

# Holiday season Gears for your E-commerce store 2021

According to statista's research, ecommerce has increased by 246.15% in worldwide ecommerce sales. From 1.3\$ trillion dollars in 2014 to 4.5\$ trillion dollars by 2021. it has always benefited brands and online shoppers. many e-sellers are looking for a great opportunity to gain such a profit out of this season. So it is necessarily to have an early plan to go on with.

## 1- Reduce Shopping Cart Abandonment:



Shopping cart abandonment is one of the largest obstacles for ecommerce sellers to overcome, and the extent of the problem is widely shocking. A lot tend to abandon their carts due confusing pricing, brand trustworthiness

## 2- Have a steady Pricing & Costs



Pricing often helps to keep customers in their carts and moving forward with the process. It has always been better to Show the subtotal and total with all fees like tax and shipping at the start.

## 3- Avoid the form fields errors



Form fill errors mean you're leaving money on the table. Some issues are too complex to spot on your own. Automate the process and keep users from struggling

## 4- Organize your inventory



Make sure you have a system for your store inventory, it is important for you to have enough stock in your inventory before Holiday because your business is all about satisfying your clients needs.

## 5- Give multiple payment options



About 8% of online shoppers customers have claimed to abandon carts in the absence of their preferred payment methods. so , it is important to provide multiple payment options.

### Key facts to help shape your peak season strategy

**53%**

Last minute costsm top abandonment reason

**50%**

Expected mobiles sales growth

**85%**

Shoppers who prefer free shipping to fast shipping