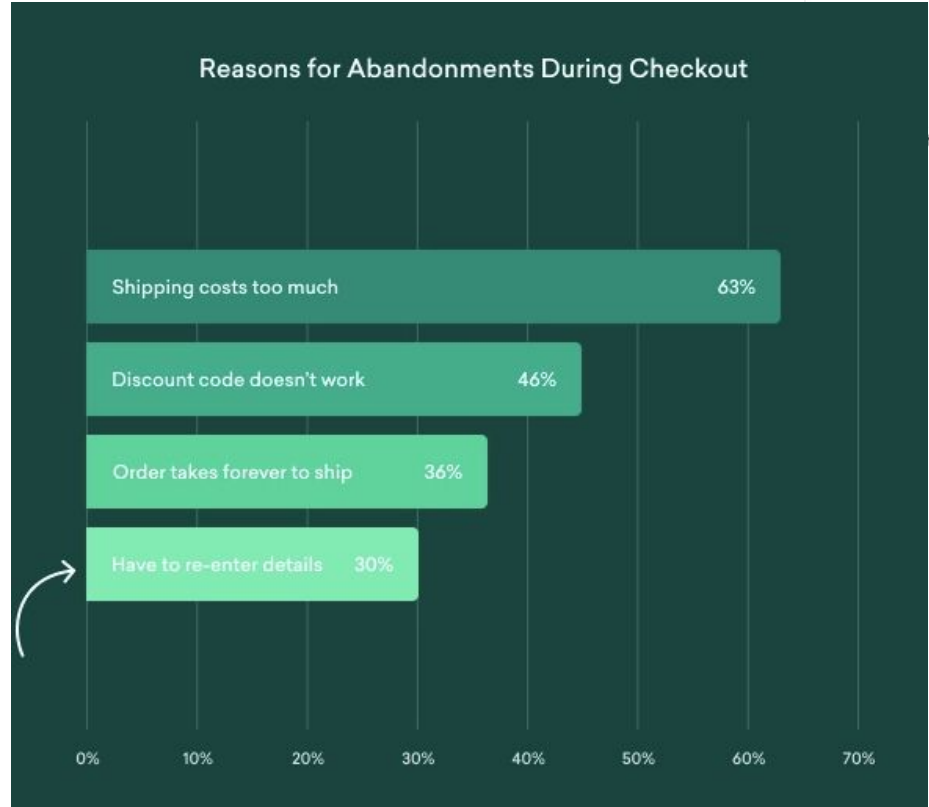
### 2. Desktop

22 % of all our sessions  
CR: 2.46%

Basket: abandonment: 71.05% VS 70% average

Checkout abandonment: ??? Incorrect data VS 30% average

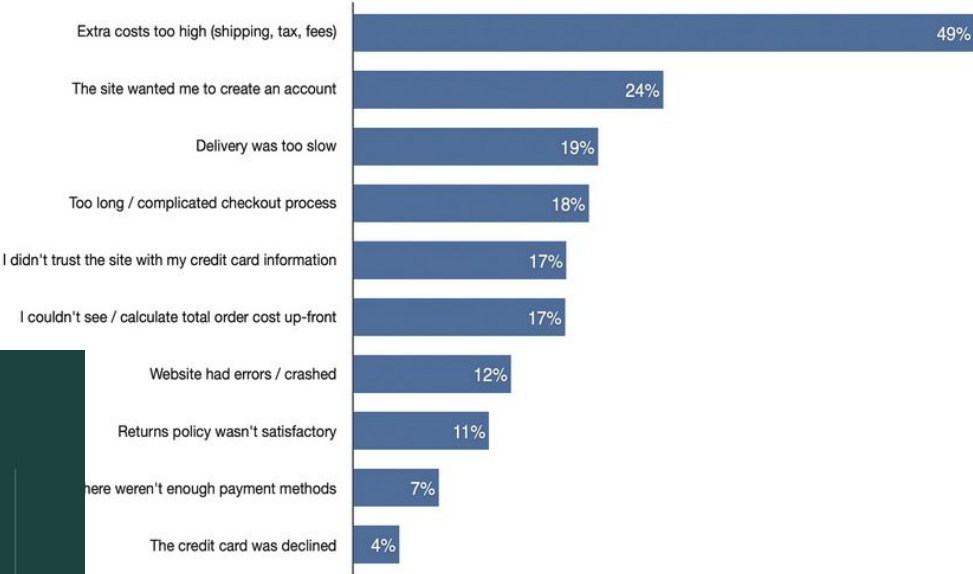
Analyzing popular abandonment reasons




### Reasons for Abandonments During Checkout

4,329 responses · US adults · 2021 · © baymard.com/research

*"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"*  
*Answers normalized without the 'I was just browsing' option*



We are losing a lot on desktops here



Analyzing popular abandonment reasons

Potential Issues	My Raw Joy DE	My Raw Joy EN	mobile
1.Shipping cost/ unexpected extra cost	Maybe we can communicate it better before checkout: <ul style="list-style-type: none"><li>On the cart popup (+ remove the cart page) - details on the next page + other changes on the cart page</li><li>Product page - after adding to cart for above €50 (popup based on cart value) - details next page</li><li>we can also add info about free shipping threshold on checkout - next page (not necessary if we edit cart page)</li></ul>	The same as DE	The same as desktop
2.. Unclear payment methods	Issue: No icons, PayPal payment might look like the only payment option  Ideas: <ul style="list-style-type: none"><li>- edit cart popup - add payment methods image</li><li>- remove basket page (&amp; button?) and keep only the basket popup - to simplify the path to checkout (only 4/5% of people visit cart page)</li></ul>		
3. Discount code doesn't work	No. all good	Yes, an issue. Maybe we can add additional instruction below discount code field? OR inside enough?	
4. Shipping too long	No, it's fast. Maybe we should communicate it clearer. <ul style="list-style-type: none"><li>Change the shipping methods names - details on the next slides</li></ul>	The same as DE	Will the longer name be well visible?
5. Have to reenter details	No - they are saved	No - they are saved	The same, but if they change devices details are not saved
6. Forced account creation	No, its optional	No, its optional	The same
7. Long complicated checkout process	no	no	no
8. Trust issue for entering credit card	Probably not. We added info about credit cards by editing translation. But we can't add anything else. We can't modify checkout, unless we are shopify plus	Maybe, due to errors that sometime occur + manual language change requirement. Can we do anything more? Maybe add card images? Bold support	

f

@

hello@myrawjoy.com

MY RAW Joy

RAW FOODS & DRINKS

You are screen sharing

Stop Share

€ 8.89

SPREADS

SMOOTHIE

RAW CHOCOLATE

CREAM CHOCOLATE BAR

NUTS

COOKIE ENERGY BAR

CHOCOLATE TRUFFLES & CHOCOLATE B.

Home Page / Raw Smoothie Bowls / True Blue Joy Smoothie Bowl + Porridge Topping



**From € 8.89**

True Blue Joy is full of blueberries, a true superfood also known as the "queen of antioxidant foods". Blueberries prevent oxidative stress, which can accelerate the aging process of the brain. You also get a real boost in vitamin C, which is good for your immune system.

- 100% certified organic
- Raw
- Vegan
- 0% additives (no flavors, no preservatives)
- High fiber content
- 4 servings per product

**SIZE: 1 SMOOTHIE BOWL PACK (200G)**

1 SMOOTHIE BOWL PACK (200G)

5-PART OFFER | € 8.71 PER BAG

10-ER OFFER | € 8.53 PER BAG

DETOX SET | 1X PER VARIETY (5 BAGS) | € 8.71 PER BAG

MEGA DETOX SET | 2X EACH VARIETY (10 BAGS) | € 8.53 PER BAG

**€ 8.89**

-	1	+
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**PUT IN THE SHOPPING CART**

Order in the next **22 hours 41 minutes** to receive the article by the following date: Thursday, 26/08/2021

9 people are looking at this product

**DESCRIPTION**

#### PRODUCT DETAILS

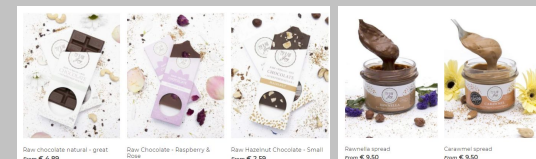
**⊕ SHIPPING**

We would need a different popup tool (Klavyio doesn't support it)

After adding to cart from €50 (the threshold) popup appears saying:

*You already reached cart value of €50, spend 15€ more to get free shipping.*

OR  
Add 3 out of these products to  
get it:



## Analyzing popular abandonment reasons

### 1. 1. Unclear payment methods






Analyzing popular abandonment reasons

1.\* Shipping cost/ unexpected extra cost

Maybe?  
Not necessary if we edit  
cart popup



DE shop  
checkout

shopping cart > information > shipping > payment > Verification

Contact

marta.krawczyk87@gmail.com

Change

Deliver to

portugal 12, 4b, 35010 Berlin, Germany

Change

SHIPPING: (FREE shipping for all orders above 65€)  
shipping


default

€ 5.95

Proceed to payment

Back to the information

1



Cream chocolate bar strawberry

1 PIECE

€ 2.99

Discount code

Use

HI10

X

Subtotal

€ 2.99

Discount HI10

- € 0.29

shipping

€ 5.95

total

€ 8.65

Analyzing popular abandonment reasons

3. Shipping too long



EN

1. *Standard Rate in Europe*

2. *FREE Shipping*

3. *Rest of the world lower than 55*

4. *Rest of the world above 55*

5. *Free rate above 150 euro*

6. *Czech rate standard*

7. *Free shipping Czech*

8. *Greece - all in one -expensive islands - rate 1*

9. *Greece heavy packages*

10. *Standard UK shipping*

11. *Free shipping uk*

12. *Germany, Austria, Poland standard rate*

13. *Germany, Austria, Poland standard rate - free shipping*



1. *Standard shipping EU -2/3 business days*

2. *FREE Shipping EU -2/3 business days*

3. *Standard shipping Scandinavia -2/3 business days*

4. *Discounted shipping Scandinavia -2/3 business days*

5. *FREE shipping Scandinavia -2/3 business days*

6. *Standard shipping Czech Republic -2/3 business days*

7. *FREE shipping Czech Republic -2/3 business days*

8. *Standard shipping islands -2/3 business days*

9. *Heavy packages shipping - islands -2/3 business days*

10. *Standard shipping UK -2/3 business days*

11. *FREE shipping UK -2/3 business days*

12. *Standard shipping DE, AT, PL -2/3 business days*

13. *FREE shipping DE, AT, PL -2/3 business days*

DE

1. Standard

2. Free



1. Standard shipping -2/3 business days

2. FREE shipping - -2/3 business days

Or **Standard - sent on the next day if order placed before 11 am**

The screenshot shows a checkout form with the following sections:

- Newsletter:** Includes a checkbox for "NEWSLETTER" and a promotional message: "Get a FREE CHOCOLATE with this order by signing up to our newsletter now! (new subscribers only)".
- Shipping address:** Fields for First name (marta), Last name (krawczyk), Address (rrr), City (rrr), Country (Reunion), and Postal code (55555). A red arrow points from the shipping method section to this area.
- Billing address:** Radio buttons for "Same as shipping address" (selected) and "Use a different billing address".
- Shipping method:** Radio buttons for "Standard Rate in Europe" (selected) and "Use a new card".
- Payment method:** Radio buttons for "Gift card", "Credit card" (selected), and "Use a new card".

We are losing a lot on desktops here

Analyzing popular abandonment reasons

Potential Issues	My Raw Joy DE	My Raw Joy EN	mobile
8. Return policy not satisfactory	We don't have return policy. I don't think it makes sense	We don't have return policy. I don't think it makes sense	The same
9. Not enough payment methods	I think we have enough. Processed by Stripe: Visa, master card, Amex + Quick payments with Apple Pay and Paypal	I think we have enough. Credit Card, Paypal, Gift Card. No quick payments (onlu on shopify checkout). Processed by Braintree.	The same
10.The credit card was declined	Didn't hear about it	Happens, but rather rarely	The same

1

MY RAW Joy

Warenkorb > Information > Versand > Zahlung > Überprüfung

Express Checkout

PayPal

ODER FAHRE WETER UNTEN FORT, UM MIT EINER KREDITKARTE ZU BEZAHLEN

Kontaktinformation

Hast du bereits ein Konto? Anmelden

E-Mail

☒ Du bekommst von uns eine SCHOKOLADE UMSONST zu deiner Bestellung, wenn du unseren Newsletter abonnierst (nur für Neukunden)

Lieferadresse

Vorname

Nachname

Firma (optional)

Straße und Hausnummer

Zusätzliche Adresse (optional)

Postleitzahl

Stadt

Land/Region

Deutschland

Telefon

☐ Meine Informationen speichern und nächstes Mal schneller bezahlen

Weiter zum Versand

Zurück zum Warenkorb

2

MY RAW Joy

Warenkorb > Information > Versand > Zahlung > Überprüfung

Kontakt

marta@martakrawczyk.com

Ändern

Lieferrn an

fxfv, cvcv, cvcv, CVCV tttttt, Deutschland

Ändern

Art

Standard - 5,95 €

Zahlung

Alle Transaktionen sind sicher und verschlüsselt.

Kreditkarte

VISA

MasterCard

Amex

Kartennummer

Name des Karteninhabers

Gültig bis (MM/JJ)

Sicherheitscode

PayPal

Rechnungsadresse

Wähle die mit deiner Karte oder Zahlungsmethode verknüpfte Adresse aus.

☒ Mit der Lieferadresse identisch

☐ Eine andere Rechnungsadresse verwenden

Bestellung überprüfen

Zurück zum Versand

Payment method

☐ Gift card

☒ Credit card

☒ Use a new card

Card number

MM / YYYY

CVV

☐ Remember this credit card

☐ PayPal

## 2. CHECKOUT ABANDONMENT

### Methods to recover abandoned checkouts

<https://sleeknote.com/blog/cart-abandonment-statistics>  
<https://www.invespcro.com/blog/e-commerce-abandonment-rates/>

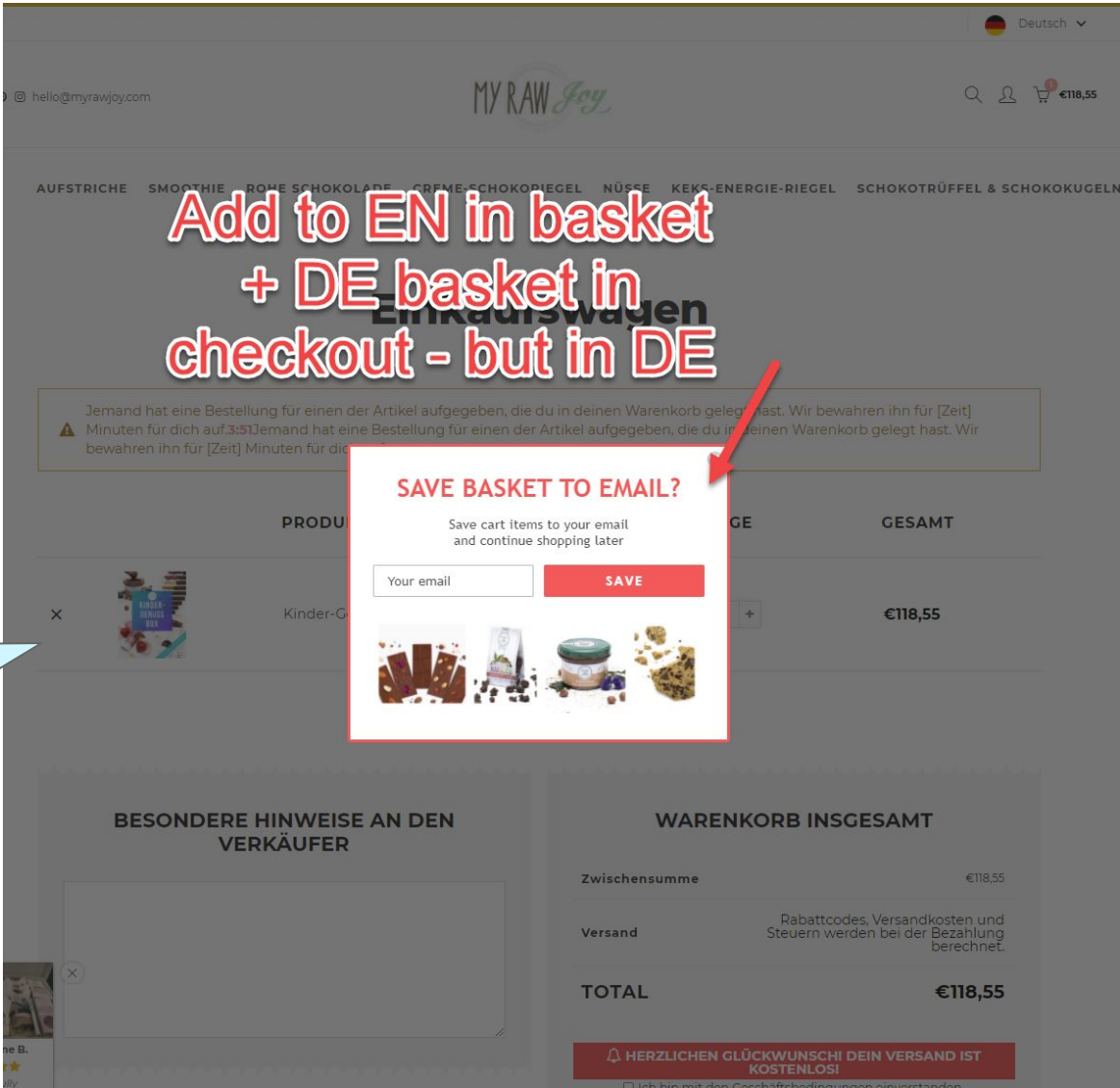
Method	My Raw Joy DE	My Raw Joy EN
<b>1. Follow up with abandoned checkout email</b>	<p>Yes, using klavyio. 3 emails. 1 -reminder, 2 and 3 reminder + 10% off. 11 customers received flow - 0 orders for now (20.08). Started on 16th.</p> <p>Results visible in Flow Analytics in Klavyio, NOT in Shopify abandoned checkouts</p> <p>No sales recently, somethin wrong? Do detailed reporting!</p>	<p>Yes, using klavyio. 3 emails. 1 -reminder, 2 and 3 reminder + 10% off. 5 customers received flow - 0 orders (20.08).</p> <p>Results visible in Flow Analytics in Klavyio, NOT in Shopify abandoned checkouts</p> <p>No sales recently, somethin wrong? Do detailed reporting!</p>
<b>Offer a discount on abandoned checkouts</b>	<p>Yes - in the flow - 2nd and 3rd email. No exit intent with discount. New exit intent popup idea? Eg. Save cart?</p>	<p>The same as DE (we have a simple exit intent)</p>
<b>Prompt to remain in purchase funnel</b>	<p>We could do exit intent popup with saving the cart (and then send cart discounts - GDPR grey area)</p>	<p>The same as DE</p>
<b>Customer support chat</b>	<p>No, add tidio</p>	<p>Yes, but on the page, not checkout</p>
<b>Return customer to point of sale</b>	<p>Yes, with the email</p>	<p>Yes, with the email</p>
<b>Let customers save their carts &amp; checkout stage</b>	<p>Yes</p>	<p>Yes</p>
<b>Reserve abandoned items for customer</b>	<p>Yes</p>	<p>Yes</p>
<b>Targeted remarketing</b>	<p>Fb ads only: In English only Refresh it?</p>	<p>Yes, fb ads. We give 10% off. Maybe we can try a new message?</p>
<b>* Group visitors by their intent and analyze their behaviour then</b>	<p>No, to start - next page</p>	<p>No, to start - next page</p>

# 2. CHECKOUT ABANDONMENT

## Methods to recover abandoned checkouts

Prompt to remain in purchase funnel	We could do exit intent popup with saving the cart (and then send cart discounts - GDPR grey area)
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Is it possible?  
Make list and send them flow:  
1. email with reminder of their basket  
  
2. email with reminder of their basket with discount on their basket - after some time  
  
(GDPR - grey area)



## 2. CHECKOUT ABANDONMENT

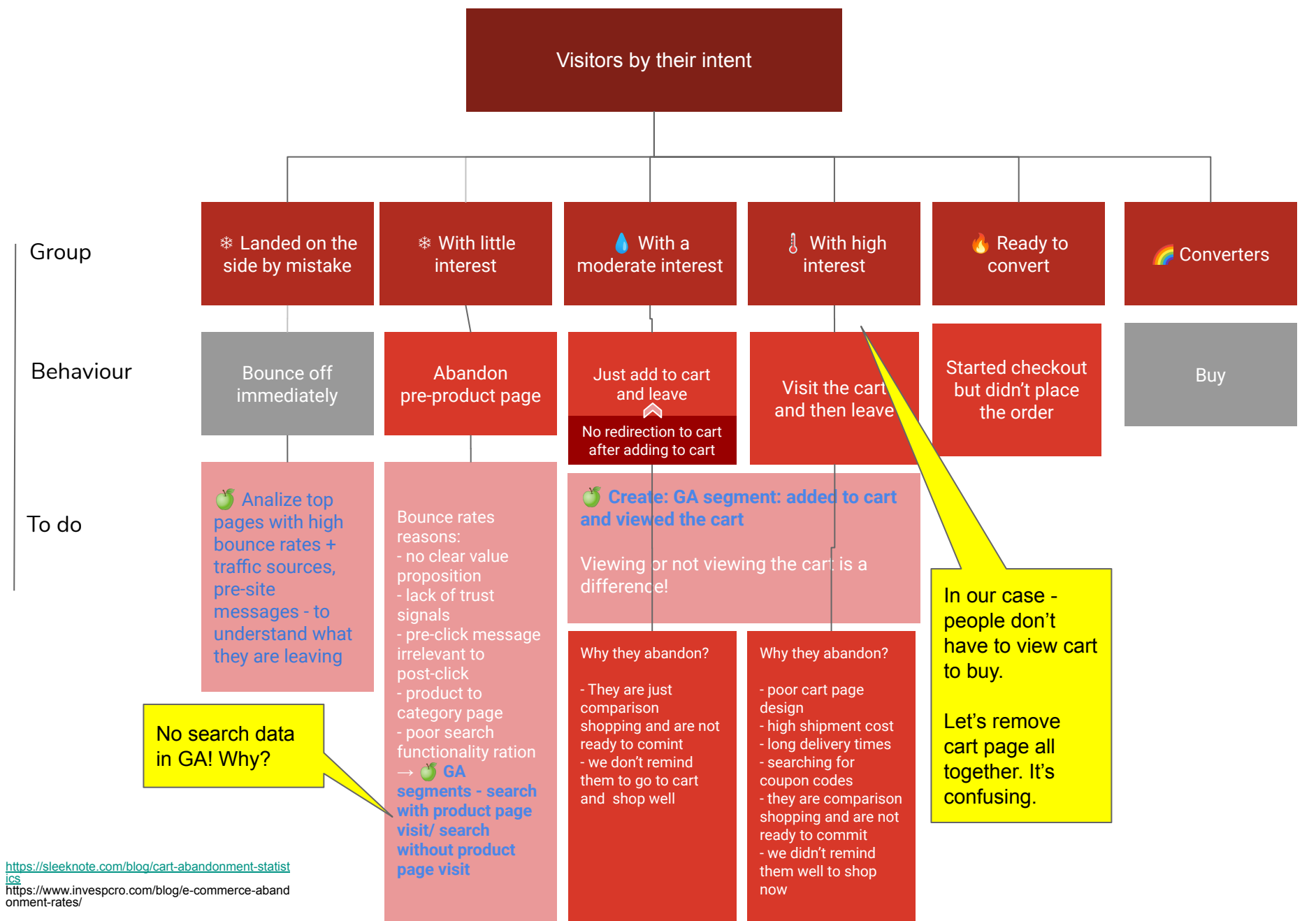
Maybe later.  
Not sure if useful  
at this stage

Additional **checkout** abandonment -related metrics

Metric	My Raw Joy DE	My Raw Joy EN
1. Average abandoned order value		
2. Time to complete order		
3. Transaction path length		
4. Email capture rate		
5. Checkout platform load times		
6. Average checkout abandonment rate (over time)		
7. Checkout abandonment rate at specific point in time		
8. Segment by device type		
9. Identify traffic source		
0. Required form fields		

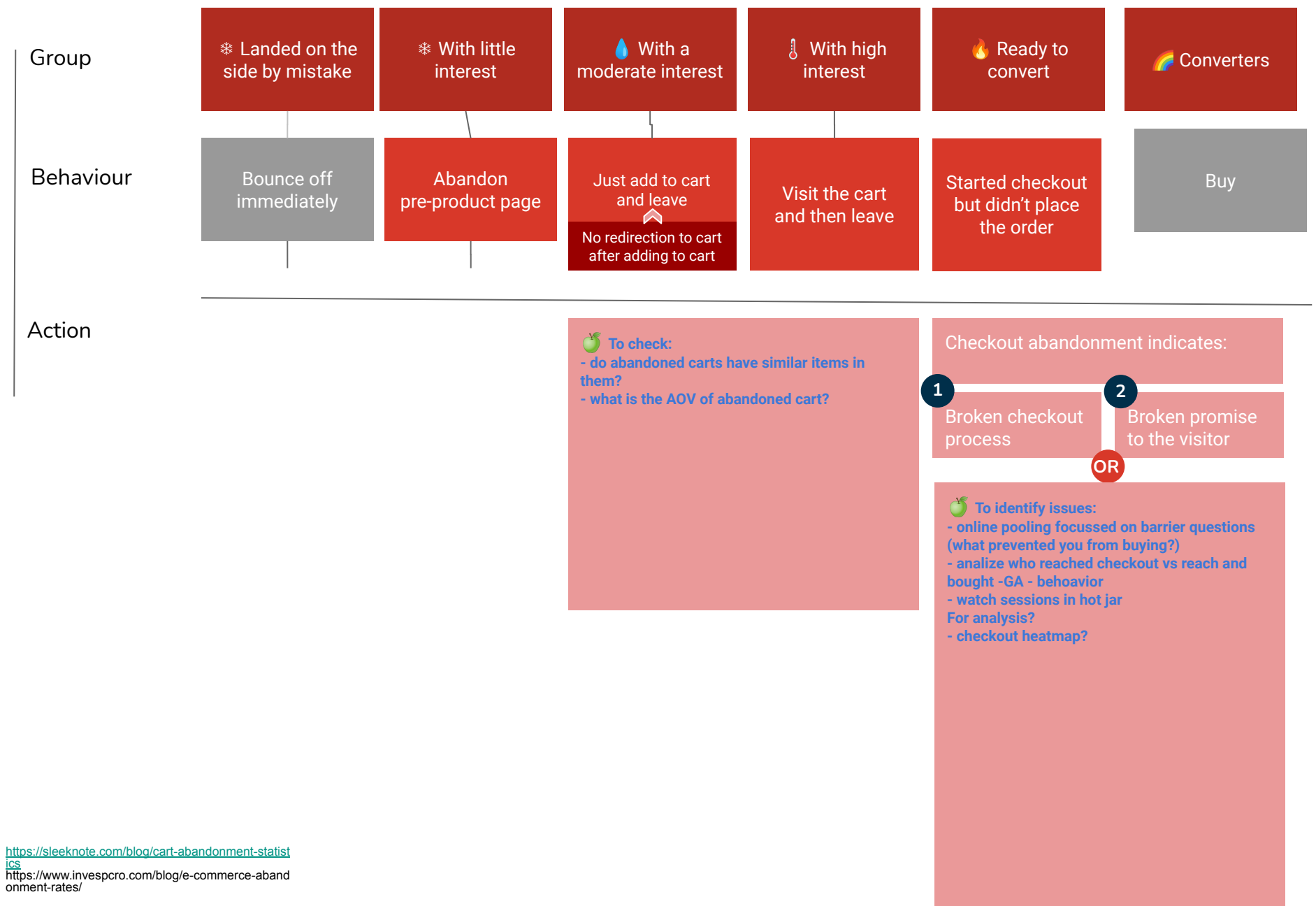
Based on: <https://www.bolt.com/resources/checkout-abandonment-rate/>

2. CHECKOUT ABANDONMENT



<https://sleeknote.com/blog/cart-abandonment-statistics>  
<https://www.invespcro.com/blog/e-commerce-abandonment-rates/>

# 2. CHECKOUT ABANDONMENT





2. CHECKOUT ABANDONMENT

Visitors by their intent

EN Shop Jan-August 2021

\* Landed on the side by mistake

Bounce off immediately

🍏 Analyze top pages with high bounce rates + traffic sources, pre-site messages - to understand what they are leaving

		Acquisition			Behaviour			Conversions		
Landing Page		Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		110,838 % of Total: 100.00% (110,838)	76.56% Avg for View: 76.50% (0.08%)	84,860 % of Total: 100.08% (84,793)	52.90% Avg for View: 52.90% (0.00%)	2.89 Avg for View: 2.89 (0.00%)	00:01:51 Avg for View: 00:01:51 (0.00%)	1,335 % of Total: 100.00% (1,335)	€92,860.13 % of Total: 100.00% (€92,860.13)	1.20% Avg for View: 1.20% (0.00%)
<input type="checkbox"/>	1. /	17,966 (16.21%)	72.23%	12,976 (15.29%)	29.80%	4.32	00:03:11	444 (33.26%)	€32,052.92 (34.52%)	2.47%
<input type="checkbox"/>	2. /?lang=de	3,548 (3.20%)	84.24%	2,989 (3.52%)	17.33%	5.32	00:03:53	117 (8.76%)	€7,816.17 (8.42%)	3.30%
<input type="checkbox"/>	3. /collections/raw-spreads-nutbutters/products/raw-cinnamon-apple-spread?variant=28640052019277	1,805 (1.63%)	88.09%	1,590 (1.87%)	69.70%	2.00	00:00:57	10 (0.75%)	€571.57 (0.62%)	0.55%
<input type="checkbox"/>	4. /collections/all	1,444 (1.30%)	47.92%	692 (0.82%)	51.39%	3.95	00:03:21	59 (4.42%)	€4,130.06 (4.45%)	4.09%
<input type="checkbox"/>	5. /collections/raw-spreads-nutbutters	1,127 (1.02%)	36.38%	410 (0.48%)	58.56%	2.90	00:02:56	19 (1.42%)	€1,503.61 (1.62%)	1.69%
<input type="checkbox"/>	6. /collections/cream-bars	905 (0.82%)	48.18%	436 (0.51%)	61.55%	2.73	00:02:35	14 (1.05%)	€889.98 (0.96%)	1.55%
<input type="checkbox"/>	7. /collections/cream-bars/products/raw-choco-bar-rawffee?variant=28484647616589	763 (0.69%)	85.98%	656 (0.77%)	66.97%	2.21	00:01:18	7 (0.52%)	€410.89 (0.44%)	0.92%
<input type="checkbox"/>	8. /?utm=	618 (0.56%)	82.52%	510 (0.60%)	35.28%	3.46	00:01:45	1 (0.07%)	€61.96 (0.07%)	0.16%
<input type="checkbox"/>	9. /?lang=cs	612 (0.55%)	74.02%	453 (0.53%)	18.46%	5.72	00:05:24	27 (2.02%)	€1,541.54 (1.66%)	4.41%
<input type="checkbox"/>	10. /collections/cookies-and-chips	533 (0.48%)	43.71%	233 (0.27%)	58.16%	3.16	00:02:44	10 (0.75%)	€679.81 (0.73%)	1.88%

2. CHECKOUT ABANDONMENT

Visitors by their intent

EN Shop August 2021

❄ Landed on the side by mistake

Bounce off immediately

🍏 Analyze top pages with high bounce rates + traffic sources, pre-site messages - to understand what they are leaving

		Acquisition						Conversions		
Landing Page		Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		4,399 % of Total: 100.00% (4,399)	74.52% Avg for View: 74.43% (0.12%)	3,278 % of Total: 100.12% (3,274)	52.28% Avg for View: 52.28% (0.00%)	3.04 Avg for View: 3.04 (0.00%)	00:02:05 Avg for View: 00:02:05 (0.00%)	48 % of Total: 100.00% (48)	€3,552.01 % of Total: 100.00% (€3,552.01)	1.09% Avg for View: 1.09% (0.00%)
<input type="checkbox"/>	1. /	1,784 (40.55%)	76.91%	1,372 (41.85%)	43.50%	3.55	00:02:32	20 (41.67%)	€1,388.98 (39.10%)	1.12%
<input type="checkbox"/>	2. /?lang=de	166 (3.77%)	81.33%	135 (4.12%)	68.67%	2.36	00:01:01	1 (2.08%)	€136.30 (3.84%)	0.60%
<input type="checkbox"/>	3. /collections/raw-chocolates	57 (1.30%)	56.14%	32 (0.98%)	54.39%	2.65	00:02:49	0 (0.00%)	€0.00 (0.00%)	0.00%
<input type="checkbox"/>	4. /collections/cream-bars	47 (1.07%)	36.17%	17 (0.52%)	70.21%	2.55	00:03:22	0 (0.00%)	€0.00 (0.00%)	0.00%
<input type="checkbox"/>	5. /collections/raw-spreads-nutbutters	47 (1.07%)	38.30%	18 (0.55%)	44.68%	4.51	00:03:54	1 (2.08%)	€42.48 (1.20%)	2.13%
<input type="checkbox"/>	6. /collections/all	45 (1.02%)	64.44%	29 (0.88%)	64.44%	3.16	00:01:49	2 (4.17%)	€178.19 (5.02%)	4.44%
<input type="checkbox"/>	7. /pages/shipping-policy	42 (0.95%)	21.43%	9 (0.27%)	73.81%	1.69	00:01:29	0 (0.00%)	€0.00 (0.00%)	0.00%
<input type="checkbox"/>	8. /blogs/inspiration/6-side-effects-of-the-vegan-lifestyle?lang=de	33 (0.75%)	100.00%	33 (1.01%)	93.94%	1.09	00:00:02	0 (0.00%)	€0.00 (0.00%)	0.00%
<input type="checkbox"/>	9. /?lang=cs	31 (0.70%)	61.29%	19 (0.58%)	25.81%	5.97	00:06:09	2 (4.17%)	€138.36 (3.90%)	6.45%
<input type="checkbox"/>	10. /products/rawnella?variant=28640645644365	30 (0.68%)	93.33%	28 (0.85%)	73.33%	3.13	00:03:06	1 (2.08%)	€68.06 (1.92%)	3.33%

2. CHECKOUT ABANDONMENT

Visitors by their intent

Analyze the high bounce rate pages + ad/source message

\* Landed on the side by mistake

Bounce off immediately

🍏 Analyze top pages with high bounce rates + traffic sources, pre-site messages - to understand what they are leaving

Landing Page	Acquisition			Behaviour		Conversions		E-commerce	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	2,748 % of Total: 100.00% (2,748)	75.22% Avg for View: 75.22% (0.00%)	2,067 % of Total: 100.00% (2,067)	36.64% Avg for View: 36.64% (0.00%)	4.22 Avg for View: 4.22 (0.00%)	00:02:33 Avg for View: 00:02:33 (0.00%)	62 % of Total: 100.00% (62)	€4,590.38 % of Total: 100.00% (€4,590.38)	2.26% Avg for View: 2.26% (0.00%)
1. /	803 (29.22%)	76.59%	615 (29.75%)	24.28%	5.83	00:04:05	30 (48.39%)	€2,284.43 (49.77%)	3.74%
2. /collections/creme-schokoriegel	53 (1.93%)	30.19%	16 (0.77%)	69.81%	1.94	00:03:06	0 (0.00%)	€0.00 (0.00%)	0.00%
3. /collections/sets-geschenkverpackungen	41 (1.49%)	7.32%	3 (0.15%)	87.80%	1.44	00:00:43	1 (1.61%)	€76.89 (1.68%)	2.44%
4. /collections/nahrhafte-raw-cookies-und-chips	26 (0.95%)	34.62%	9 (0.44%)	53.85%	3.19	00:03:48	0 (0.00%)	€0.00 (0.00%)	0.00%
5. /?_kx=	24 (0.87%)	0.00%	0 (0.00%)	20.83%	6.71	00:05:13	0 (0.00%)	€0.00 (0.00%)	0.00%
6. /collections/rohe-brottaufstriche-nussbutter	24 (0.87%)	37.50%	9 (0.44%)	50.00%	3.00	00:01:13	0 (0.00%)	€0.00 (0.00%)	0.00%
7. /collections/gourmet-schokotruffel-schokokugeln	21 (0.76%)	4.76%	1 (0.05%)	76.19%	2.48	00:02:43	0 (0.00%)	€0.00 (0.00%)	0.00%
8. /products/true-blue-joy-smoothie-bowl-porridge-topping?variant=32446225121478	21 (0.76%)	100.00%	21 (1.02%)	71.43%	2.00	00:00:44	0 (0.00%)	€0.00 (0.00%)	0.00%
9. /collections/smoothie-bowls-mix-porridge-top-pings	17 (0.62%)	17.65%	3 (0.15%)	64.71%	2.71	00:00:52	0 (0.00%)	€0.00 (0.00%)	0.00%
10. /collections/rohe-brottaufstriche-nussbutter/products/rawnella-aufstrich?variant=32446224728262	15 (0.55%)	53.33%	8 (0.39%)	93.33%	1.07	00:00:01	0 (0.00%)	€0.00 (0.00%)	0.00%

- High bounce rate pages:
- gift boxes: <https://de.myrawjoy.com/collections/sets-geschenkverpackungen>
  - Rawnella Aufstrich: <https://de.myrawjoy.com/collections/rohe-brottaufstriche-nussbutter/products/rawnella-aufstrich?variant=32446224728262>
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## 2. CHECKOUT ABANDONMENT

### Action steps

#### My Raw Joy - Abandonment-related tasks:

##### EN shop:

- Basket abandonment- too high
  - Popups? Emails? (reminders about the basket)
  - Segmentation: Window shoppers - top of the funnel content?
    - Viewed the basket, didn't view it
- Checkout abandonment - no data. Fix (Taras?)
  - Change shipping methods names
  - Communicate shipping cost (how much is missing to get free shipping) more visibly on the checkout popup/ basket/product page popup?
  - Update shipping page + info about the timing, make it more colourful/clear?
  - Add additional instruction that they need email address before adding a discount code - Desktop and mobile
  - Add credit card images to the checkout?
  - No search data in GA! Why?
  - New exit intent popup idea? Eg. Save cart?
  - Different retargeting ads?
  - Hotjar - watch sessions + heatmap

##### DE shop:

- Basket abandonment - good - no tasks.
- Checkout abandonment - too high on desktop (mobile, average)
  - Change shipping methods names
  - Change translation on checkout to say that free shipping is available from X?
  - Communicate shipping cost (how much is missing to get free shipping) more visibly on the checkout popup/ basket/[product page popup?
  - Update shipping page + info about the timing, make it more colourful/clear?
  - Klarna financing - in progress
  - Add Tidio chat to the DE shop
  - Exit intent popup on cart (+ checkout (for now isn't working on the checkout)
  - DE Upsell/ cross sell
  - Add credit cards image to footer (Taras)?
  - Edit cart popup (Taras?)
  - No search data in GA! Why?
  - On the cart cart popup (+ remove cart button
  - Product page - based on cart value - details cart page