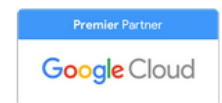


Abandoned shopping carts

How to avoid them?



Google Maps Platform
for e-commerce



Most marketing in e-commerce is focused on bringing customers to the e-store. This includes advertising campaigns, online positioning, brand building, activity on social media, and others.

Customer visiting your e-store and browsing your website is proof that your campaign is working - there are people interested in your offer!



Customer views your offer... and what's next?

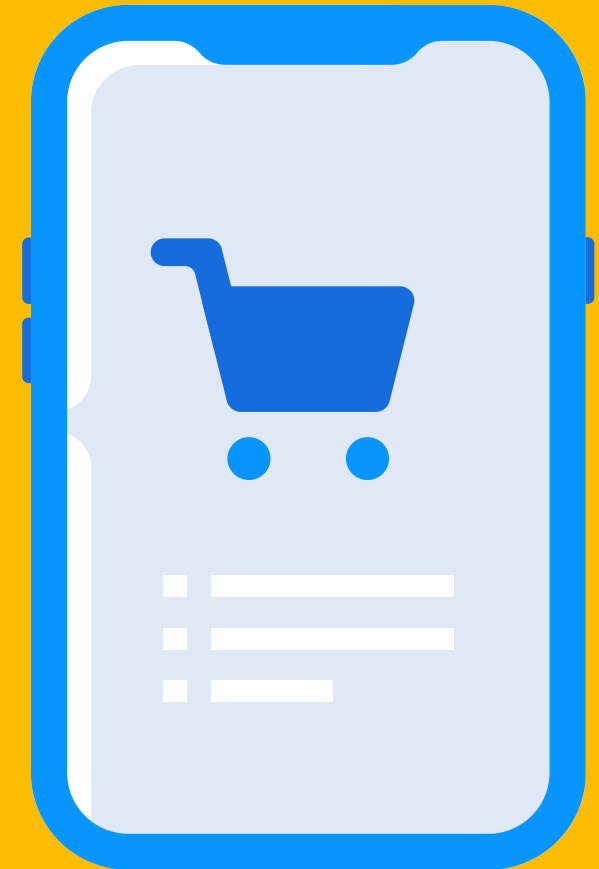
All you need to achieve success is order completion. It seems very easy; however, research shows that even 70% (!) of the customers don't complete their online shopping.

Why does this happen and how can it be avoided?
How can you help your customers complete their shopping process?



The most common reasons for the customers to give up shopping are:

- mistakes on the website
- not enough payment options
- high shipping costs
- **lengthly, complicated shopping processes**



Let's focus on the last point!

A very complicated shopping process, too many confirmation fields to click and data to enter are the reasons **26% of e-shoppers** reported abandoning their shopping carts! These customers are easy to get back. You just need to simplify the shopping experience. Simplify, by among other things, shortening.



**Here is where
Google Maps Autocomplete
service comes to the rescue.**

Google Maps Autocomplete

First name

Last name

Company (optional)

Address
260

Apt, suite, etc. (optional)

260 King Street East, Kitchener, ON, Canada

260 King Street West, Kitchener, ON, Canada

260 Frederick Street, Kitchener, ON, Canada

260 Ottawa Street South, Kitchener, ON, Canada

260 Belmont Avenue West, Kitchener, ON, Canada

powered by Google

Save this information for next time

Postal code

What is autocompletion?

Google Places API service offers an Autocomplete function.

You may not even notice it, but everyday this function makes your life easier. It's there when you have to drive to a meeting at a new place and search for it on a map. Google Maps suggests the location after you enter only the first few letters. When you search for a perfect gift on the Internet, Google suggestions also simplify the task and show you the right products. So on, and so on...

How can it simplify your shopping process?

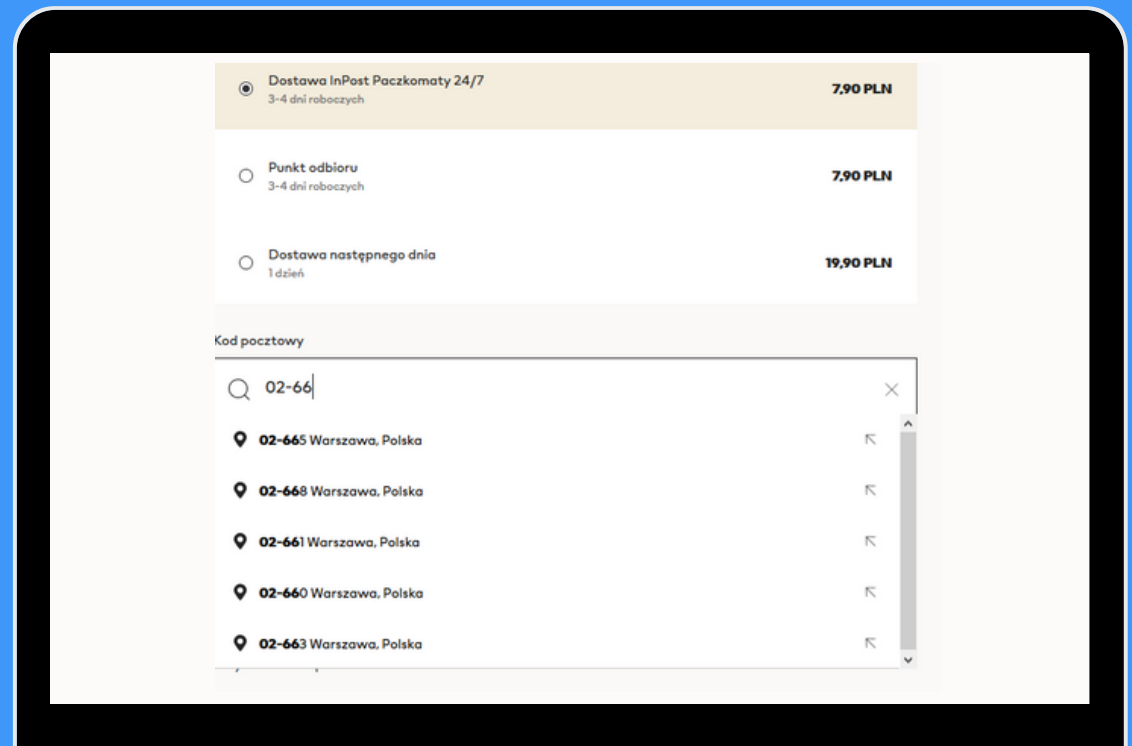


How does it work?

The Autocomplete function simplifies the ordering process on online stores. It provides a single field for filling out the address quickly. The field includes predictions for entered words and can be used to **autocomplete the delivery or billing address form**. A list of suggested words drops down when users type text in the Autocomplete field.

It's fine if the user makes a mistake while typing!
The suggested addresses will still be correct.

source:
www.hm.com



Think about how this function can help your customers! It will simplify finding the addresses of nearby pick-up points, store locations, and other useful information.

It saves the customer and you profit by more completed orders.



Do you use the Autocomplete function in your e-store already?

If you don't - we welcome you to contact us. We will be glad to advise you on how to implement both Google Places and Google Maps Autocomplete. They are easy, intuitive, and very effective.

If you do - that's great! We wish you many satisfied customers and encourage you to read our next guides about using Google Maps!



These resources might interest you!

Temporary business closure information now available through Google's Places API



Do you have any questions? We will be glad to help you!



Globema is a Polish IT company active on the market for more than 20 years. We are a **Google Cloud Premier Partner** and the only **Google Maps Premier Partner** in Poland. We operate in Poland and Central and Eastern Europe. Globema offers Google Maps Platform products and provides innovative IT solutions based on Google Maps that support many industries.

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