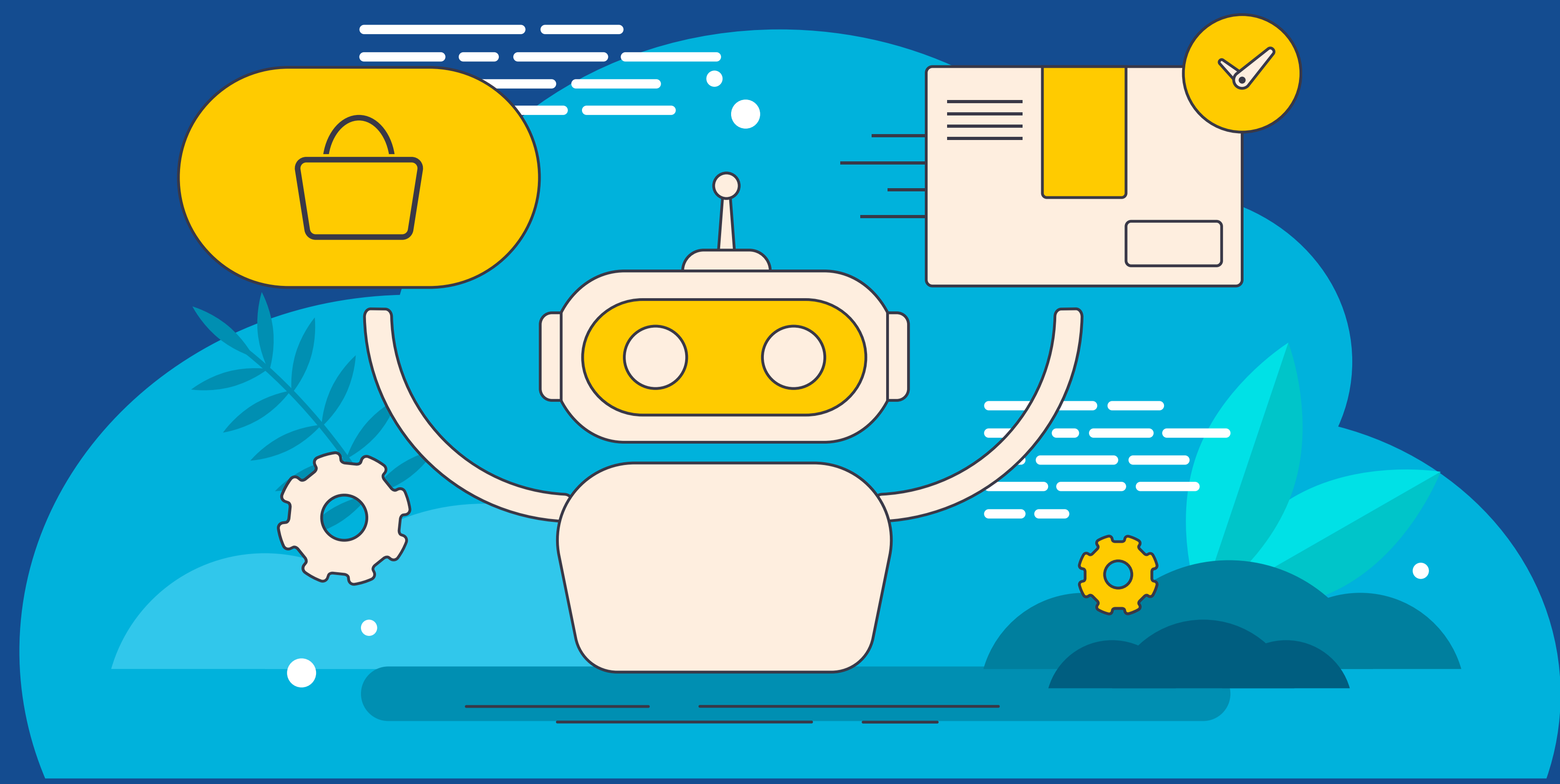


Minimizing Cart Abandonment with Analytics and AI

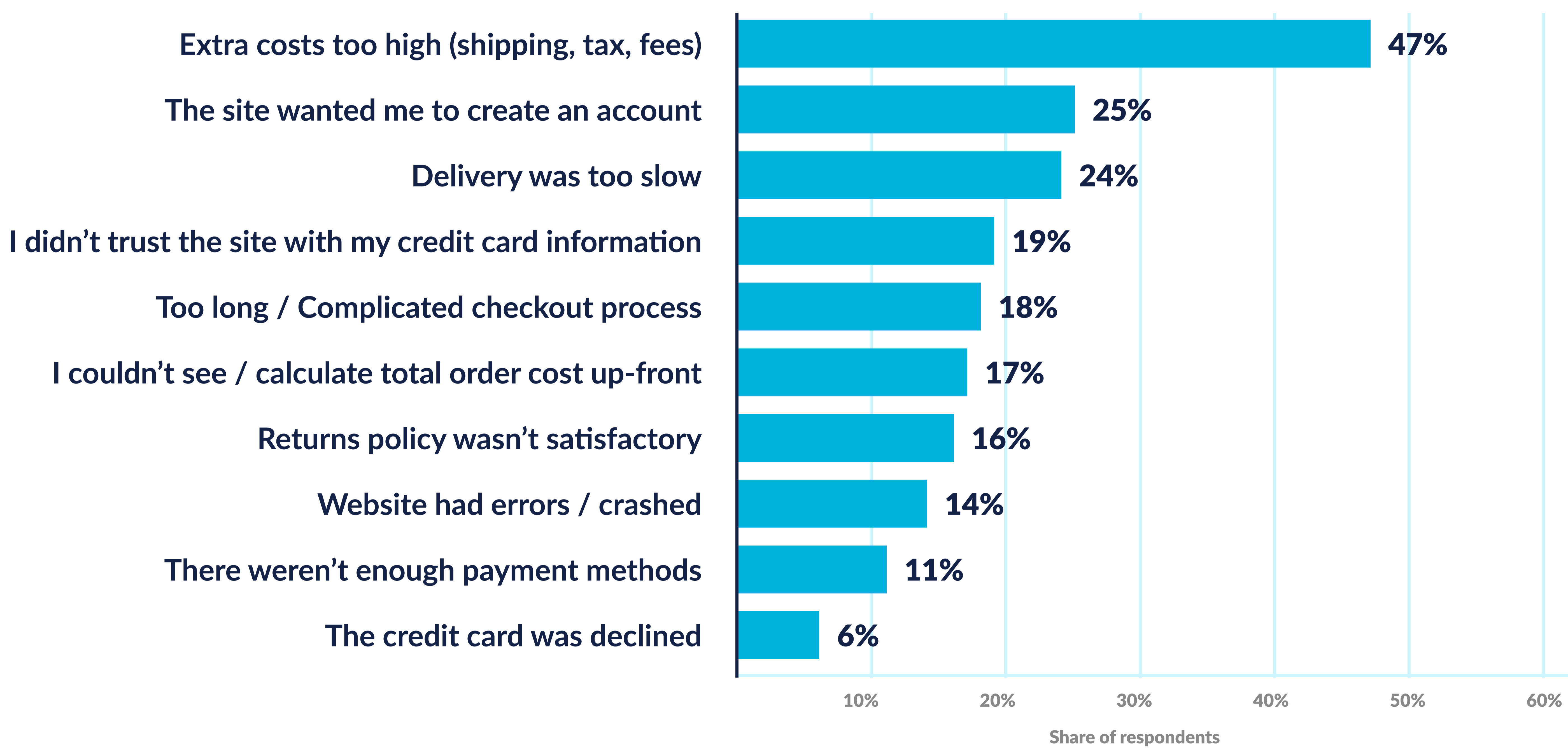


Lost Opportunities Dominate E-commerce in Q1 2023

- Tech-savvy consumers make crucial decisions prior to cart abandonment or checkout.
- Pre-purchase behaviors, often tech-driven, shape experiences perceived as frictionless and effective by consumers.

Category	Devices		
	Mobile	Tablet	Laptop
Home Furniture	93%	90%	86%
Luxury Handbags	93%	90%	86%
Electronics and Accessories	76%	75%	69%
Food and Beverage	79%	69%	62%

Why US Shoppers Abandon Their Shopping Carts



Closing the Gap: E-commerce Businesses Need to Address Shopping Cart Abandonment



Applying Analytics and AI for Targeted Solutions in Cart Abandonment

Winning retailers and E-commerce businesses enhance omnichannel service by reimagining channels and bridging gaps in supply chains, stores, online presence, and partnerships to reduce shopping cart abandonment and create a seamless customer experience.

Personalized Recommendations: AI analyzes user behavior to offer tailored recommendations for products that are more likely to be purchased.


Chatbot Assistance: AI-driven chatbots provide real-time assistance by answering consumers' questions and assisting them with checkout.

Streamlined Checkout: AI simplifies and streamlines the checkout process, reducing friction and improving customer satisfaction.

Dynamic Pricing: Real-time price adjustments using predictive analytics optimize competitive advantage and lower sticker shock.

Predictive Analytics: Using predictive analytics, organizations may proactively handle problems that may arise during the purchasing journey by anticipating possible abandonment spots.

Behavioral Analysis: Analytics helps E-commerce and retail companies identify patterns and painpoints, enabling them to improve their websites' overall appearance and functionality. Data-driven insights help improve a website's overall appearance and functionality, understand the importance of sustainability, diversity, self-service, and delivery speed for different customer segments



Partner with Us

Invest in data and analytics to decode E-commerce trends for long-term growth and build a sustainable business. Work with LatentView Analytics to collect and derive insights from user-consented first-party data and other consumer-related data sets to capture the insightful business value and build automated, scalable consumer engagement models.