LexiConn Knowledgebase

How can I track cart abandonment rates

Tracking cart abandonment rates can provide valuable data about sales leads who add items to their cart but do not complete the checkout process.

LexiConn provides a ShopSite add-on module for ShopSite Pro, version 8 or newer, that will allow you to track and analyze cart abandonment data. Information and pricing can be found at:

http://www.lexiconn.com/ecommerce/shopsite/cart_abandonment.html

Here is a demo of the back-end functionality of our Cart Abandonment Module:

http://shopsite7.lexiconn.com/cartaband/admin/

https://support.lexiconn.com/kb/questions/263/