

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 17 Transcript
Shopping Cart Abandonment

Shopping Cart Abandonment

Hey everyone and welcome.

In this video you are going to learn about shopping cart abandonment.

This is when a visitor add something to their basket on your website but does not checkout.

In conversion optimization you attempt to correct this by sending automated emails to the visitor based on their actions. This email asks them to return to the cart and complete the checkout process.

These are called transactional emails. We recommend to use [Getvero.com](https://getvero.com) for creating automated abandoned cart emails.

First let's learn some cart best practices you should be considering and testing in your website.