

# Shopping Cart Abandonment Rate

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Shopping Cart Abandonment Rate

Definition & Measurement Details



## What is Shopping Cart Abandonment Rate?

The number of visitors who add products to their shopping cart but do not complete the checkout process divided by the total number of visitors who begin the checkout process over the same period of time, as a percentage.

## Why should this KPI be measured?

Shopping Cart Abandonment Rate is an indicator of the effectiveness of the company's web design and e-commerce strategy as a whole. A low value for this KPI may suggest that the company has a poorly designed

## How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of visitors who add products to their shopping cart but do not complete the checkout process, and (2) the number of visitors who begin the checkout

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# Shopping Cart Abandonment Rate

Benchmarks & Characteristics of High Performers



## Shopping Cart Abandonment Rate

(Number of Visitors Who Add Item to Cart But Do Not Purchase / Total Number of Visitors Who Add Items to Cart) \* 100



### Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

**How to read this chart:** This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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