Bolt

The Classic

Torres Blue

| 8 | 8.5 | 9 | 9.5 |
| 10 | 10.5 | 11 | 11.5 |

Checkout

Powered By BIGCOMMERCE

10 Ways To Increase Ecommerce Revenue With Your BigCommerce Site

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Maximizing Your BigCommerce Site

Each sale on your website is a win. It means your marketing did its job of bringing people to your website, and the site did its job of convincing them to complete the purchase.

But you can't just focus on people who convert. There are even more people who almost purchased but didn't quite finish the process. These customers responded to the marketing; they may have even placed an item in their cart, but something stopped them from checking out.
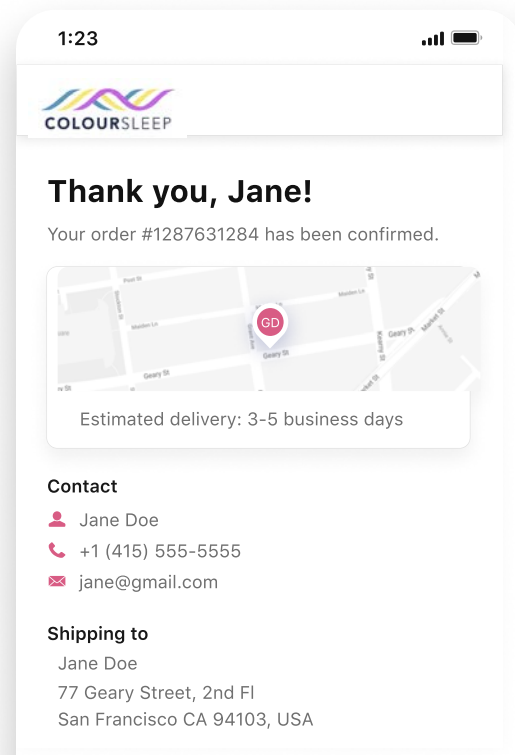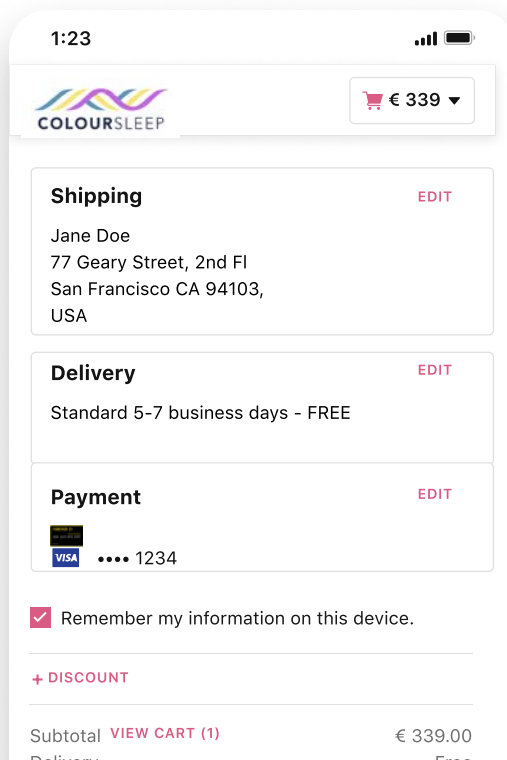
What stopped them? And is there anything you can do to win back these customers who abandoned their carts?

**CUSTOMERS THAT ALMOST MAKE A PURCHASE: INSIGHTS**

CUSTOMERS THAT MAKE A PURCHASE: WIN

1:23

🛒 € 339 ▾

COLOURSLEEP

Shipping   EDIT

Jane Doe
77 Geary Street, 2nd Fl
San Francisco CA 94103,
USA

Delivery   EDIT

Standard 5-7 business days - FREE

Payment   EDIT

VISA •••• 1234

☑ Remember my information on this device.

+ DISCOUNT

Subtotal VIEW CART (1)   € 339.00
Delivery   Free

1:23

COLOURSLEEP

Thank you, Jane!

Your order #1287631284 has been confirmed.

Estimated delivery: 3-5 business days

Contact
👤 Jane Doe
📞 +1 (415) 555-5555
✉ jane@gmail.com

Shipping to
Jane Doe
77 Geary Street, 2nd Fl
San Francisco CA 94103, USA

Conversion Challenges For ECommerce SMBs

For new ecommerce businesses, earning attention in a crowded marketplace is challenging. Of course, you want every visit to your website to count, but getting visitors to go from consideration to conversion can be an uphill battle.
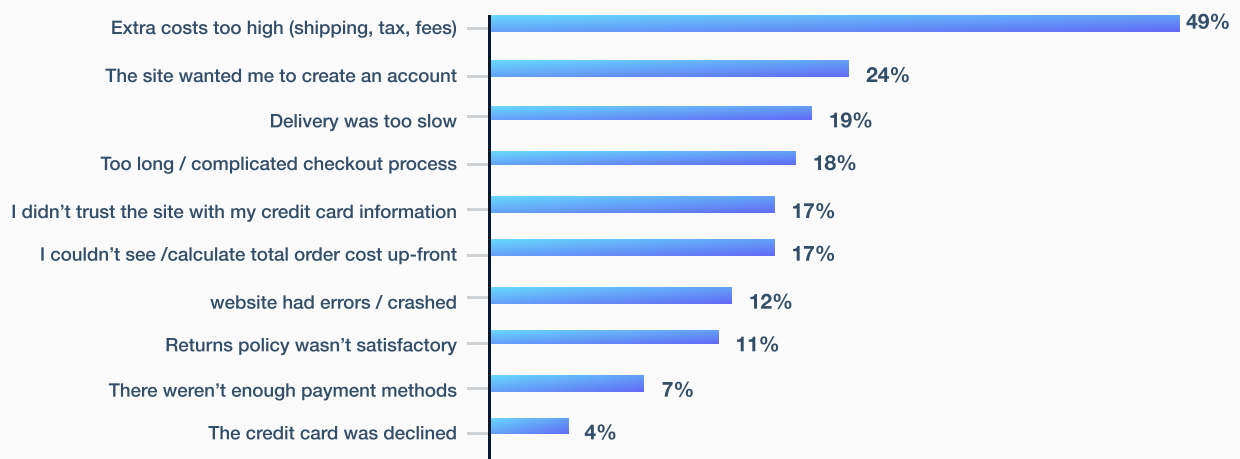
That's a lot of people spending time and effort thinking about making a purchase without actually making one. Research from Baymard Institute suggests that about 60% of those consumers are still in browsing mode and not seriously considering a purchase. But that still leaves about 40% that are on the cusp of buying—until something stops them.
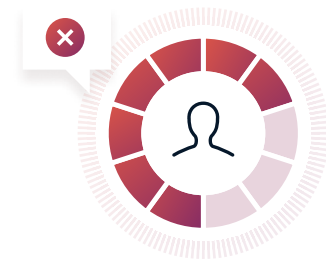
Seven out of ten consumers don't bother going through with the purchase, even after adding a product to their cart.

The reasons people stop mid-checkout vary. They could be reconsidering if they really need it or they could be hesitant to pay for that shipping. They could have just gotten distracted by a text message or their dog running into the room. But, for a lot of them, the issue is basic friction. Something made the checkout process too difficult. Even a small barrier to finishing a purchase is enough to make people abandon.

That's why **it's vital to make checkout an amazing experience**. Making it easy for your customers to complete their purchases will lead to more revenue for your site.

Reason	%
Extra costs too high (shipping, tax, fees)	49%
The site wanted me to create an account	24%
Delivery was too slow	19%
Too long / complicated checkout process	18%
I didn't trust the site with my credit card information	17%
I couldn't see /calculate total order cost up-front	17%
website had errors / crashed	12%
Returns policy wasn't satisfactory	11%
There weren't enough payment methods	7%
The credit card was declined	4%

Reasons for Abandonments During Checkout

1   Baymard Institute, 44 Cart Abandonment Rate Statistics, 2020

10 Ways To Optimize Checkout

But there's good news: the customers you lose because of friction in the checkout process are ones you can win back. You just need to optimize the checkout process on your BigCommerce site. Many of the best ways to do so aren't that difficult or expensive.

1. Offer Alternative Payment Methods (APMs).
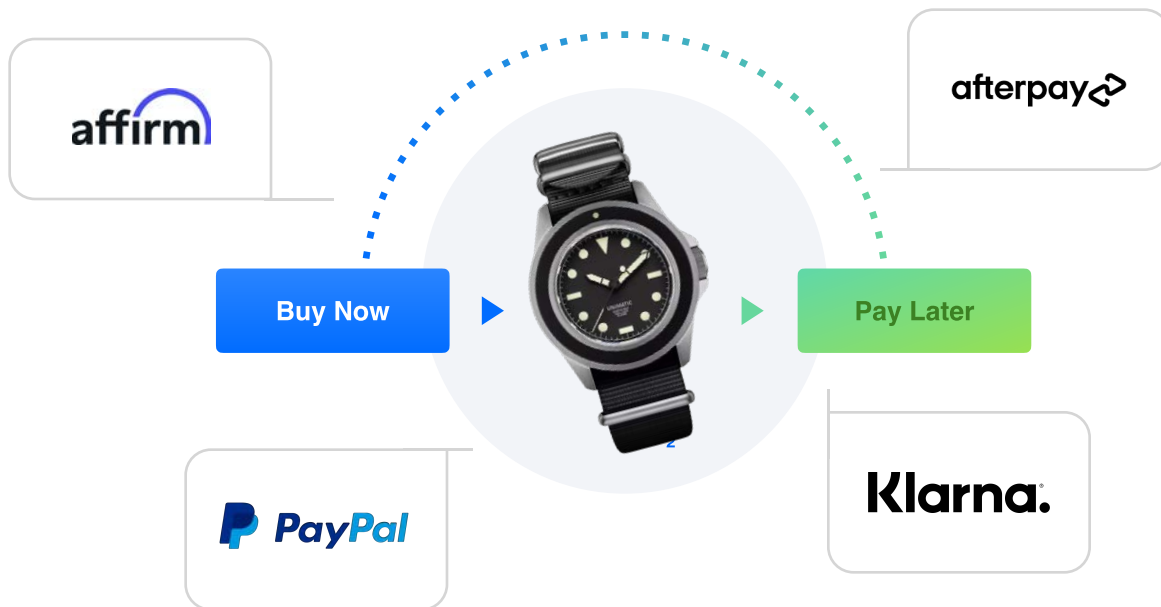
Offer alternate payment options like Affirm, Afterpay, Klarna, and PayPal that allow shoppers to use an account that already has all of their payment information saved, leading to faster checkout.

APMs now include services that make buy now, pay later (BNPL) an option. Considering that almost half of people abandon checkout because extra costs like shipping, tax, and fees are higher than expected, providing an option that improves affordability can help overcome their concerns.

2   Baymard Institute, 44 Cart Abandonment Rate Statistics, 2020

3   Cardify, COVID-19 and the Surge of Buy Now, Pay Later. 2020

2.   Join A Shopper Network.

Shopper networks allow consumers to create an account once, then use it for purchases across the entire network. If you're part of a shopper network, you'll gain access to millions of customers who can check out on your site easily, even if they've never been there before. That's because if they've created an account on the shopper network, all their payment and billing information is saved, letting them skip the tedious parts of checkout.

Major Benefits For Bolt Network merchants[4]

5%

Cross-network GMV

Merchants gain more than 5% of their GMV
from cross-network transactions

75%

Bolt Account Checkout Rate

3.   Implement One-Click Checkout Capabilities.

The checkout process typically involves a series of steps. Customers must input their shipping information, shipping preferences, billing information, add any coupon codes, and then confirm it all.
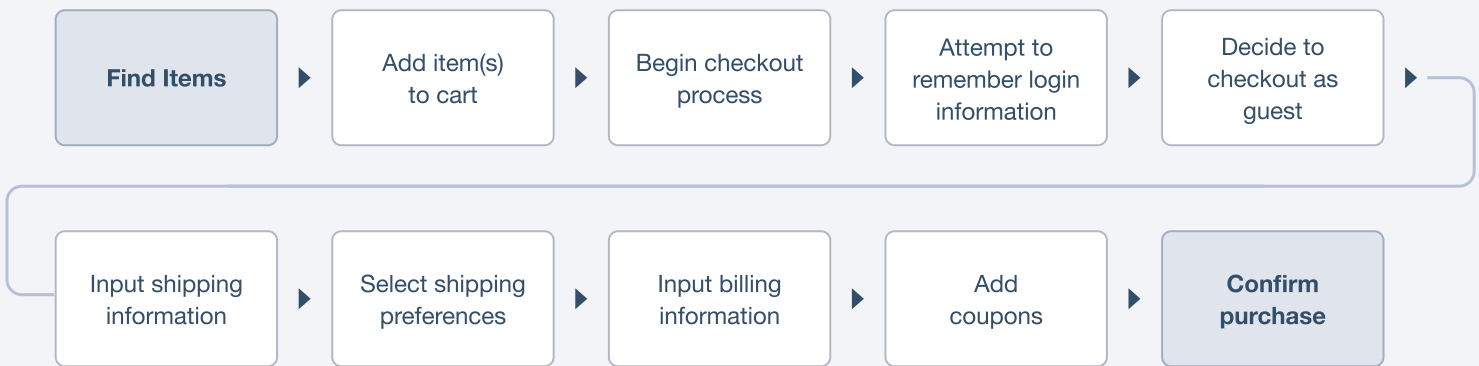
That's where all the friction we've discussed comes into play. Maybe they don't have their credit card nearby, maybe they have to look up what the coupon code is or maybe they're reconsidering if they want to pay a shipping fee.

The harder you make it for shoppers to complete their purchases, the lower your conversion rates will be.

But what if you could let them skip all of those points of friction?

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4   Bolt, **Bolt Network Effect for Ecommerce**, 2021

GUEST CHECKOUT

| Find Items | → | Add item(s) to cart | → | Begin checkout process | → | Attempt to remember login information | → | Decide to checkout as guest | → |

| Input shipping information | → | Select shipping preferences | → | Input billing information | → | Add coupons | → | Confirm purchase |

BigCommerce business owners can turn on services like Bolt in just a few minutes to provide one-click checkout on their sites. Once enabled, your customers can quickly breeze through checkout without having to input their billing address or their credit card information.

Instead of having to remember what their username and password is for your online store, all they'd have to do is put in their email, receive a confirmation via text and then they can check out with a single click.
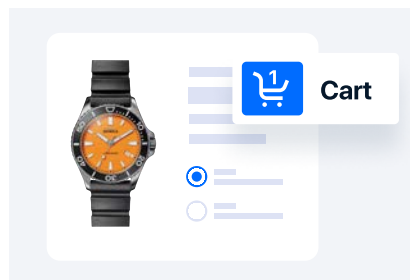
People appreciate convenience. **82% of shoppers say they prefer one-click checkout. Why wouldn't they?** It saves them time and effort. And what's good for them here is good for you.
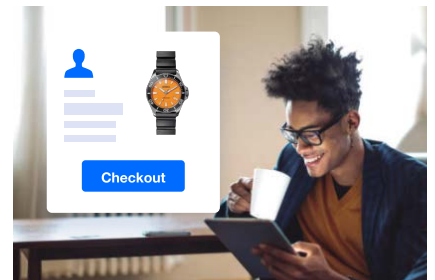
ONE-CLICK CHECKOUT WITH BOLT
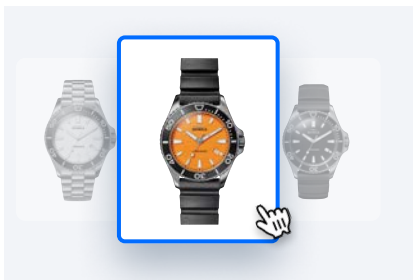
1. **Find Items** .... **2.** **Add item(s) to cart** .... **3.** **Checkout with saved login details**

Ecommerce stores see higher than 50% increase in conversion rate with one-click checkout than with guest checkout.[5]

5   Bolt, **Bolt Network Effect for Ecommerce**, 2021

4.   Make Sure The Checkout Process Is Fast.

All of the other features you offer to improve checkout conversion could be wasted if the process is slowed due to issues on the back end. People are impatient, and they don't like to wait on slow loading times.

This is true for every step of the online shopping process—and even more evident for mobile visitors. Most people won't stay on a site if it takes more than a few seconds to load. **Nearly 70% of shoppers said that page speed impacts their willingness to buy from an online retailer.**[6] And every second here matters.

One way to speed up your checkout is by turning on Bolt. Using Bolt with your BigCommerce site leads to a 52% faster checkout than on average.

49 > 86 > 100

Increasing website speed by one-tenth of a second can lead to an 8.4% increase in conversion rates for retail sites.[7]

5.   Capture Customer Information Now To Improve Future Conversions.

Customers respond to personalized marketing. In one survey, more than 60% of respondents said they're likely to become repeat customers after a personalized shopping experience with a retailer.[8] Yet providing targeted ads and content has become a lot harder as browsers implement plans to phase out third-party cookies.

For small businesses, the best way to keep providing those tailored experiences that build loyalty and drive repeat business is by encouraging customers—at the moment you have them—to willingly provide information you can use for later promotions.

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6   Unbounce, **The Page Speed Report**, 2019

7   Think with Google, **How speeding your mobile site can improve your bottom line**, 2020

8   Segment, **The State of Personalization**, 2021

When customers create an account with you during the checkout process, you collect the details that make it possible to reach them again with retargeting and loyalty offers. And as a bonus, for customers that create an account, future checkouts are easier.
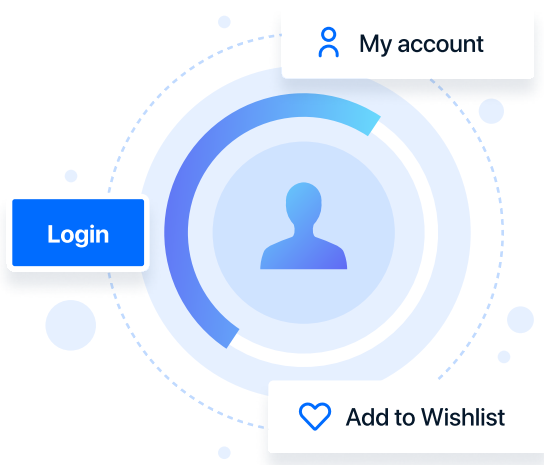
Bolt's data shows that customers that already have an account convert at a 50% higher rate than those that use the guest option, and those that return spend up to 3X more.

9, 10

6.   Offer Promo Codes.

People love a good deal. A 2020 Valassis study found that 72% of consumers want to use coupons and discounts to save money, and 54% credit a promotion with helping spur an impulse buy.   For the value-minded consumer, a few dollars off can be the deciding factor in whether to complete that purchase or click away at the last moment.
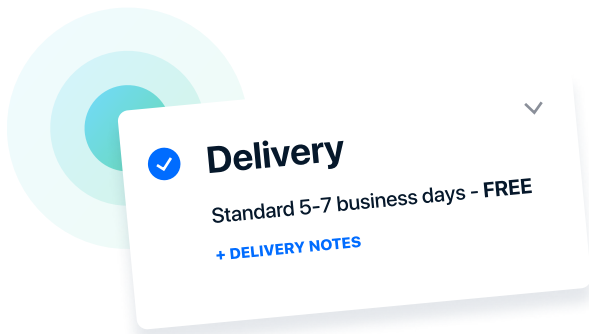
85% of consumers have said that the most influential factor in making an online purchasing decision is free shipping.

An attractive offer can also help counteract the sticker shock some customers feel when looking at the total price in the cart when shipping and fees are added. Offering the right promotion at the right moment can make a difference.

7.   Use Trust Symbols To Reassure Customers.

One challenge small ecommerce businesses must contend with is proving trustworthiness. When consumers visit a business with a storefront, they can see what they're buying right in front of them. Big ecommerce brands can bank on name recognition when it comes to trust.

But a small business that a consumer only encounters via a website? Convincing first-time visitors that your business is legitimate, and your products are worth it is harder—but not impossible. Small ecommerce stores can use trust symbols that convince buyers not to worry.

These can take a few different forms:

- **Social proof**, such as case studies and testimonials. TrustPilot found that 66% of customers are more likely to buy a product if they see social proof.

- **Reviews and ratings** are another powerful option, with 82% of people saying they influence purchasing decisions.

- **Verified badges** can squash any fears for consumers now that online privacy and data breaches are common concerns. These symbols can speak to the security of a transaction or other components related to your products. 76% of customers are more likely to make purchases on an ecommerce site that has a safe checkout badge of some sort.
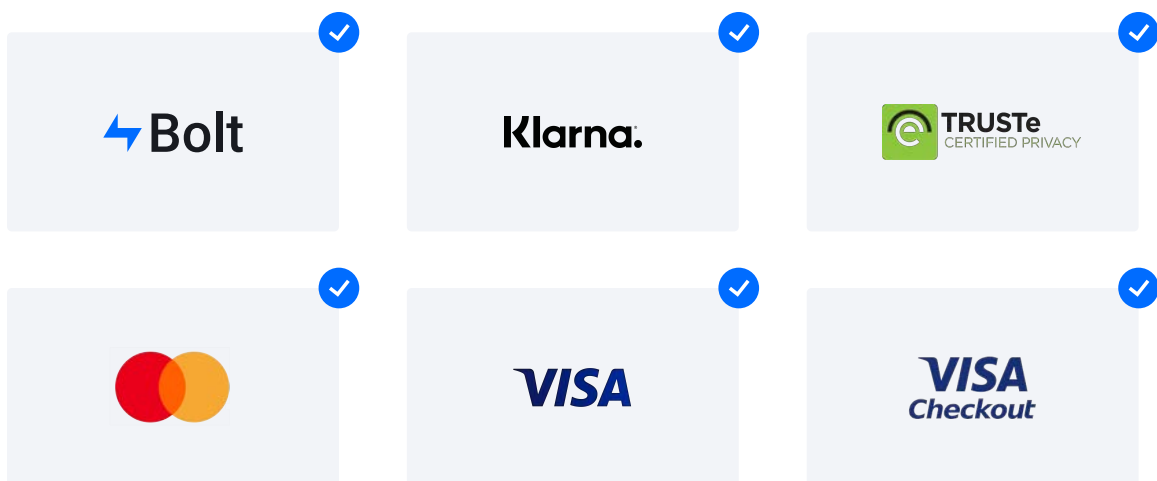
8. Prioritize Mobile Ease Of Use.

Mobile devices now account for 72% of all ecommerce sales worldwide. A notable share of your audience is visiting your website on a small screen. Even though ecommerce businesses know that, many still don't provide a good mobile experience. And it matters—mobile conversion rates lag far behind desktop ones.

If your website doesn't work well on a mobile device, and especially if your mobile checkout process isn't user friendly, you'll lose sales. Make sure the purchasing flow on a mobile device is intuitive and easy.

Bolt data found that a well-designed product flow on BigCommerce websites can increase mobile completion rates by around double the industry average.

Ready to improve your mobile experience?

DOWNLOAD OUR EBOOK:

6 Mobile Commerce Trends to Capitalize On

Streamlining For Mobile

Some of the other tips on this list can play a big role in improving mobile checkout experiences. Anything that increases friction or slows the process becomes a bigger barrier for mobile users, so every step you can take to make buying your products easier on the small screen will pay off. Things like alternative payment methods and one-click checkout that make the purchasing process easier and faster go even further in improving ease of use on mobile.

YOUR BRAND

Shipping EDIT
Jane Doe
77 Geary Street, 2nd Fl
San Francisco CA 94103, USA

Delivery EDIT
Standard 5-7 business days - FREE

Checkout

9. Enable Fraud Detection.

For small businesses, fraud is a big deal. When your budget and profit margins are tight, taking even a seemingly small hit due to fraudulent orders can make a big difference in your bottom line. LexisNexis reports that $1 of fraud can cost retailers an average of $3.60. That adds up.

While setting up effective fraud prevention won't improve conversions itself, it will ensure that more of the orders you get are the good kind. Thich means you'll be spending less time, money, and stress dealing with the bad ones.

A larger number of orders on your website is only a win if there are real customers behind all of those orders. Fraud protection means you get to actually keep more of your profits, ensuring greater revenue overall.

10.   Pay Attention To Your Analytics.

Most of these checkout conversion tips are about making the checkout process easier on your visitors at the moment they're ready to buy. And that moment matters—a lot. But even if you've implemented all the ecommerce conversion best practices you've heard about, you never want to get complacent.
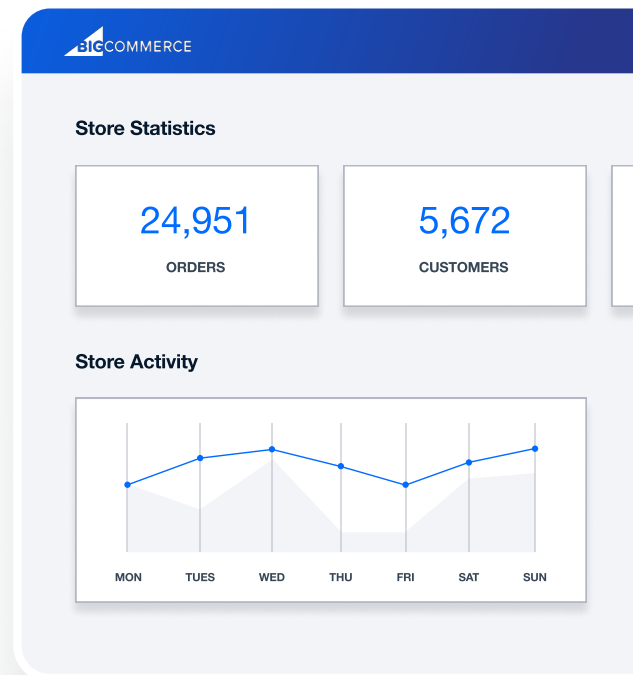
General best practices can teach you a lot, but your website and your customers are unique. To make sure you truly understand what works best in driving more conversions for your business, you'll need to turn to your own analytics.

Studying your analytics allows you to thoroughly understand your customers' typical checkout journeys. You can identify the steps in the process where people most frequently drop off, then use that insight to make updates to your ecommerce store that keep more of those customers on the path to a purchase.

Some common questions you can answer with your analytics are:

- What forms of payment are most popular on my site? Maybe you're finding that your customers convert at a faster rate when you offer APMs. You may want to consider adding more ways for shoppers to pay.

- When are my shoppers dropping off? Analytics can tell you where shoppers are ending their journey without a purchase. From there, you can investigate deeper and try to make adjustments accordingly. For example, if there's a high drop-off rate between adding to cart and finishing the conversion, improving the checkout process may be the key to unlocking more purchases.

By paying close attention to how people interact with your BigCommerce website and online store, you can continually identify ways to improve your website experience and increase conversion rates over time.

BIGCOMMERCE

Store Statistics

24,951	5,672
ORDERS	CUSTOMERS

Store Activity

MON   TUES   WED   THU   FRI   SAT   SUN

Bolt: The Complete Checkout App Built For BigCommerce

When you run a small ecommerce business, you get used to hearing about the things your business should do that sound out of reach. And maybe some of the tips on this list seemed to fit into that category. Things like setting up one-click checkout, APMs, and fraud protection may sound technically complicated, expensive, or both.
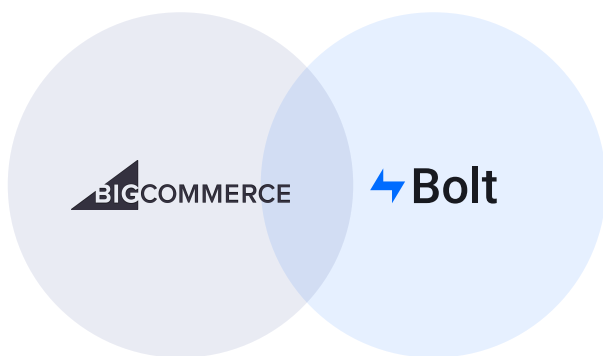
But for anyone using BigCommerce, those options are all within easy reach with Bolt.

Bolt One Click enables one-click registration for all new customers on your site and automatically recognizes known shoppers who have previously used any site in the Bolt merchant network. That network already includes more than 10 million shoppers and is growing every day. By using Bolt with your BigCommerce site, you can turn on one-click checkout and immediately make the checkout process easier, increasing conversions by as much as 53% from day one.

And Bolt offers some of the industry's most comprehensive fraud protection, looking at more than 200 real-time behavioral signals for every transaction. That's four times more data than leading fraud solutions use. To show how confident Bolt is in our fraud protection system, we cover 100% of all fraudulent chargebacks.

Bolt allows ecommerce merchants to perfect checkout, expand their customer base, and decrease fraud with a simple flip of a switch.

Best Practices for SMBs	Bolt Feature
Alternative payment methods (APMs)	Bolt One Click offers the top APMs including Affirm, Afterpay, Amazon Pay, Klarna, PayPal, and Apple Pay.
Merchant network	The Bolt Network is the largest and fastest-growing shopping identity network.
Speedy checkout	The power of Bolt and BigCommerce come together to provide a checkout experience that is 52% faster than the rest of the BigCommerce platform, saving 30+ seconds on every transaction.
Customer info capture	Bolt One Click allows customers to share their customer information with just the click of a checkbox—no additional forms or data entry—so you can power retargeting campaigns, reward programs, and more. Plus, the Bolt Network gives you access to customer insights, even for first-time purchasers.
Trust symbols	Customers trust the security of the APMs they already use, so offering them is an instant symbol of trust for your brand. Plus, by completing the entire checkout process in a single place with no suspicious redirects, customers will feel better about the transaction.
Mobile ease of use	The Bolt CheckoutOS is a module that lays on top of your BigCommerce storefront and is designed for mobile, resulting in average mobile completion rates of 33% (that's more than 2x the industry average).
Fraud detection	Bolt's robust fraud detection tools collect over 200 variables (compared to 30-45 from the competitors) in real-time for every order to power a robust fraud decisioning engine. This reduces chargebacks and eliminates the need for third-party tools and manual review.
Analytics	Bolt gives the power back to the merchant with built-in customer insights. While this isn't a direct way to increase conversions, having a more holistic view of your customers purchasing and non-purchasing behaviors allows you to make critical business decisions that do lead to increased conversions.

The Bolt Network: Unlock Millions Of Shoppers

The Bolt Network is the largest and fastest-growing ecommerce identity network. It connects retail brands across websites to streamline checkout, improve conversion rates, and power instant merchant-customer relationships through an underlying identity login layer.

10M

Shoppers and Counting

50%

Higher Conversion for Shoppers With a Bolt Account vs. Bolt Guest Shoppers

100M

Shoppers "lined up" to join the Bolt Network

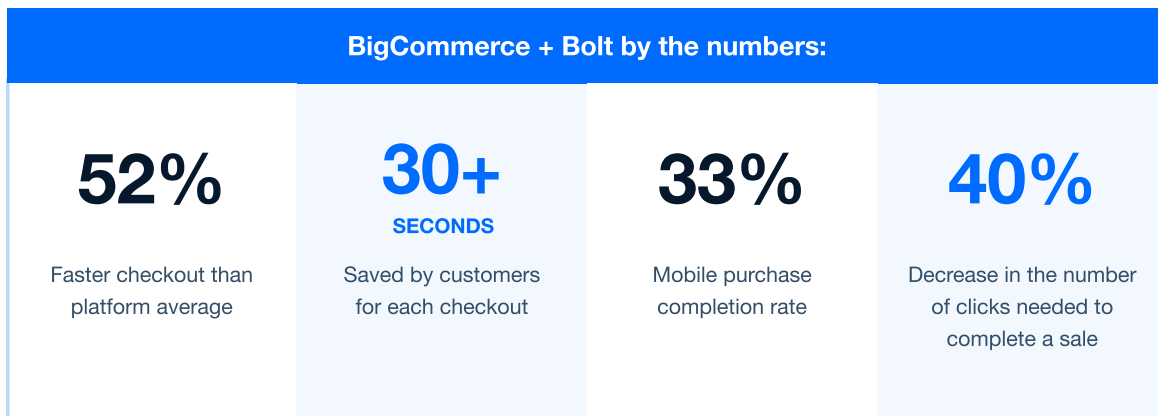| Value For Merchants	Value For Shoppers
A secure, mobile-friendly buying experience that increases conversion rates by 53%, as well as boosts repeat purchases and average order value	Simplified one-click checkout—throughout the entire network
Power of the network effect through access and insights into millions of checkout-ready shoppers	Improved post-purchase experience for order tracking and reorders
Gain insights on network-driven sales volume, account creation, AOV and more	A universal shopper identity across retail sites means no more login credentials or filling out long checkout forms

Interested in learning more about the potential of the Bolt Network?

Check out the report

Bolt + BigCommerce, Better Together

Bolt is pre-built into BigCommerce. For BigCommerce websites, enabling all these features is as simple as turning Bolt on. Within minutes, you can tap into Bolt's merchant network, enable one-click checkout, and take advantage of Bolt's fraud protection features.

BigCommerce + Bolt by the numbers:			
52% Faster checkout than platform average	**30+** **SECONDS** Saved by customers for each checkout	**33%** Mobile purchase completion rate	**40%** Decrease in the number of clicks needed to complete a sale

And the results show. BigCommerce websites that use Bolt have 52% faster checkout than the platform average, saving customers 30 seconds on the checkout process. The mobile purchase completion rate using Bolt is 33%, which is twice the industry average. BigCommerce sites with Bolt have decreased the average number of clicks for a completed sale by 40% and see more efficient checkout scores and customer satisfaction ratings. And perhaps unsurprisingly, the Bolt + BigCommerce combination improves the customer experience enough to lead to more repeat customers as well.

You don't have to be a big business with a huge budget and a programming team to see these results. Using Bolt with BigCommerce is easy enough for ecommerce businesses of all sizes to start taking advantage of these features. Making the checkout process easier for customers helps you go one step further to competing with bigger brands and ensures you get to keep more of those customers you worked so hard to bring to your website.

⚡ Bolt

Bolt is the world's first checkout experience platform, connecting millions of shoppers to retailers in a unified cross-brand network. Forward-thinking retailers like Forever 21, Swiss Gear, Badgley Mischka, Milk Makeup, and hundreds of others rely on Bolt to convert, retain and delight shoppers. People have more options than ever when shopping online, and retailers need to provide the best experience, or customers will move on. Bolt solves the complicated technological challenges involved in checkout, fraud detection, and digital wallets so that retailers can devote their energy to what matters most — growing their product, brand, and customer base.

Learn how we can help you at **Bolt.com/platform**

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate, and grow their businesses online. As a leading open SaaS solution, BigCommerce provides merchants sophisticated enterprise-grade functionality, customization, and performance with simplicity and ease-of-use. Tens of thousands of B2B and B2C companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Sony, Vodafone, and Woolrich. Headquartered in Austin, BigCommerce has offices in San Francisco, Sydney, and London. For more information, please visit **www.bigcommerce.com** or follow us on **Twitter**, **LinkedIn**, **Instagram**, and **Facebook**.