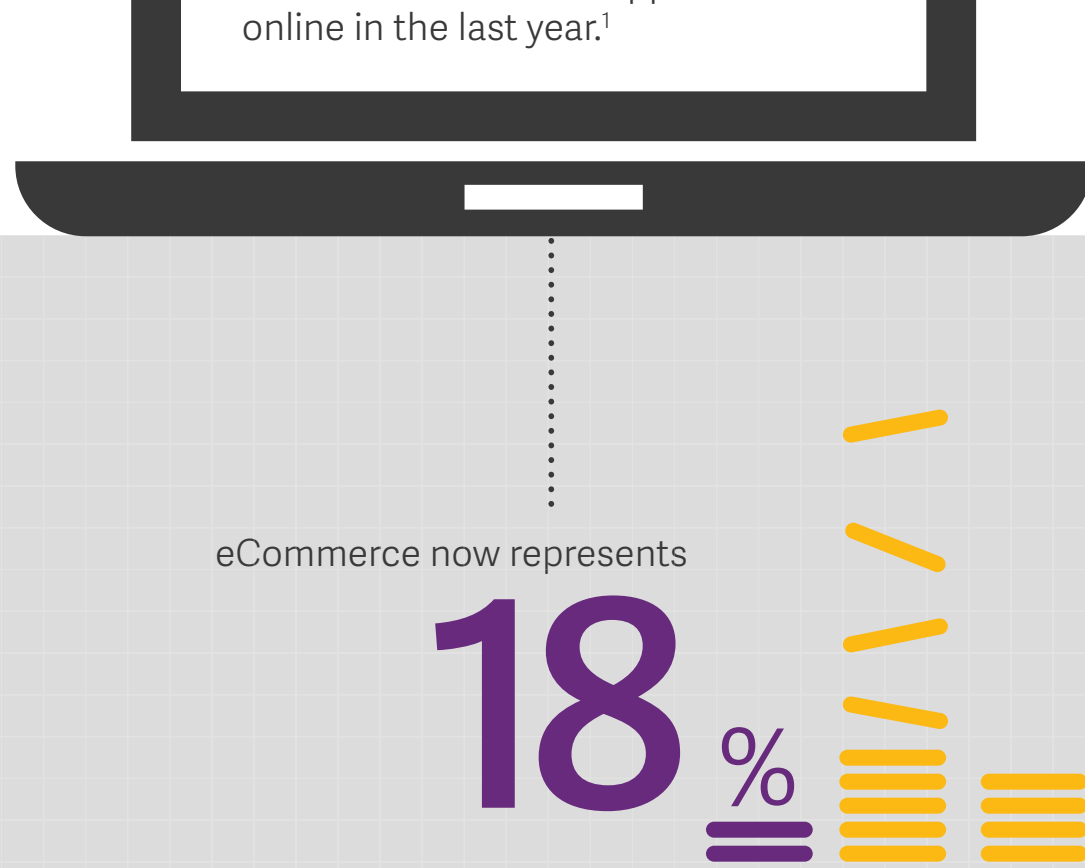
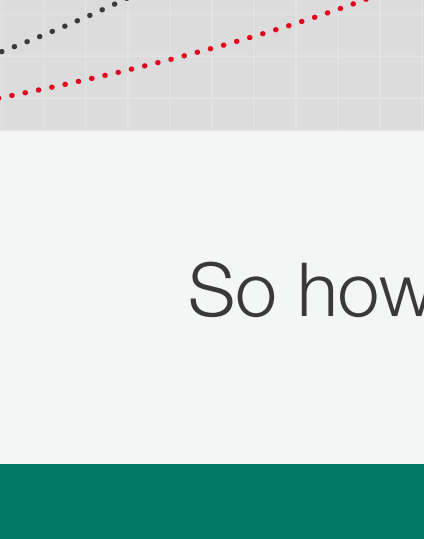
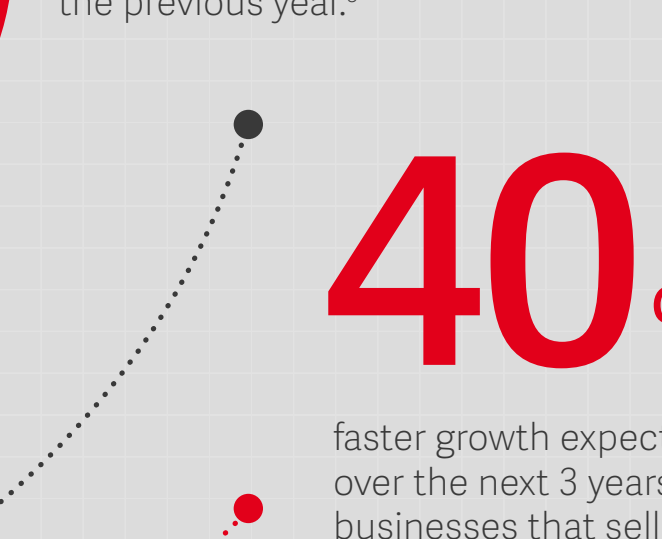


Should you be selling more online?

Online shopping offers huge opportunities for businesses



eCommerce now represents



of internet users look for local goods and services online. A 14% growth from the previous year.³

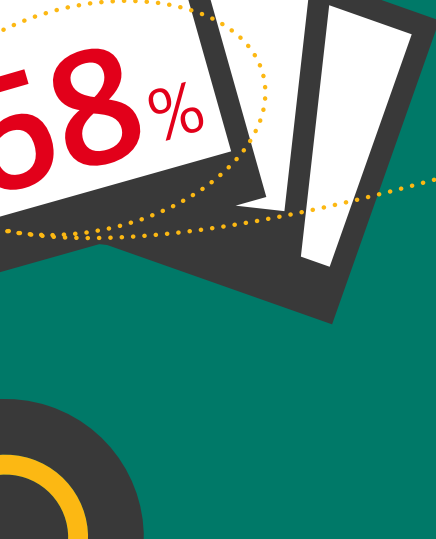


faster growth expected over the next 3 years for businesses that sell online.⁴

So how do I keep up?

1

Content is key to revenue



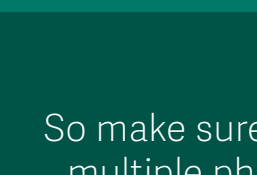
said visuals are the top influencing factor affecting a purchase decision.⁵



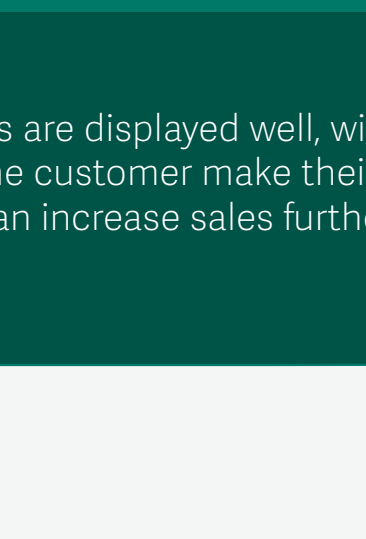
Displaying multiple product photos can lead to a 58% increase in sales.⁶



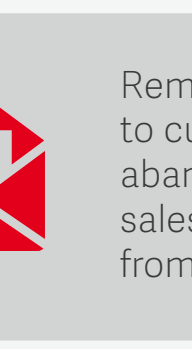
Remember a decision whether to buy a product happens within 90 seconds, so you need to grab their immediate attention.



talk to friends about videos after watching them on YouTube.⁸



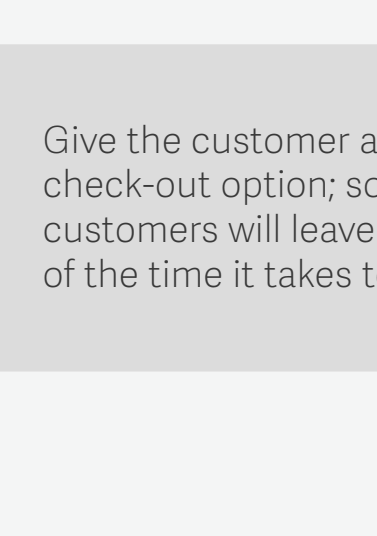
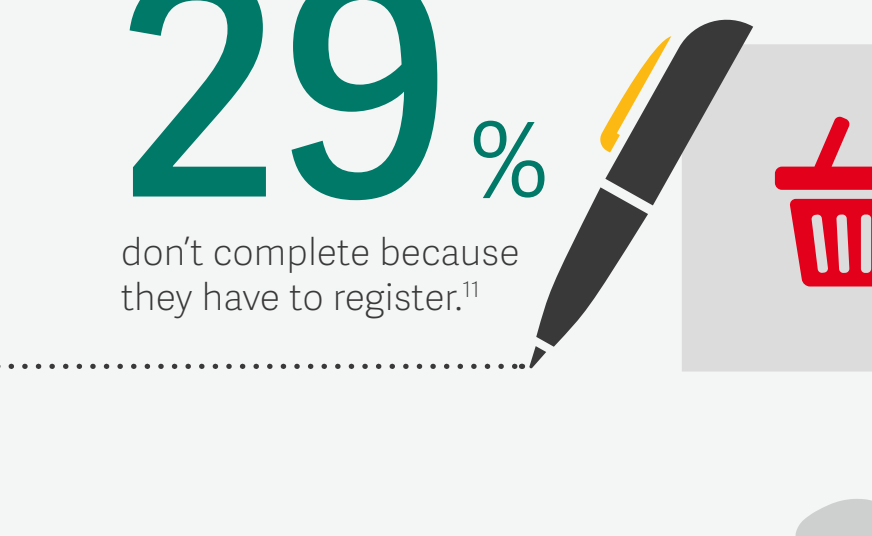
of visitors are more likely to buy after watching a video and 1 in 2 have more confidence after watching a product video.⁷



So make sure your products are displayed well, with multiple photos to help the customer make their decision. Adding a video can increase sales further.

2

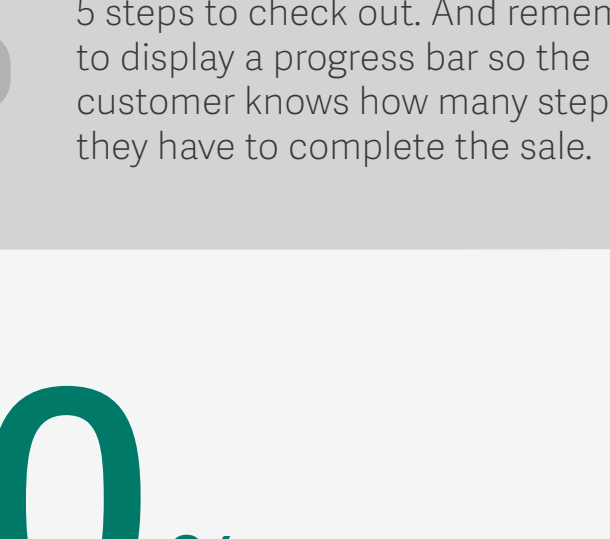
Don't lose them at the check-out



is the average abandon rate at check out.⁹



Remember to send an email to customers who have abandoned. 67% of online sales conversions come from email.



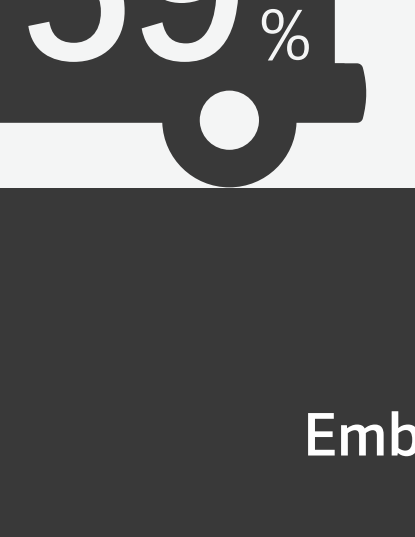
41% don't go on to buy because of hidden charges.¹⁰



don't complete because they have to register.¹¹



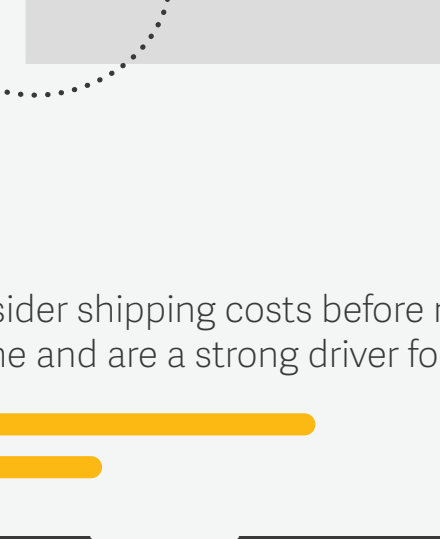
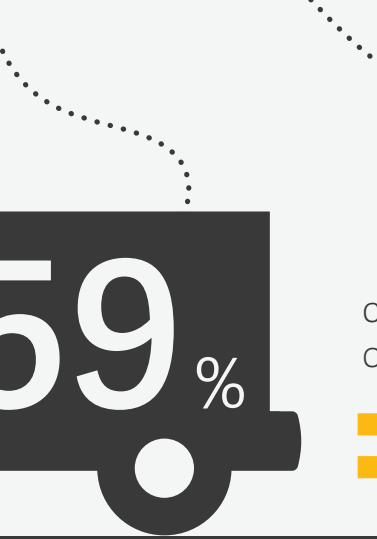
Give the customer a guest check-out option; some customers will leave because of the time it takes to register.



is the average number of purchase steps for top grossing eCommerce sites.¹²



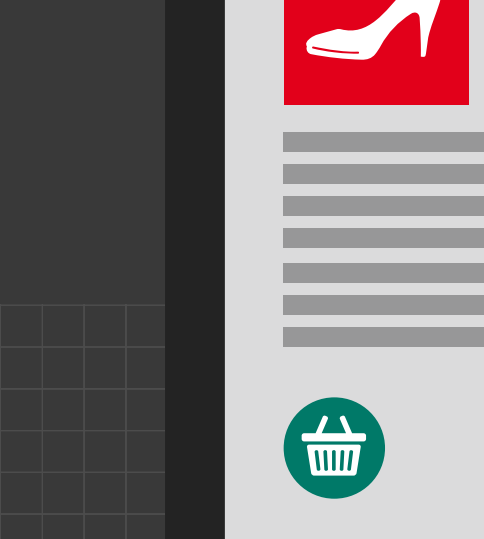
Make sure you have no more than 5 steps to check out. And remember to display a progress bar so the customer knows how many steps they have to complete the sale.



of eCommerce websites ask for the same information twice during check-out.¹³



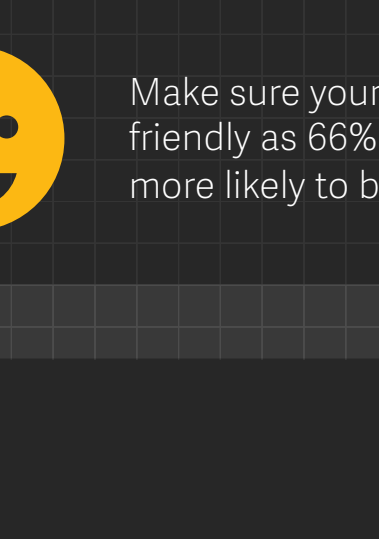
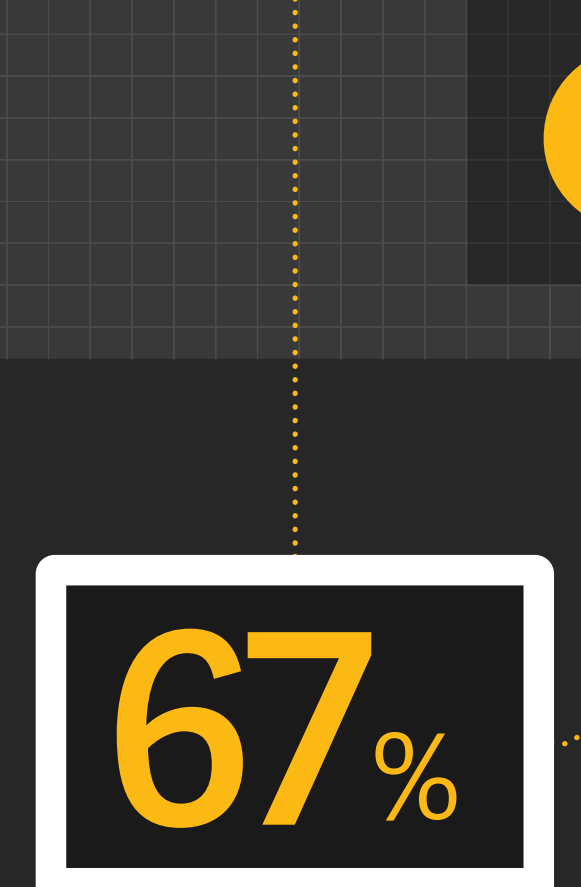
Only ask for the vital information and have clear call to action buttons so your customers can navigate your site easily.



consider shipping costs before making a purchase online and are a strong driver for abandonment.¹⁴

3

Embrace mobile or miss out



of sales happen through mobile devices. Expected to increase to 25% by 2017.¹⁵



Make sure your site is mobile friendly as 66% of people are more likely to buy if it is.¹⁶

2017



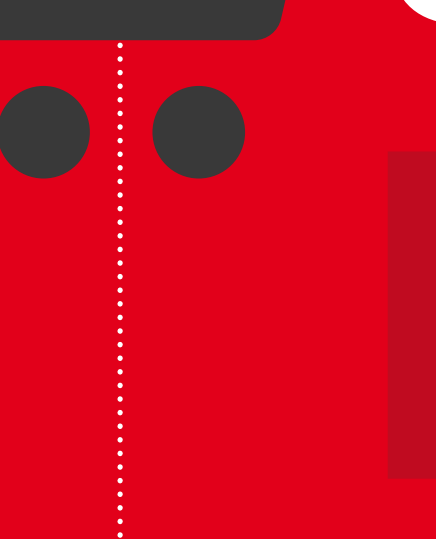
start shopping on one device...



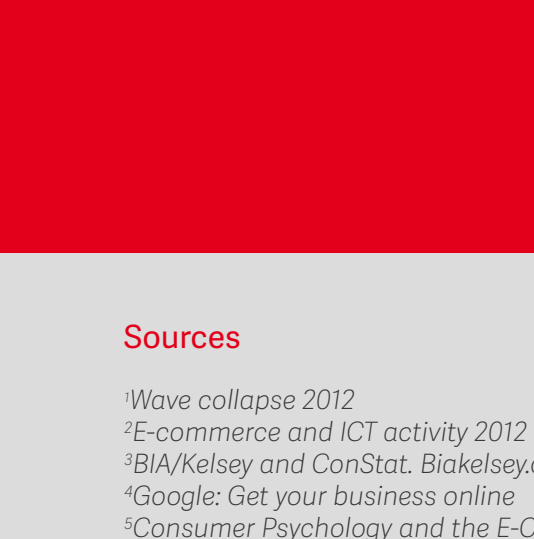
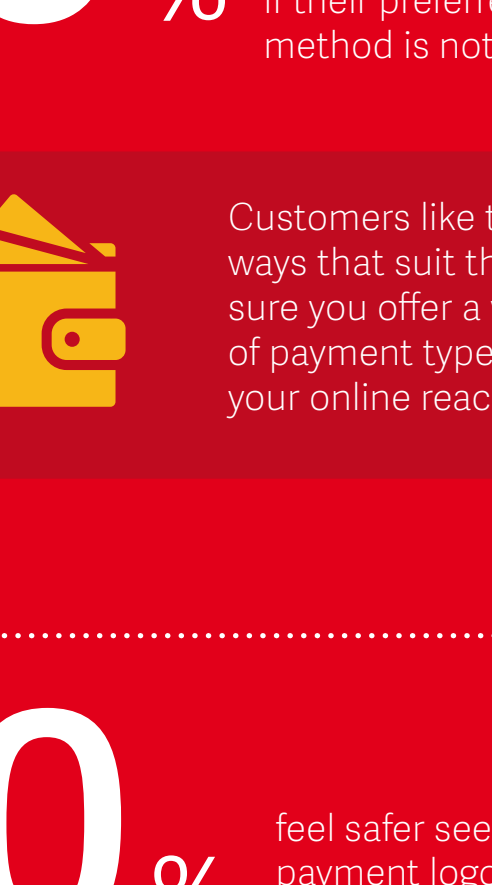
...and finish on another.¹⁷

4

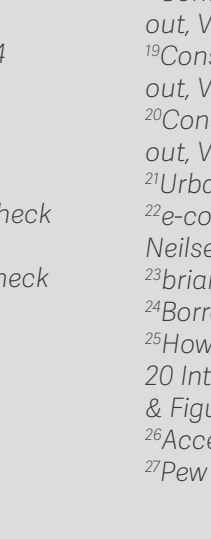
More ways to pay



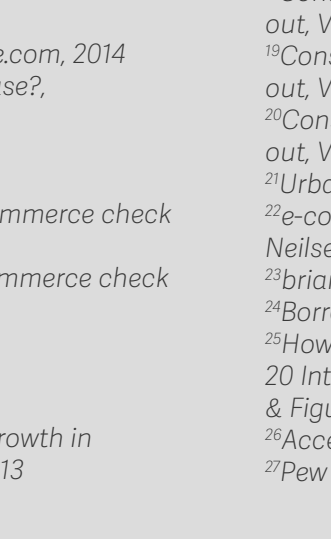
have more confidence in an onlineshop if it has more than one payment option.¹⁸



will abandon a transaction if their preferred payment method is not in place.¹⁹



Customers like to pay in ways that suit them. Make sure you offer a wide range of payment types to maximise your online reach.



feel safer seeing trustworthy payment logos - make sure you display them clearly.²⁰

Sources

- ¹Wave collapse 2012
- ²E-commerce and ICT activity 2012 ONS 2013
- ³BIA/Kelsey and ConStat. Biakelsey.com
- ⁴Google: Get your business online
- ⁵Consumer Psychology and the E-Commerce check out, Voucher Cloud, 2014
- ⁶Cart abandonment tips, meisshopsite.com, 2014
- ⁷The biggest barriers to online purchase?, smartinsights.com, 2014
- ⁸Youtube Insights July 2013
- ⁹baymard.com 2013
- ¹⁰Consumer Psychology and the E-Commerce check out, Voucher Cloud, 2014
- ¹¹Consumer Psychology and the E-Commerce check out, Voucher Cloud, 2014
- ¹²marketingmagazine.co.uk
- ¹³internetretailer.com
- ¹⁴internetretailer.com, 2013
- ¹⁵Smartphones, Tablets Drive Faster Growth in Ecommerce Sales, emarketer.com, 2013
- ¹⁶How to make your website work across multiple devices, Google 2013
- ¹⁷How to make your website work across multiple devices, Google 2013
- ¹⁸Consumer Psychology and the E-Commerce check out, Voucher Cloud, 2014
- ¹⁹Consumer Psychology and the E-Commerce check out, Voucher Cloud, 2014
- ²⁰Consumer Psychology and the E-Commerce check out, Voucher Cloud, 2014
- ²¹Urban Land Institute
- ²²e-commerce: it's an evolution, not a revolution via Nielsen
- ²³brianhonigman.com
- ²⁴Borrell Associates, HubSpot
- ²⁵How Millennials are Shopping; 20 Interesting Statistics & Figures via Medium PR and Marketing
- ²⁶Accenture
- ²⁷Pew 2011 via MediaPost