FUNNELSIO

EFFECTIVELY REDUCE CART ABANDONMENT

IGNITE LEAD GENERATION WITHIN *30 days*

Even if You're New to

Conversion Rate Optimization(CRO)!

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This document will help any Ecommerce owner to learn how they can overcome their challenges with Ecommerce gamification. It will provide you with the information, interactive awareness, and a stepwise implementation plan for your business.

(Everything you need to know to reduce cart abandonment!)



01 What is E-commerce Gamification?



WHAT IS E-COMMERCE GAMIFICATION?

It's safe to say Ecommerce market is skyrocketing. Everyday, new Ecommerce owners enter the chase to Ecommerce success. All of them ambitiously focusing on ***being unique and approach buyers intuitively.***

From the bird's eye view, Ecommerce sales success can be broken down into three areas: ***Attracting visitors*** to visit the store, Serving them the ***right products*** as they prepare a cart, and ensuring that the cart ends up ***transitioning into an order***.

Ecommerce gamification can ***help a business owner*** in all three areas, in a ***fun, intuitive, and rewarding manner.***

> ***20.8%*** of the *global retail sales* comes from Ecommerce purchases. Plus, the market of online Ecommerce sales will amount to over *$7 Trillion by 2025.*



02 Why do you need E-commerce Gamification?

WHY DO YOU NEED E-COMMERCE GAMIFICATION?



In an Ecommerce business, you must be attentive to every aspect of your store. Starting with a simple ***"Why"*** will give you much better clarity of your strategy.

With gamification as well, there are ***several key reasons***. Here is why you need to learn about it and how it could help transform the Ecommerce experience for your users.

Improving user engagement

No one wants to shop boring! If your store lacks user engagement, it is affecting your revenue. But gamification is your key to boosting user engagement. Make your ***visitors stay longer, and make them buy more*** from you.

Nurture a list of potential buyers

As long as you get ***visitors' contact information***, their cart is not abandoned but delayed. Collecting a contact to reach your prospects will reward you with ***personalized marketing*** and ***higher client onboarding.***

Building brand loyalty

Selling once is good, but to have them keep coming back for more is even better. Brands can build a ***sense of loyalty*** among customers by ***rewarding them*** for their ***interactions, contest participation,*** and ***repeat purchases***.

Tap into the buyer's intent

Gamification is psychological, scientific, and socially proven. The sense of ***engagement, reward,*** and ***achievement*** through a gamified Ecommerce store will compel your visitor's buyer intent and ***boost your revenue.***

Set your store apart

Gamification can make your Ecommerce store unique and flamboyant. By setting itself apart, it can leave a ***long-lasting brand identity*** so that your ***customers remember you even after the purchase***.

A step towards Conversion Rate Optimization

If there's a single argument to justify the need for gamification, it would be ***more conversion, more sales, and more revenue***. Do it right, and you will be left with fewer abandoned carts and more purchase orders.

Here are some amazing stats:

"*70%* of the *Global 2000 list of companies* are now *leveraging gamification!*"

Gartner

"*30% increase in browsing* time can be achieved by *Gamifying your website.*"

verizon wireless

"*7X* increase in *conversion rate* can be achieved through *gamification.*"

HUFFPOST

03 Cart Abandonment & Conversion Rate Optimization

CART ABANDONMENT & CONVERSION RATE OPTIMIZATION

Now You Know That Ecommerce Gamification Is The Solution You Seek, Let Us Dive Deeper Into The Challenges You Face.

Ecommerce sales have ***two primary challenges***, and luckily, they are linked with each other:



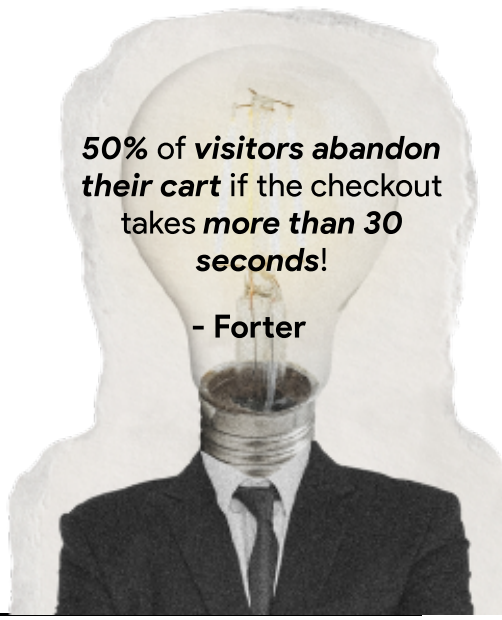
Here's why you ***might be suffering from cart abandonment:***

1. Lengthy Checkout Process:

The shopping experience has to be smooth and engaging. A lengthy checkout process ***can leave a lot of time for users*** to ***abandon their carts***. A quick and easy checkout can not only improve the purchase experience but will also increase sales.

2. Lack Of A Convincing Offer:

You have to ensure that visitors follow through with their purchase with a compelling offer. ***If your offer is too good*** to let off, buyers will be ***decisive and make the purchase***. A small incentive or personal deal can go a long way.



3. Fierce Competition:

Ecommerce businesses deal with new competition every day. Users can compare several e-commerce shops within a few seconds. The pricing, delivery time, payment methods, and reputations can all play a part in your conversion game.

4. Ineffective Sales & Marketing Strategy:

If a potential buyer is in your store, you must strategize to approach them effectively. You can collect their contact information to market relevant updates & information that nudges them to make a purchase even after they abandon your cart.

5. Lacking A Sense Of Achievement:

Buyers wish to gain a sense of achievement or to feel special with the offer they get. Such a motive can be compelling for buyers to make a transaction. However, if not present, it can be one of the reasons for cart abandonment.

> ***Extra costs*** in the checkout can lead ***48% of buyers*** to ***abandon*** their cart.
>
> **- Hotjar**

Whether it is a new visitor or an existing customer, a cart abandoned is an opportunity lost!

04 What Are the Different Types of Ecommerce Gamification?

WHAT ARE THE DIFFERENT TYPES OF ECOMMERCE GAMIFICATION?

Addressing the ***root causes of cart abandonment*** is the ***goal of Ecommerce gamification.***

1. Making The Platform Engaging
2. Personalizing User Experience
3. Incentivizing Purchase Intent
4. Building Brand Identity
5. And Higher Conversion Ratio

Below are ***several types of Ecommerce gamification*** you must know:

1. Gamified Pop-Up Games

A ***simple pop-up*** where users can ***roll a die or spin a wheel*** would be a fun opportunity for buyers to ***play and earn rewards***. These games can collect an email address first to make sure you have a list of potential buyers.



"Each type of gamification serves a different purpose..

2. Personalization Quiz

A quiz that can **personalize the shopping experience** can go a long way. It can **learn visitors' needs and recommend the right product**. This can increase the conversion rate and save time for buyers to make a purchase.

3. Digital Collectibles

Digital collectibles are another way to increase repeat purchases. You can associate a reward by collecting an entire set of **digital badges or stickers with each purchase**. In this case, the buyers will end up making **more purchases as they get to collect the reward**.

4. After-Sale Engagement

After-sale engagement activities can keep your customers hooked and engaged with your brand in a strategic way. ***Coupon codes, scratch cards, and loyalty reward points*** are the proven ways to increase repeat purchases.



5. Progress Bar Gamification

Gamify your progress bar by breaking it down into some measurable, ***easy milestones for customers***. It will give customers an idea of the steps to the purchase and solidify their purchases as they progress forward.

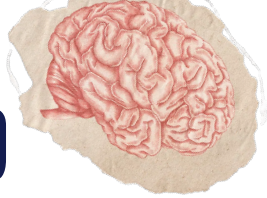
6. Social Gamification

It is a gamification concept where users ***share about their product use with a community or a social media platform***. It will build peer influence, and in such a contest, higher social engagement can lead users to a public leaderboard or even win rewards.

Knowing your challenges is an excellent first step!”

05 Learn the Psychology Behind Gamification





LEARN THE PSYCHOLOGY BEHIND GAMIFICATION

"If you want to know how to sell more,
then you better know why customers buy."

Yes, gamification is fun, but there's more to it. Gamification can be psychologically effective.
Here are some ***psychological proofs of why gamification can be a powerful tool:***

1. That Rush Of Dopamine!

Starting with the best! Rolling a perfect six on dice, gaining a reward, purchasing at a special price, or getting a free delivery will all create a dopamine rush in customers' brains.
That rush will feel addictive and keep them coming for more- because it feels good.

2. Exclusive & Personal Experience

Your buyers will have a unique experience with gamification, which can even lead them to an exclusive offer. Your platform can also leverage their past purchases and searches for personalized marketing and the highest conversion.

3. A Chance To Gamble With No Loss

If you give your visitors a chance to get a reward just for sharing their contact information, chances are, they will take those odds. In that trade, they have nothing to lose, and you can gain a sale. It's a win-win!

4. Rewards, Achievements, And Savings

IGamification can help them win rewards. Purchases made with rewards will induce a sense of achievement. On top of that, it can simply save them money. What's not to like?! And you can even make it limited and lucrative to create an urgency.

5. Milestones & Progress

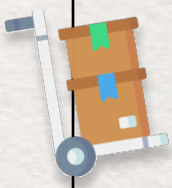
Whether it is through a progress bar or through repeat purchases, assigning milestones would engage users through a sense of achievement, and you can nudge them your way through the progression for upselling or social sharing.

06 Several Advantages of Gamifying Your Webstore

SEVERAL ADVANTAGES OF GAMIFYING YOUR WEBSTORE



Once you ***know the needs for gamification and its types***, you can go by implementing your Ecommerce strategy. Once you implement, gamification can bring you a list of advantages.



1. REDUCED CART ABANDONMENT

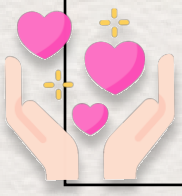
You can hit the nail on the head when it comes to reducing cart abandonment through gamification. Gamification will engage, reward, and sell to your customers with a scientific approach.



2. INTERACTIVE SHOPPING EXPERIENCE

The shopping experience plays a subtle and important role in Ecommerce market. Gamification can make it interactive and interesting for your store visitors.

3. FORMING AN EMOTIONAL CONNECTION



Gamification can build an emotional journey with a client through a sense of happiness and reward. It will build a unique connection between your business and the buyer.

4. A UNIQUE BRAND STRATEGY



You fall into the traditional trap of comparison and competition without a trick like gamification in your branding strategy. Be unique by gamifying in the Ecommerce race.

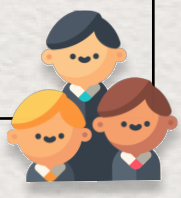


5. EFFECTIVE MARKETING CAMPAIGNS

Imagine having a list of leads that are 100% potential buyers. That list of contacts will lead to the most effective marketing campaigns for your Ecommerce business.

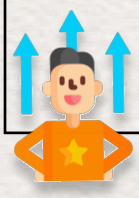
6. SALES THROUGH WORD OF MOUTH

Leave your customers with a memorable and happy story that they will gladly share with their peers. Such kind of user experience will compel others to try out your store and win their own reward!



7. BOOSTING CUSTOMER RETENTION

The entire gamified purchase experience, interaction, and rewards will drastically improve the customer retention ratio. Your customers will not even try another store if you engage them effectively.





8. MORE REVENUE

From a new visitor to an existing customer, gamification has the potential to bring you more revenue. It will improve your conversion rate, average order value, customer lifetime value, retention, and other factors that directly affect your revenue.

07 A Checklist to Understand If You Need Ecommerce Gamification

A CHECKLIST TO UNDERSTAND IF YOU NEED ECOMMERCE GAMIFICATION

If You Are Still On The Fence About Your Gamification Strategy, Here's A Clear, ***Actionable Exercise For You***. Answer This Set Of Questions And ***See For Yourself*** If You Need To Gamify Your Store:

Do you feel there is a serious need to increase user engagement and interaction on your Ecommerce platform?	☐	☐
Are you struggling because of high cart abandonment rates?	☐	☐
Are you failing to retain 25% of your customers with repeat purchases?	☐	☐
Are you unable to reach a 3%-5% sales conversion ratio?	☐	☐
Do you sense a need to collect visitor data and insights?	☐	☐
Do you operate in an extremely competitive Ecommerce niche?	☐	☐
Are you offering a set of products that allows you a chance for upselling through recommendation?	☐	☐
Does your business need a better sales strategy to scale than the current one?	☐	☐
Have you defined a clear set of goals or customer actions you wish to encourage?	☐	☐
Have you defined a clear set of goals or customer actions you wish to encourage?	☐	☐
Can you define a strategic reward/incentive plan to approach abandoning visitors with one more offer?	☐	☐
Do you have access to the necessary technical expertise or ready tools to implement gamification in the store?	☐	☐
Do you have a budget and a contingency plan to withstand if your gamification strategy does not work?	☐	☐

NOW, IF YOU ANSWERED WITH A "YES" TO,

MORE THAN 9 QUESTIONS:

Ready To Implement Gamification

Gamification can bring you sure-shot results. You know where to implement gamification and the results you can expect.

6 TO 9 QUESTIONS:

Start With Research Before Implementing

Gamification can help you get better, but you need better self-realization to identify where gamification can tweak your business.

LESS THAN 6 QUESTIONS:

Start Small With Precision

Either you don't need gamification, or you don't have the complete clarity yet. In either case, you can start micro with a particular area where you feel the need.

08 Here's How You Implement Gamification in Your Store

HERE'S HOW YOU IMPLEMENT GAMIFICATION IN YOUR STORE

Implementing Gamification Can Be Tricky, Depending On How You Are Embracing It. However, We Can Boil Down The ***Implementation In These 8 Steps***:

STEP 01 Understand The Areas Of Improvement In Your Business

STEP 02 Compare Your Ecommerce Stats With The Current Market Norms

STEP 03 Define A Clear Set Of Goals To Improve The Weaknesses

STEP 04 Compare It With Case Studies Of Similar Situations

STEP 05 Experiment With Different Relevant Gamification Techniques

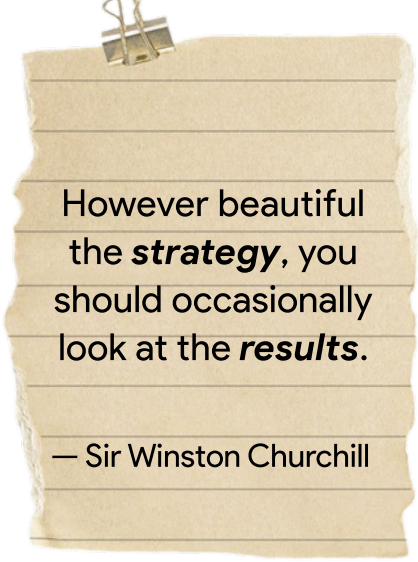
STEP 06 Measure The Effectiveness Using The Same Statistics

STEP 07 Improvising The Gamification Strategy From Time To Time

STEP 08 Collecting User's Feedback On The Final Changes Or Implementations

09 Indicators of Successful Ecommerce Gamification

INDICATORS OF SUCCESSFUL E-COMMERCE GAMIFICATION



Indeed, Gamification Has Excellent Potential For The Ecommerce Market But Any Implementation That Is Not Measurable Can Become Ineffective Over Time. Here Is A Matric To Track If Your Ecommerce Gamification Is Successful:

SALES CONVERSION RATE:

The conversion ratio will tell you everything you need to know about your ability to make visitors into buyers. ***Mix and match different gamification techniques*** in your store and keep the ones that improve conversion rate.

AVERAGE ORDER VALUE:

Learn the ***average amount of a single order*** in your store and see if it resonates with your goals. You might want to optimize your average order value by improving ***upselling and recommendations*** to meet your financial targets.

CUSTOMER LIFETIME VALUE:

It is a measure of how much a ***single customer spends on your products*** over the lifetime. It will give you a realization if you are able to generate business through your existing customers using gamification.

CART ABANDONMENT RATE:

The less, the better. Your approach to gamification techniques must ultimately reduce the cart abandonment rate. It is critical that you are able to convert the clients that are genuinely interested in a purchase.

WEBSITE BOUNCE RATE:

Are you able to keep your visitors hooked to your store? Are they actually interacting and browning through your website after gamification? Bounce rate can tell you a lot about the effectiveness of your gamification techniques by comparing customer interaction.

DROP-OFF POINTS:

Are you able to keep your visitors hooked to your store? Are they actually interacting and browning through your website after gamification? Bounce rate can tell you a lot about the effectiveness of your gamification techniques by comparing customer interaction.

AVERAGE TIME SPENT:

On average, a ***user spends 44 seconds to 1 minute & 22 seconds on an Ecommerce platform***. If your gamification strategy is not improving visitors' average time span on the platform, you should reconsider.

SOME GLOBAL LEADERS THAT USE GAMIFICATION:





> ***Successful people*** follow ***successful patterns.***
>
> - Sterling W Sill



























If they are using gamification, you should consider it too!

10 The Takeaway to Transform Your Ecommerce Business

THE TAKEAWAY TO TRANSFORM YOUR ECOMMERCE BUSINESS

Your Ecommerce business has a unique set of advantages and challenges. Even though you might know those challenges better than anyone, you ***must keep up with the current solutions and trends***.

You can t***ry the latest trends from time to time*** so that you can keep up with the market, and more importantly with the customer expectations.

Gamification is one such trend, and it is quite promising to try. If you are looking for a way to get that competitive edge in the Ecommerce market then ***gamification might be the solution you need.***

The key here is to ***understand your needs***, start small, improvise over time, and measure the effectiveness.

So what are you waiting for? Go gamify your store! Good luck!

FunnelSIO is a small and lightweight ***approach to gamification*** that is proven to ***increase the conversion ratio*** drastically. This exit-intent pop-up shows up at the right time, just when the user is exiting the web store. FunnelSIO can ***help ecommerce*** businesses build a prospect ***database, engage customers, and improve sales conversion.***

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