

# Improving Cart Completion by 10%

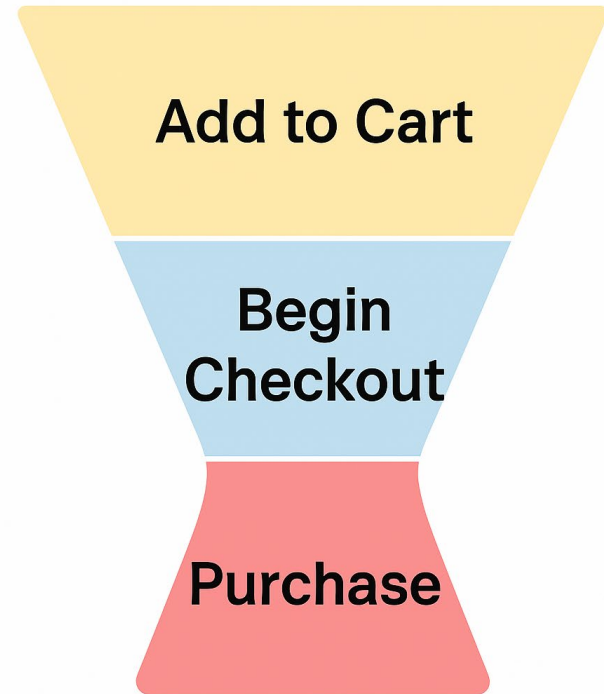
A Strategy to Reduce Drop-Off in the Google  
Merchandise Store Funnel



Jing Liang | April 2025

# The Problem

- Cart abandonment rate is high (industry avg ~70%)
- Funnel drop-off at payment info stage
- Conversion rate: 0.01%–0.02%



# Insights from Behavior Data

- High item view and add-to-cart rates
- Drop at add\_payment\_info and add\_shipping\_info
- Referral/email traffic converts better
- Mobile users less likely to convert

# Root Causes of Drop-Off

- • No guest checkout
- • Limited payment options
- • Long forms / no autofill
- • Low mobile performance
- • Missing trust signals

# Proposed Strategy

- UX Improvements:
  - – Guest checkout
  - – Express payment (PayPal, Apple Pay)
  - – Autofill support
- Trust & Design:
  - – Progress bar
  - – Trust badges
- Follow-Up:
  - – Cart recovery email within 1 hour
  - – Add urgency: “Held for 24 hours”

# How We'll Measure Success

- • Track GA4 funnel events: add\_to\_cart → begin\_checkout → purchase
- • Monitor conversion rate
- • Goal: Reduce cart abandonment by 10%

# The Impact

- • Higher conversions with less friction
- • Improved UX and trust
- • Retargeting boosts ROI
- “Friction is costly. Optimization is opportunity.”

# Thank You

- Let's fix the funnel.
- Jing Liang