OpsDog KPI Reports

Shopping Cart Abandonment Rate

Benchmarks, Definition & Measurement Details





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Shopping Cart Abandonment Rate



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.

ABRIDGED CONTENTS OF THE CONTE

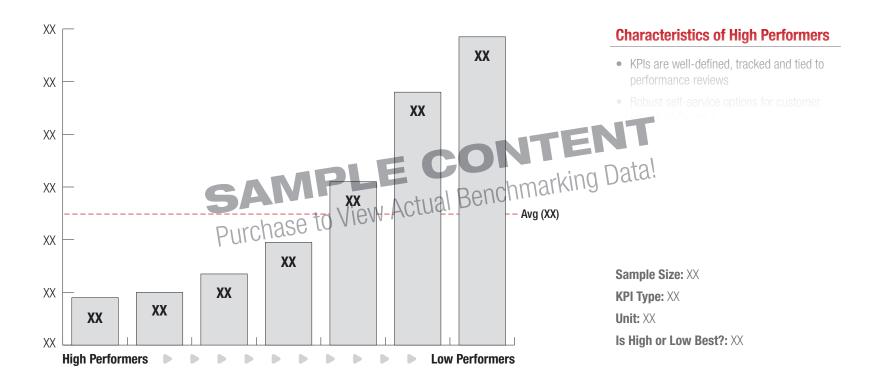
Shopping Cart Abandonment Rate

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



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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