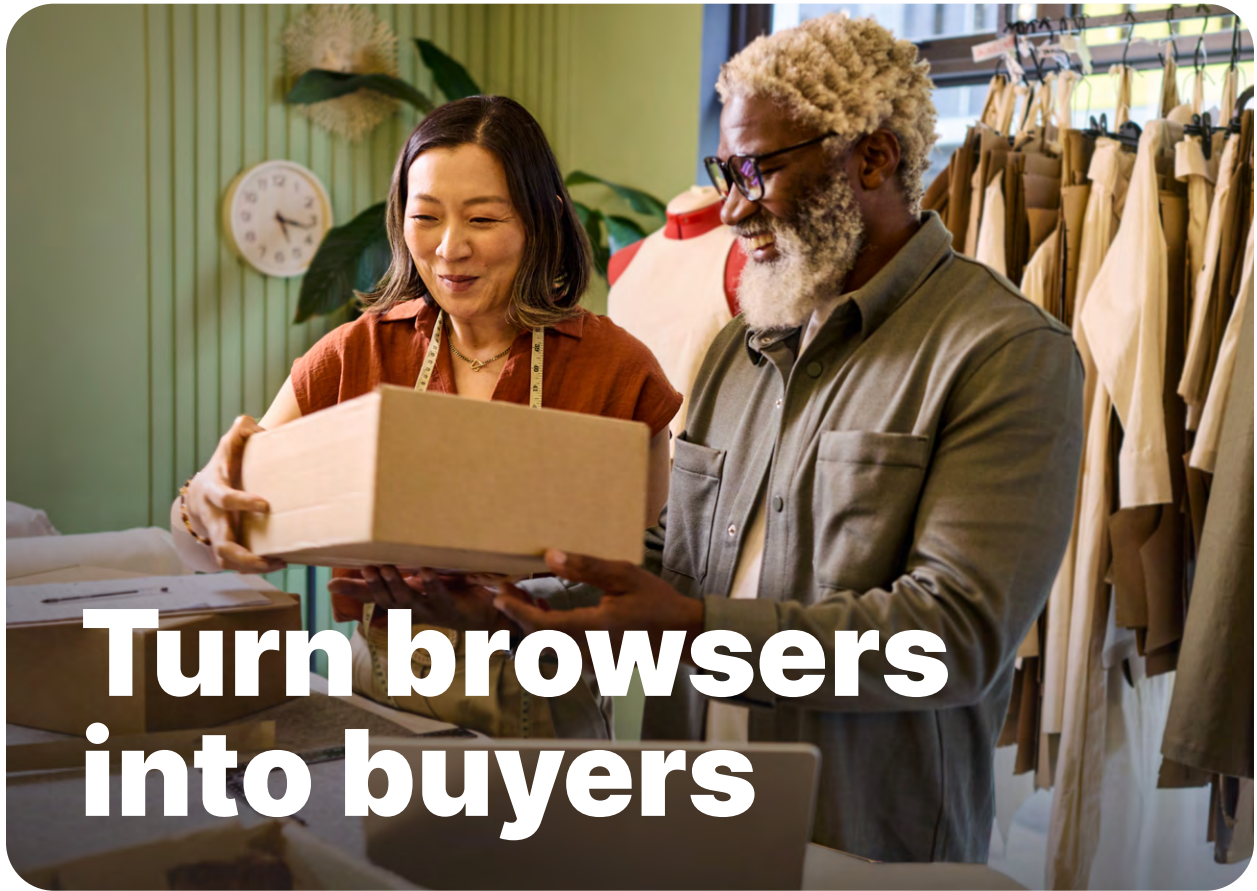


Heartland

A Global Payments Company



Turn browsers into buyers



**3 proven
strategies
for capturing
more online
sales in 2026**

What if your business could double its revenue next year — without doubling your workload?

Growth isn't always about working harder. It's about working smarter. eCommerce unlocks a world of possibilities for business owners in a crowded market. Imagine being able to reach shoppers across the globe, stay open 24/7 *and* make money while you sleep. **With ecommerce payments, you get tech that works after hours, so you don't have to.** That's the power of selling online — and it's just the beginning.

Keep reading to learn how to:

1. Squeeze more sales out of each customer
2. Eliminate the friction that's causing cart abandonment
3. Get shoppers returning again and again

I spent weeks building my site, my customers are clicking "add to cart," yet my sales are as slow as molasses.

I just want to sell online. Why does it feel like I need a degree in web design and Jedi mind tricks to do it?

I get 300 visitors a day but only 3 sales a week. Do I need to sage my website or what?

24%

of all retail sales are from
online stores²

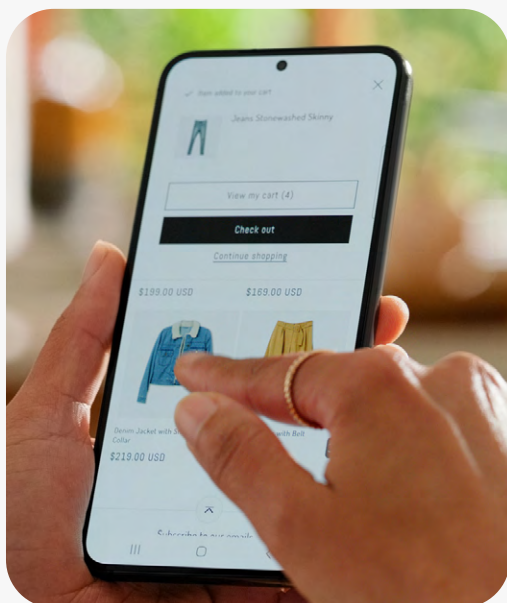
The future of commerce is online — and it's growing fast

If you're like many consumers, there's probably something you ordered online waiting at your doorstep right now. That's because we're adding-to-cart now more than ever, with the ecommerce market **expected to total over \$7.9 trillion by 2027**.³

As a business owner selling online, that's great news for you. But before you get too comfortable, keep in mind that you can't throw a bunch of inventory up on a website and hope for the best. **Nearly 3 in 4 carts are abandoned** due to things like cumbersome payment steps, security concerns and website issues.⁴ And even if you're converting customers, real growth requires earning repeat business.

In this playbook, we'll look at ways to increase your online sales by improving conversion rates, boosting average order value and creating loyalty with repeat customers.

eCommerce
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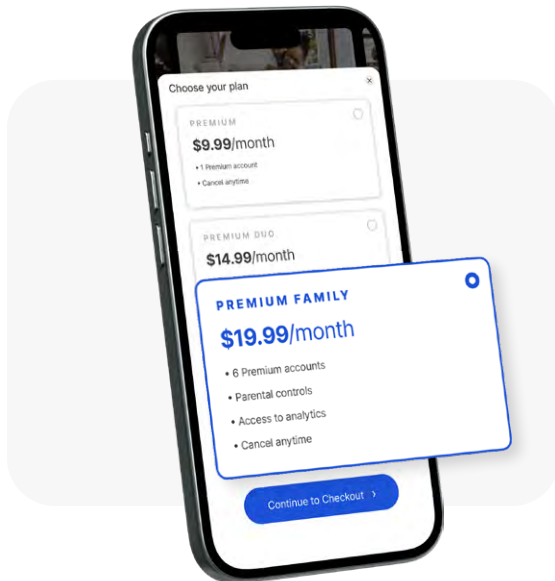
Nearly **3 in 4 carts**
are abandoned

1. Upsell, cross sell, excel

Boost every cart with simple strategies to maximize your online sales

You've already done the hard work getting visitors to your site and adding to their cart. Now, maximize those transactions with upselling and cross selling — two time-tested strategies that help businesses increase sales while delivering added value to their customers.

Think about the infamous McDonald's™ question: *Would you like to supersize that?* When they ask if you'd like to upgrade your fries and drink, they aren't just adding to the ticket price — **they're delivering a bigger, more satisfying experience.** Your online business, too, can highlight enhancements, like a deluxe version of your product or bundling of related items. Here are just a few ways to set up your ecommerce site design and item pricing to increase your average ticket.

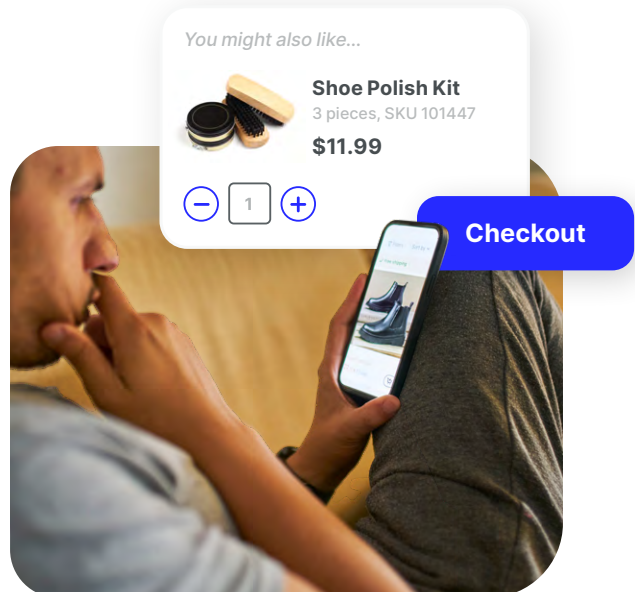


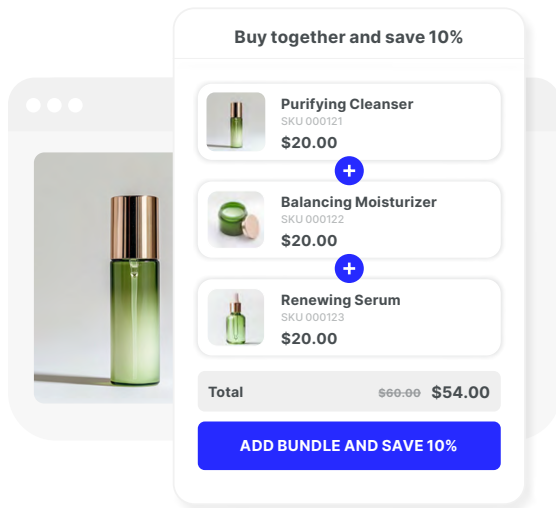
Suggest complementary items

Link related items on every product page. If a customer adds a pair of sneakers to their cart, that's a great opportunity to suggest a shoe cleaning kit or extra insoles.

Encourage upgrades

Is your product or service offered in different tiers? Be sure the highest tier or largest size is selected by default, or prominently displayed as a recommended upgrade option.



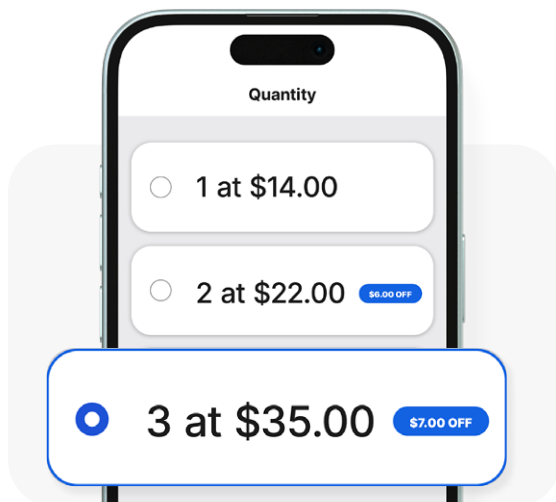


Offer bundle discounts

Consider giving customers a discount on bundles. If you sell cleanser, moisturizer and serum for \$20 each, \$60 may be too steep for your average customer, and they'll opt to spend \$40 on just two. But if you offer all three for a bundle price of \$54, they'll be more likely to go for the full set.

Highlight best sellers

Your most popular products are popular for a reason. Inspire visitors to leave with more than they came for when you strategically feature your best-selling or highest-rated items around your site. Use your [ecomm platform](#) to create collections of those products, and link to them from your homepage and main menu.



Reward bulk purchases

Compensate customers who buy in larger quantities with a special discount. Whether it's a percentage-off for buying three candles instead of one, or a deal on a 10-pack of notebooks, bulk purchases often appear as a better value for the customer, and equate to higher tickets for you.

2. Reduce cart abandonment

Improve cart conversion rates with a checkout experience that checks out



\$18B

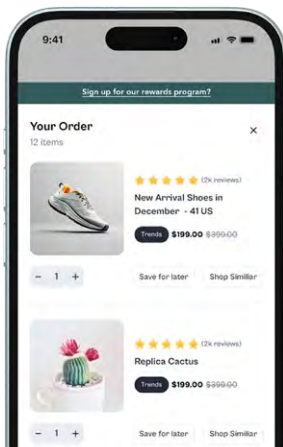
annually lost by ecomm retailers due to abandoned carts²

43%

of shoppers abandoned a cart because they were “just browsing”

86%

of *mobile* carts are abandoned



What else causes cart abandonment?

19%

Account setup requirement

19%

Distrust in payment security

18%

Long/complicated checkout process

10%

Lack of preferred payment methods

Source: Baymard Institute

How to remedy common checkout interruptions



Offer guest checkout

Asking customers to sign up for an account to capture their information for targeted post-purchase marketing is smart, but sign-up fatigue is real. If they don't want to register for yet another site, you risk losing the sale completely. Always offer a guest check out option.



Be ready for all the ways to pay

Nothing will cause you to lose a sale faster than a customer reaching the end of the checkout process only to find that you don't accept their preferred payment type. The more methods you accept, the less likely they are to leave.



Make checkout quick and painless

Ensure checkout is fast and user-friendly, so limit it to one page if possible. Alternatively, you could add a progress bar so customers can see where they're at in the process.



Be upfront about fees

No one likes surprises at checkout, especially when their order total jumps up. Make any additional fees — including tax and shipping — obvious pre-checkout, so customers can see the full cost early on.





35%

The average ecommerce site can gain a 35% higher conversion through better checkout design⁴

Your customers crave **a seamless checkout experience** — here's how to give it to them

✓ **Optimize for mobile**

Instead of thinking about your ecommerce site as desktop-optimized, build it with a smartphone in mind. This should help you simplify navigation, reduce unnecessary content, minimize form fields, increase button size and make other improvements that optimize both the mobile and desktop checkout experience.

✓ **Take all the ways customers want to pay**

More payment methods = more conversion. Give shoppers [flexible payment options](#) like credit debit cards, digital wallets, ACH and echeck.

✓ **Support secure card storage**

Let customers safely store their payment information for future purchases, so they don't have to locate and re-type the data every time. You can also streamline the process by auto-filling fields like the billing and shipping address.

✓ **Allow one-click shopping**

Bypass the cart altogether with an instant “buy-now” feature so you can offer one-click shopping to customers who have set up an account.

✓ **Update payment details automatically**

Avoid losing a sale or subscription payment due to expired cards. Account updater services automatically refresh customers' payment information, so they don't have to re-enter new payment details for expired cards.

✓ **Remember purchase history**

Store account holders' purchase history to personalize future shopping experiences. Set up your site so that it offers product or service suggestions, or even a prompt to reorder a previously purchased item.

✓ **Brand the entire checkout process**

If your checkout page looks completely different from your website, it can be jarring to customers. Make sure your brand — including logo, brand colors and voice — is represented throughout the checkout process.

✓ **Return policy**

Offer a clear and fair return policy, and display it prominently at checkout. If a customer is on the fence about a purchase, forcing them to sift through several pages of FAQs to identify your return process is not the key to closing the deal.



Convert casual browsers to paying customers

Use incentives to help your products go from “in cart” to “en route”

Of those who abandon their carts, 43% said they did so because they were “just browsing.”⁴ But a small perk or two can go a long way in motivating window shoppers to hit the ‘place order’ button.



Free shipping

39% of purchases are abandoned because of extra costs at checkout.⁴ Consider offering free shipping to customers who reach a certain spend threshold.



Expedited shipping

Others will abandon their cart if they learn their purchase won't get to them in the time they expected. Offer different shipping services for shoppers who may be willing to pay more to receive their items sooner.



Discount code

Whether it's 20% off their first order or a small discount for signing up for your newsletter, a well-timed promo code can create urgency and incentivize conversions.

3. Turn first-time buyers into forever customers

Build connections that keep them coming back

Even when you're successfully converting shopping carts, ecommerce growth takes more than one-off sales — you need to turn those shoppers into repeat patrons. What does that require? An optimized website, compelling incentives and personalized communication to make every visitor feel valued.

When done well, not only will you lock in repeat business, but you'll also see how rewarding loyalty can turn casual customers into your most passionate advocates. Because in today's competitive market, it's not just about selling products — it's about building relationships.

87%

of mobile shoppers say their friends influence their mobile purchase decisions²

306%

higher lifetime value from customers who are emotionally connected to a brand⁸



Loyalty points

55 of 110 points

Earn more repeat business with these tips

✓ Drive repeat purchases with a seamless experience

A hassle-free online shopping experience will help you lock in sales and solidify your position as a business people want to return to. Mobile-friendly and easily navigable site design, painless checkout process, timely shipping and clear post-purchase communication will all be factors they consider the next time they decide to shop with you versus a competitor.

✓ Boost engagement with post-purchase outreach

Your interaction with the customer doesn't end once the order is submitted — take time to send customers follow up messaging based on their purchases. That could be a user guide, product tips, styling suggestions, warranty information or even suggestions for recommended related items.

✓ Build brand loyalty by staying top of mind

To keep your brand relevant and build lasting relationships, meet customers where they are, whether it's an inbox, social media feed or via text message. A multi-channel marketing approach helps you remain visible and accessible no matter how your customers prefer to communicate.

Reward and retain your best customers

When you make customers feel valued, they're more likely to return, spend more and recommend your business to others. Plus, it costs 5 times more to acquire a new customer versus retain one.⁷ What's the secret though?



Exclusive promotions

Offer your most loyal customer early access to sales and new releases, or special perks like free shipping. These benefits make them feel like VIPs and boost retention.



Personalized rewards

Use past-purchase and personal data to surprise customers with relevant offers or gifts, like a freebie on their birthday.



Loyalty programs

Add a loyalty program integration to your tech stack, and watch the repeat purchases roll in. Remember to keep it simple for customers to understand, so they know how and when they can earn and redeem rewards.



Community involvement

Engage your most loyal customers by inviting them to offer feedback. Whether through surveys, product or service trials or informal conversations, their insights can help you refine your offerings and deepen your connections, fostering a sense of community.

Even in the digital space, you can build deep bonds with your customers, as long as you show your appreciation. A loyal customer feels valued, and when they feel valued, they stick around — and bring others with them.

Ready to turn more browsers into buyers?

Cross selling, converting and clienteling are key to your online success. But none of those work without a reliable online payments solution to support every transaction.

With [Heartland's](#) easy-to-use platform, 2,000+ integration options and 24/7 live customer support, accepting payments and growing an online business has never been easier.

We take the migraines out of ecomm. Get in touch today and start turning clicks into customers and cash.



How many of these headaches have you experienced?

- ☐ Not enough visitors coming to my online store
- ☐ Visitors come, but don't convert into buyers
- ☐ I make sales, but struggle to retain customers
- ☐ Uncertainty about online store security and data privacy
- ☐ I get hit with chargebacks frequently
- ☐ My ecommerce platform feels complicated or outdated
- ☐ Lack of clear insights into my store's performance
- ☐ Difficulty integrating my store with other tools and systems
- ☐ Insufficient support from ecommerce providers for new trends in tech

Customers saw
+20%
more revenue after
converting to Heartland.

**What could you do
with 20% more sales?**



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¹ explodingtopics.com/blog/ecommerce-stats

² yaguara.co/online-shopping-statistics/

³ forbes.com/advisor/business/ecommerce-statistics/

⁴ baymard.com/lists/cart-abandonment-rate

⁵ mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

⁶ wemedia.be/magazinemedia/wp-content/uploads/sites/7/2021/08/WTC-The-Future-Shopper-Report-2021.pdf

⁷ hbr.org/2014/10/the-value-of-keeping-the-right-customers

⁸ prnewswire.com/news-releases/new-retail-study-shows-marketers-under-leverage-emotional-connection-300720049.html

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