

REDUCING SHOPPING CART ABANDONMENT WITH GENERATIVE AI



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● The missing dot for advanced analytics

CART ABANDONMENT IS A SIGNIFICANT CHALLENGE IN E-COMMERCE

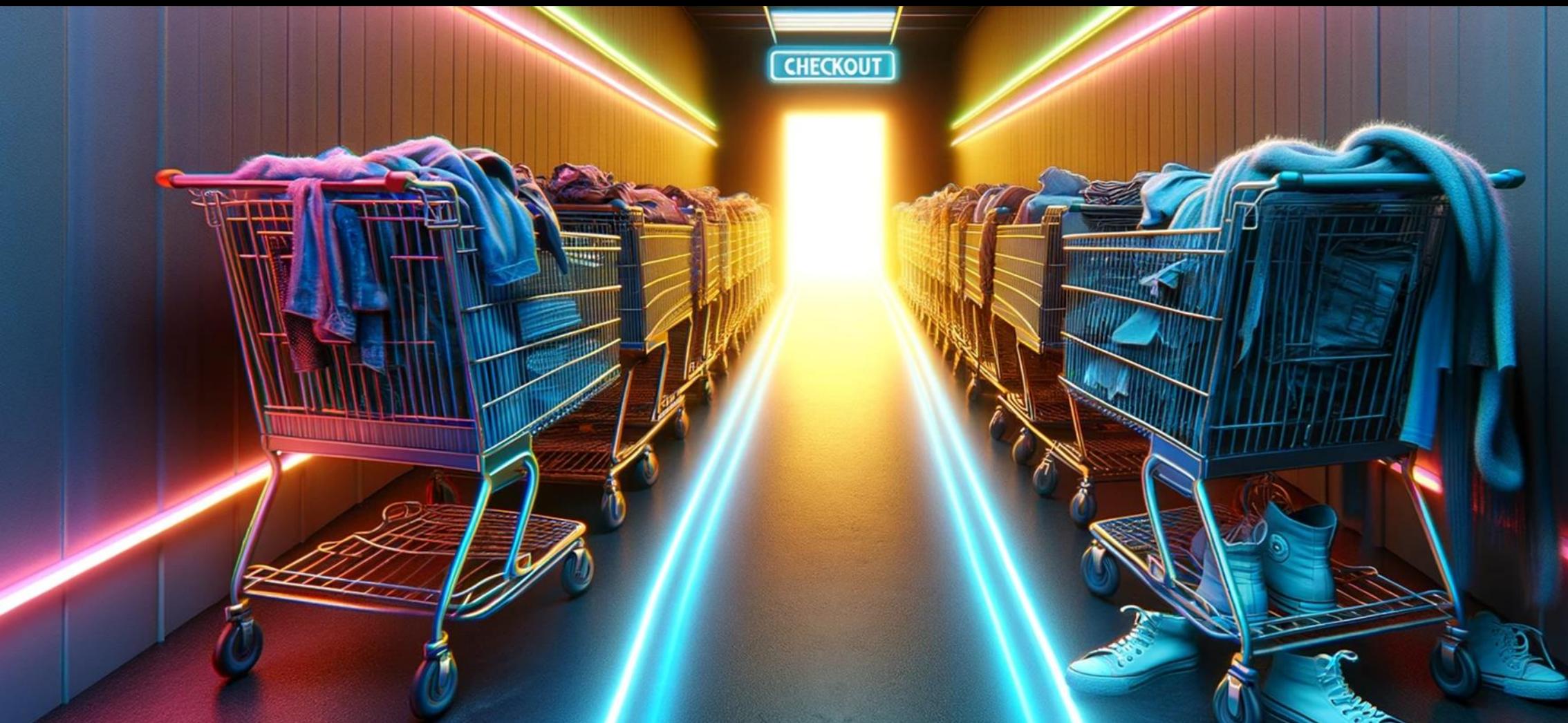
A high percentage of online shoppers leave items in their carts without completing the purchase.

**THE AVERAGE CART
ABANDONMENT RATE
IN 2023 IS
ESTIMATED TO BE
AROUND 70%
ACROSS ALL
INDUSTRIES.**



REASONS FOR CART ABANDONMENT:

- 🛒 high shipping costs
- 🛒 unexpected costs
- 🛒 website performance
- 🛒 complex checkout
- 🛒 security concerns
- 🛒 payment options



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GENERATIVE AI CAN PLAY A KEY ROLE IN ADDRESSING E-COMMERCE CART ABANDONMENT AND IMPROVING CONVERSION RATES



1

implement dynamic product suggestions tailored to personal preferences

2

create AI chatbots and assistants providing real-time support throughout the customer journey

3

predict which customers are likely to abandon and intervene timely to encourage completion

4

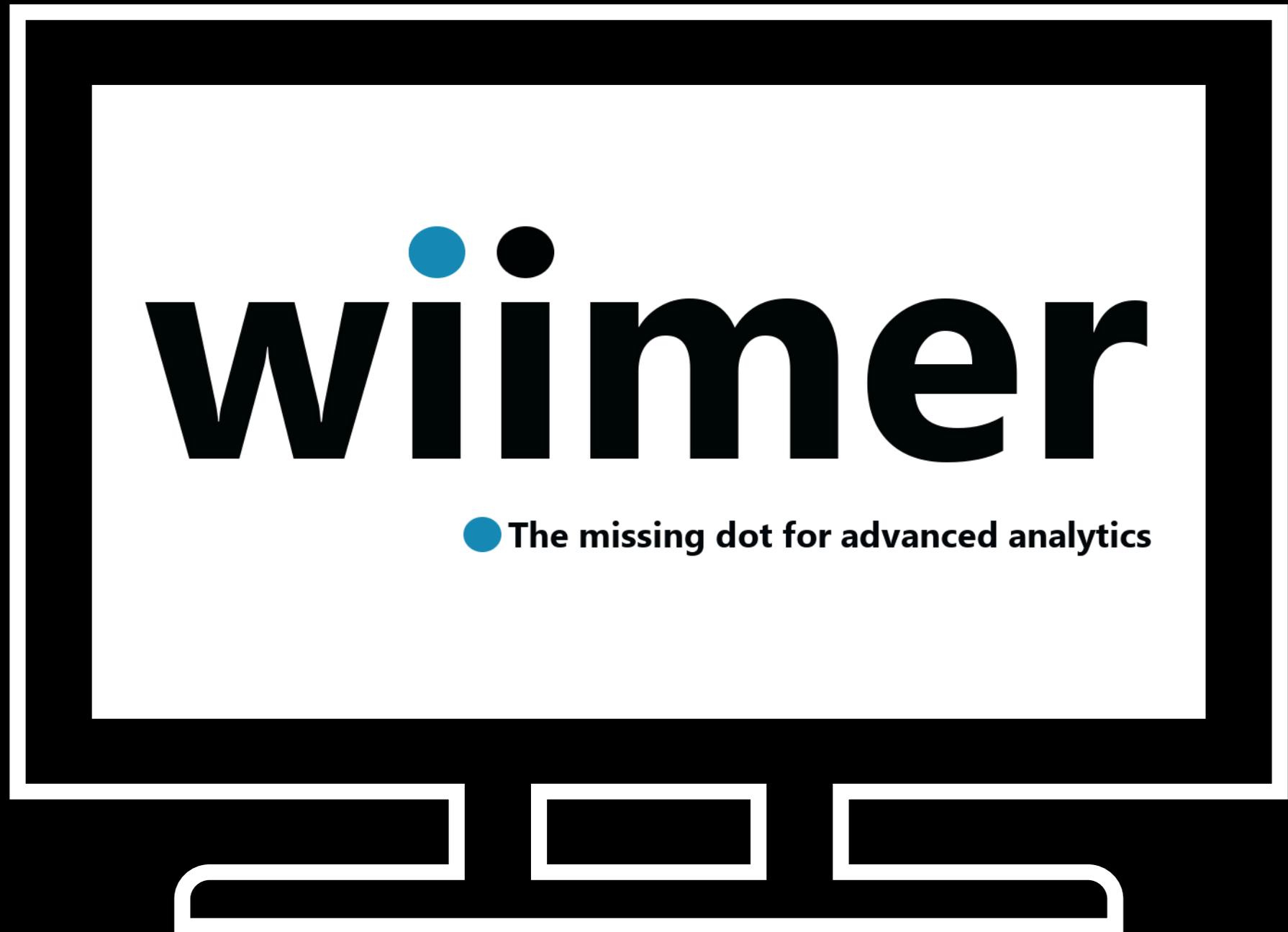
perform CX analysis generating insights for improving shopping experience

5

optimize checkout flow by targeting pain points and identifying bottlenecks in the process



DISCOVER MORE AT:
wiimer.com/generativeai



Source of the images: ideas and prompts by Wiimer; generated by DALL-E