

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% ↑↑

EN My Raw Joy August 2021:
6.52% 😞

DE My Raw Joy August 2021:
55.34% 😞

Not possible. Wrong measurement. Taras to help?

Details on the next slide

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/>

Good on DE

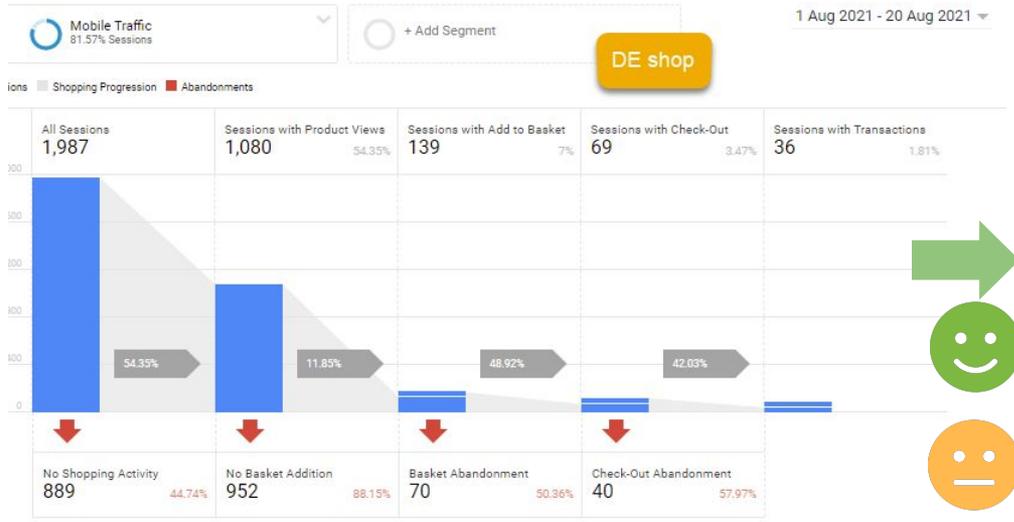
Higher on EN

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

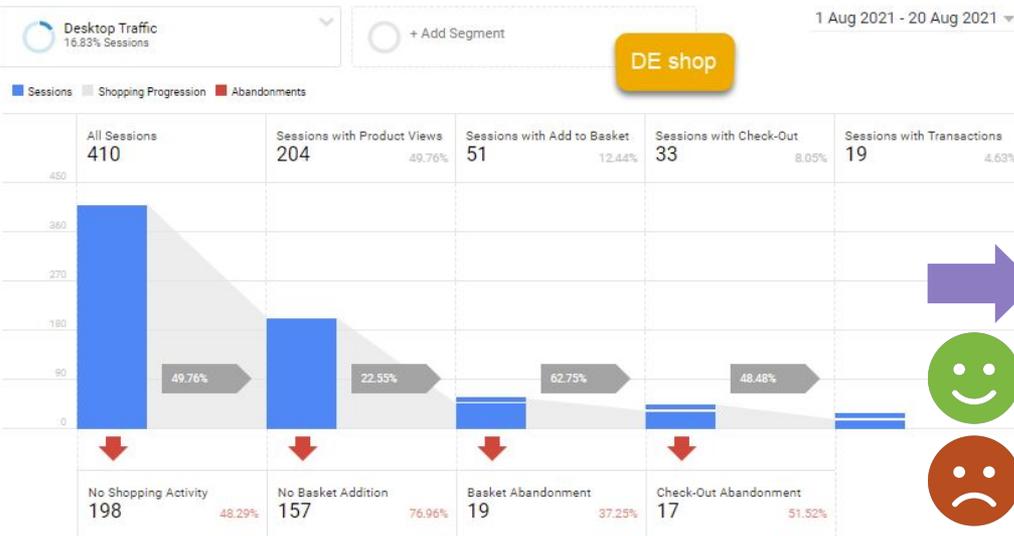
82% of all our sessions
CR: 1.81%

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

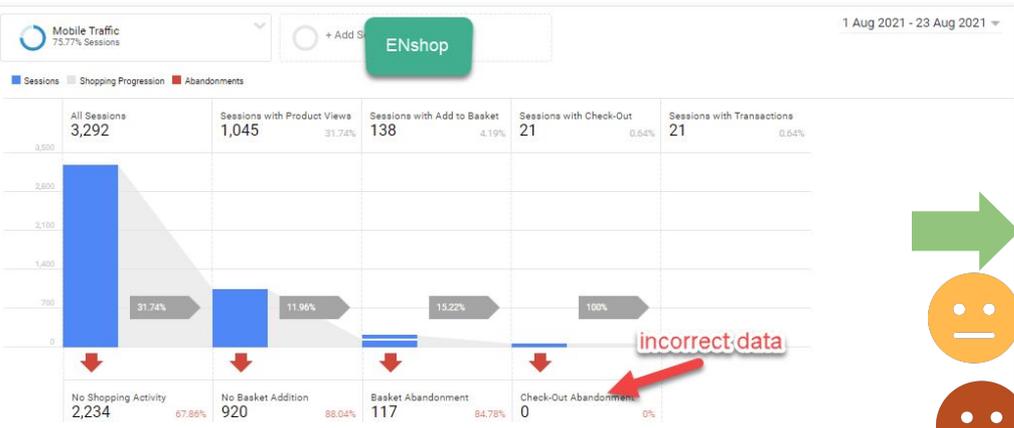
Checkout abandonment: 51.52% VS 30% average

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

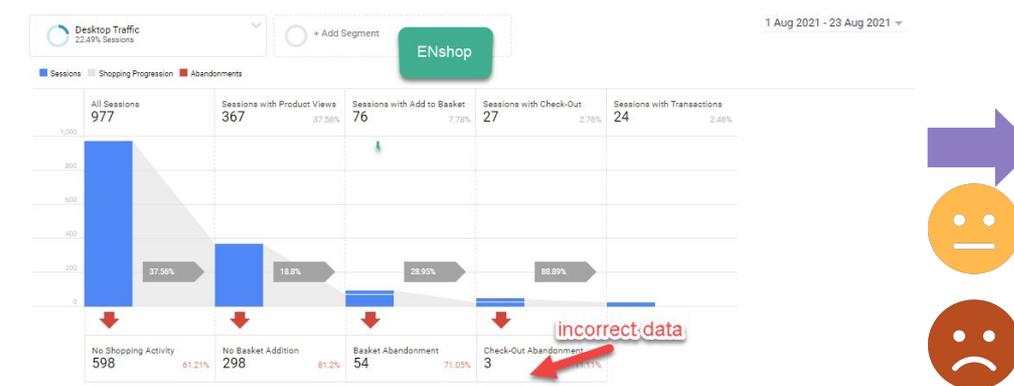
76% of all our sessions
CR: 0.64%

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

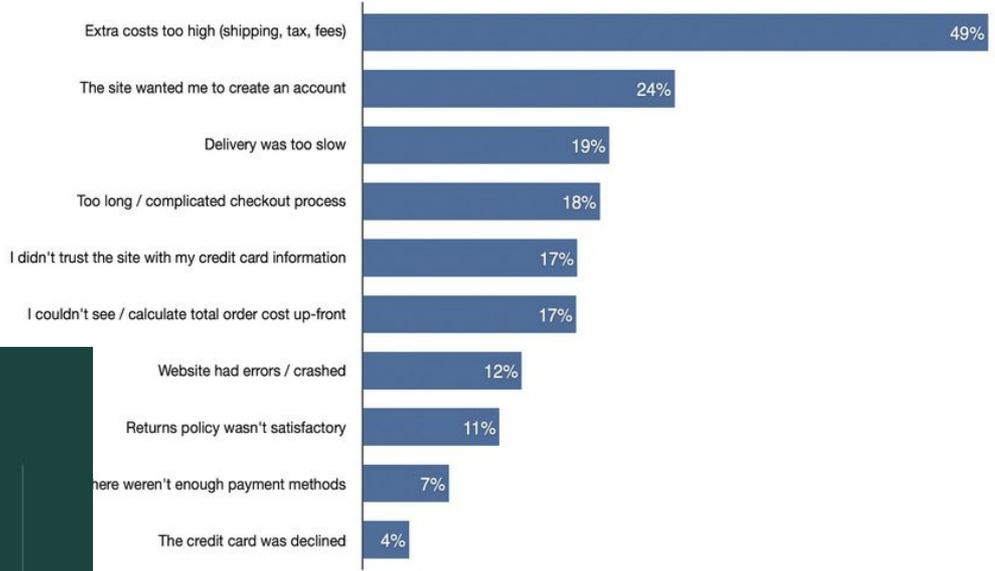
Analyzing popular abandonment reasons



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	<p>Maybe we can communicate it better before checkout:</p> <ul style="list-style-type: none"> On the cart popup (+ remove the cart page) - details on the next page + other changes on the cart page Product page - after adding to cart for above €50 (popup based on cart value) - details next page we can also add info about free shipping threshold on checkout - next page (not necessary if we edit cart page) 	The same as DE	The same as desktop
2.. Unclear payment methods	<p>Issue: No icons, PayPal payment might look like the only payment option</p> <p>Ideas:</p> <ul style="list-style-type: none"> - edit cart popup - add payment methods image - remove basket page (& button?) and keep only the basket popup - to simplify the path to checkout (only 4/5% of people visit cart page) 		
3. Discount code doesn't work	No. all good	<p>Yes, an issue.</p> <p>Maybe we can add additional instruction below discount code field? OR inside enough?</p>	
4. Shipping too long	<p>No, it's fast.</p> <p>Maybe we should communicate it clearer.</p> <ul style="list-style-type: none"> Change the shipping methods names - details on the next slides 	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	<p>Probably not.</p> <p>We added info about credit cards by editing translation. But we can't add anything else.</p> <p>We can't modify checkout, unless we are shopify plus</p>	<p>Maybe, due to errors that sometime occur + manual language change requirement. Can we do anything more? Maybe add card images? Bold support</p>	

Analyzing popular abandonment reasons

1.* **Shipping cost/ unexpected extra cost** - Product page - after adding to cart for above €50 (popup based on cart value)

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



True Blue Joy Smoothie Bowl + Porridge Topping

★★★★★ (2)
9 Sold in the last 24 hours

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 + 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

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.

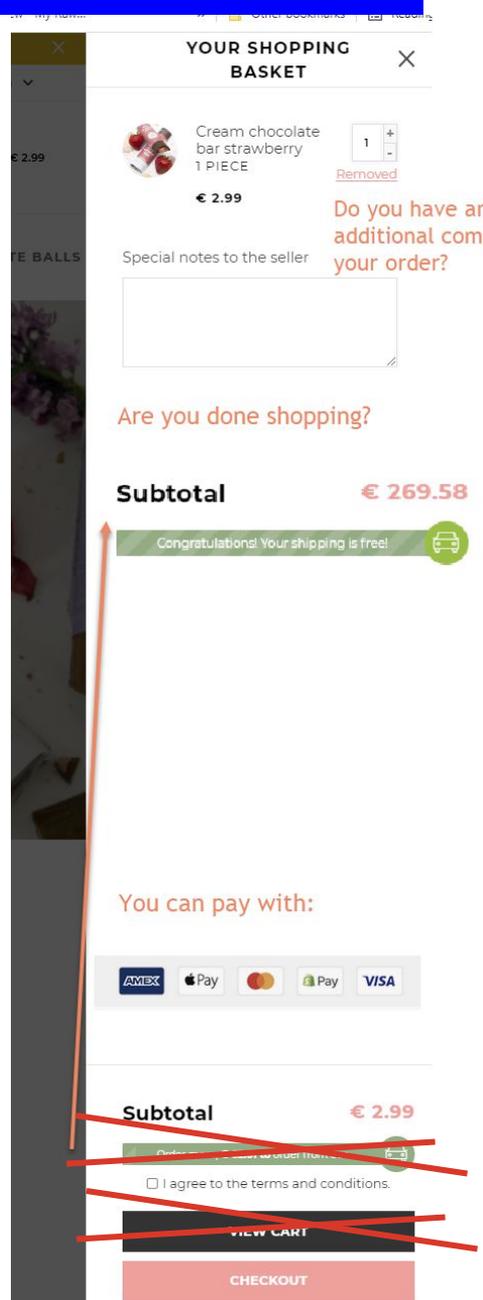
OR
Add 3 out of these products to get it:



DESCRIPTION
PRODUCT DETAILS
SHIPPING

Analyzing popular abandonment reasons

1. 1. Unclear payment methods



Do you have any additional comments to your order?

Are you done shopping?

Subtotal € 269.58

Congratulations! Your shipping is free!

You can pay with:



Subtotal € 2.99

I agree to the terms and conditions.

CHECKOUT

Your order value: €25.84 EUR

Spend €39.16 EUR more to reach FREE SHIPPING!

Continue shopping to get free shipping

- Add "Are you done shopping"
- Add

- Subtotal to be moved to the part above
- "View cart" button to be removed (and the cart page)
- Change "Checkout" to "Go to checkout"

- Check/edit DE translation (not subtotal, wring translation?)
- bigger font
- colour: stronger green
- add button to continue shopping (close cart popup)

Button only visible if free shipping isn't reached.

Start with DE and than copy also to EN shop

Analyzing popular abandonment reasons

1.* Shipping cost/ unexpected extra cost

The screenshot shows the checkout process for 'MY RAW Joy' in Germany. The breadcrumb trail is: shopping cart > information > shipping > payment > Verification. The contact information is marta.krawczyk87@gmail.com and the delivery address is portugal 12, 4b, 35010 Berlin, Germany. A shipping selection dropdown shows 'default' selected for € 5.95. A green 'Proceed to payment' button and a red 'Back to the information' link are visible.

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](#)

Maybe?
Not necessary if we edit
cart popup

The screenshot shows the cart summary for 'Cream chocolate bar strawberry'. It includes a discount code 'HI10' and a subtotal of € 2.99. The discount is -€ 0.29, and shipping is € 5.95, resulting in a total of € 8.65.

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

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

Current shipping name

New shipping name proposition

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

Shipping address

First name: marta, Last name: krawczyk

Address: rrr, Apt, suite, etc.: rrr

City: rrr

Country: Reunion, Postal code: 99999

Phone: 666666666

Billing address

Same as shipping address

Use a different billing address

Shipping method

Standard Rate in Europe

Payment method

Gift card

Credit card

Use a new card

Card number: [input], MM / YYYY: [input], CVV: [input]

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 [Ändern](#)

Lieferrn an [Ändern](#)

Art

Zahlung

Alle Transaktionen sind sicher und verschlüsselt.

Kreditkarte VISA

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
1. Follow up with abandoned checkout email	<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>
Offer a discount on abandoned checkouts	<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>
Prompt to remain in purchase funnel	<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>
Customer support chat	<p>No, add tidio</p>	<p>Yes, but on the page, not checkout</p>
Return customer to point of sale	<p>Yes, with the email</p>	<p>Yes, with the email</p>
Let customers save their carts & checkout stage	<p>Yes</p>	<p>Yes</p>
Reserve abandoned items for customer	<p>Yes</p>	<p>Yes</p>
Targeted remarketing	<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>
* Group visitors by their intent and analyze their behaviour then	<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)

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)

The screenshot shows a checkout page for 'MY RAW Joy' with a total of €118,55. A popup titled 'SAVE BASKET TO EMAIL?' is displayed, asking the user to save cart items to their email and continue shopping later. The popup includes a text input field for the email and a red 'SAVE' button. Below the input field, there are images of various products from the cart. The background shows the checkout process with a warning message about abandoned orders and a summary of the cart items.

**Add to EN in basket
+ DE basket in
checkout - but in DE**

SAVE BASKET TO EMAIL?
Save cart items to your email
and continue shopping later

Your email **SAVE**

BESONDERE HINWEISE AN DEN VERKÄUFER

WARENKORB INSGESAMT

Zwischensumme	€118,55
Versand	Rabattcodes, Versandkosten und Steuern werden bei der Bezahlung berechnet.
TOTAL	€118,55

HERZLICHEN GLÜCKWUNSCH! DEIN VERSAND IST KOSTENLOS!

2. CHECKOUT ABANDONMENT

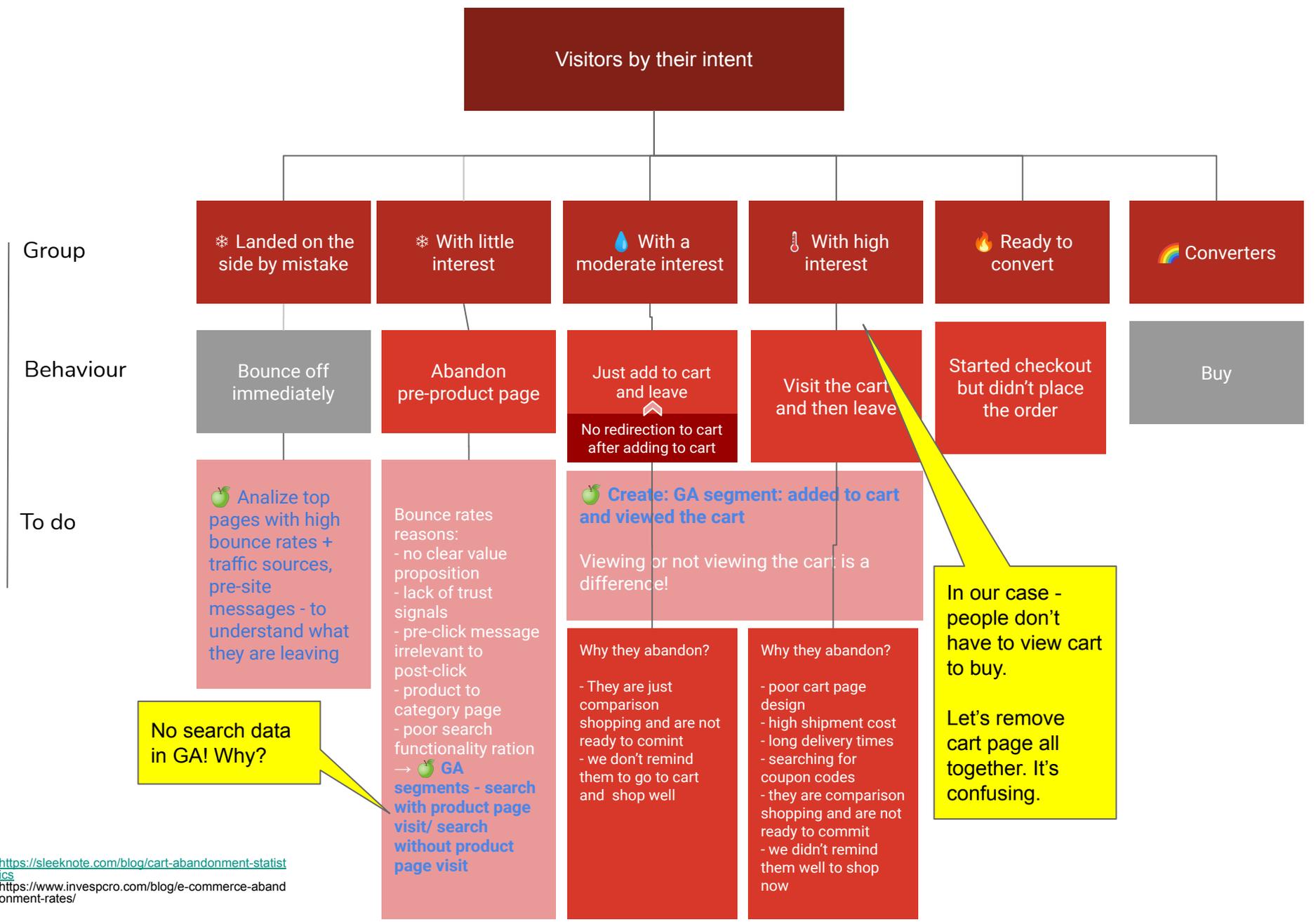
Maybe later.
Not sure if useful
at this stage

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/>

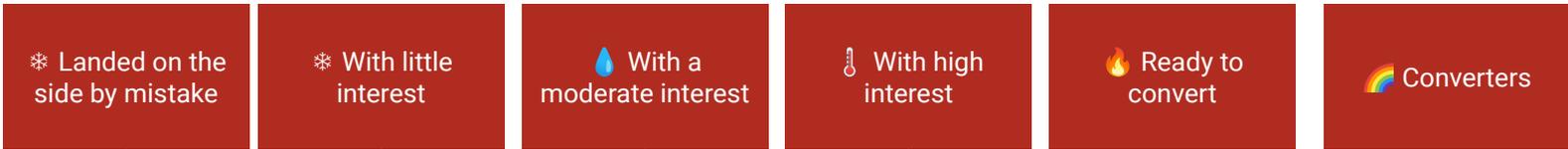
2. CHECKOUT ABANDONMENT



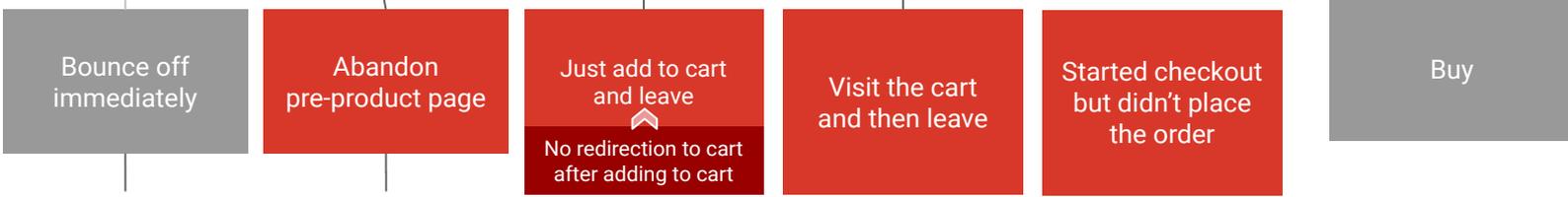
<https://sleeknote.com/blog/cart-abandonment-statistics>
<https://www.invespro.com/blog/e-commerce-abandonment-rates/>

2. CHECKOUT ABANDONMENT

Group



Behaviour



Action

To check:

- do abandoned carts have similar items in them?
- what is the AOV of abandoned cart?

Checkout abandonment indicates:

1
 Broken checkout process

OR

2
 Broken promise to the visitor

To identify issues:

- online pooling focussed on barrier questions (what prevented you from buying?)
- analyze who reached checkout vs reach and bought -GA - behavior
- watch sessions in hot jar

For analysis?

- checkout heatmap?

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

Landing Page	Acquisition			Behaviour			Conversions		
	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%)
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%
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%
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%
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%
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%
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%
7. /collections/cream-bars/products/raw-chooco-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%
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%
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%
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

Landing Page	Acquisition						Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate	
	4,399 100.00% (4,399)	74.52% Avg for View: 74.43% (0.12%)	3,278 100.12% (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%)	48 100.00% (48)	€3,552.01 % of Total: 100.00% (€3,552.01)	1.09% Avg for View: 1.09% (0.00%)	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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			
	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-brotaufstriche-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-brotaufstriche-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-brotaufstriche-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 carts 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 next page