

# 8 tips to make the e-shopping experience easier

## Multiple delivery options

> give e-shoppers a larger choice

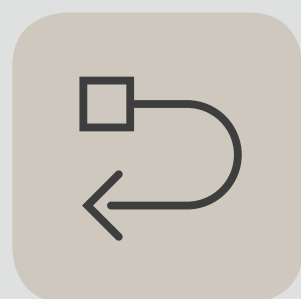


## Knowledge of the carrier

> is important and reassuring at the moment of purchase

## Return procedures

> improve the e-shopping experience



## Cart abandonment

> is an opportunity for a return-to-purchase

## Online security

> is key for payments and personal data

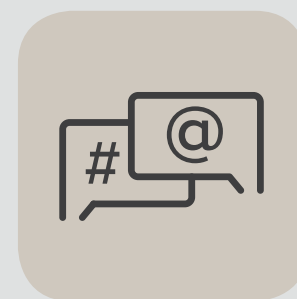


## Loyalty schemes

> attract and bring back e-shoppers

## Apps & responsive sites

> provide for enjoyable e-shopping



## Social media

> supports advertising, positive reputation and impulse purchases