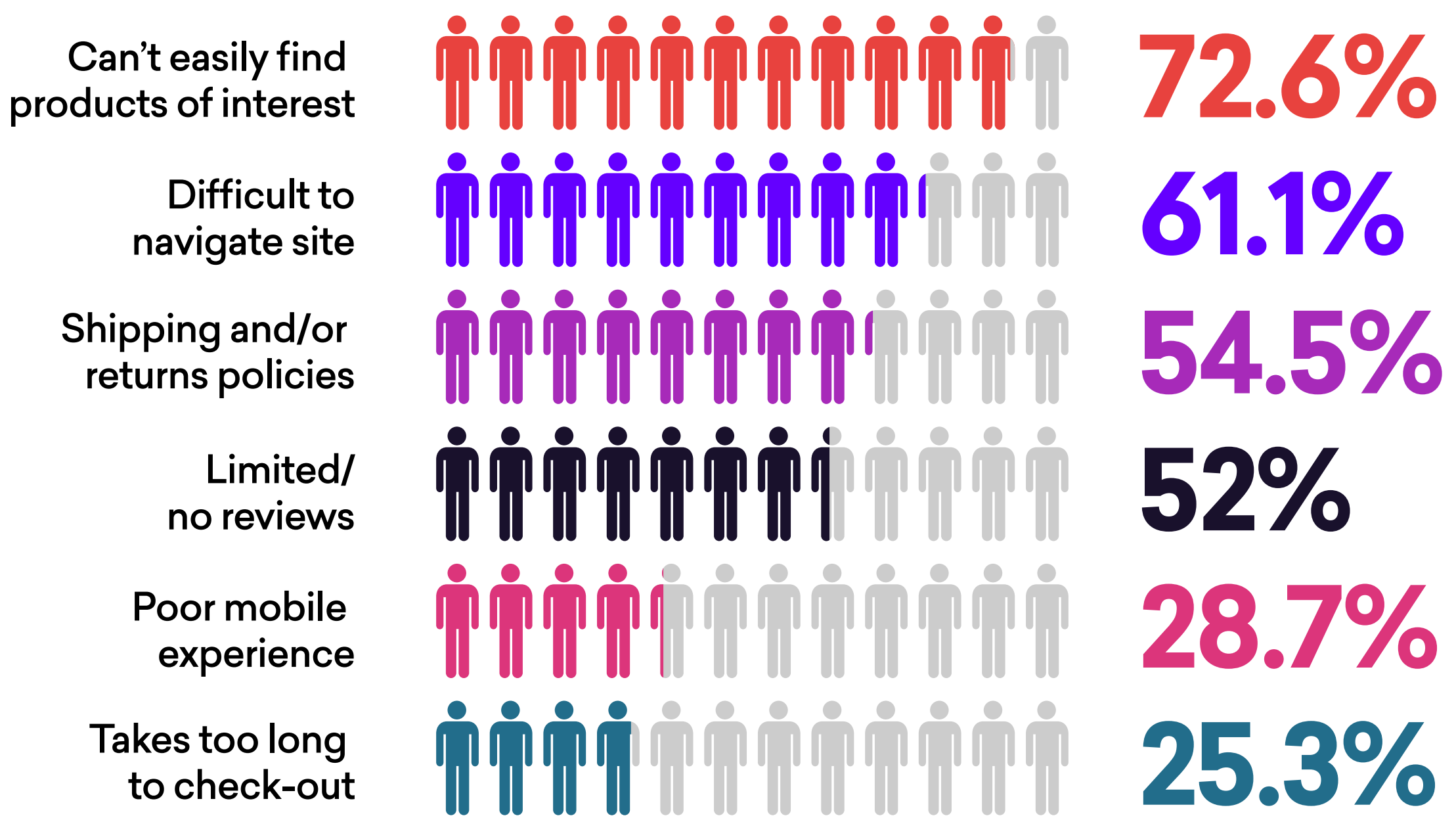


72.6%

of online shoppers blame inability to find desired products as top reason for lack of purchase.



Top reasons shoppers bounce or abandon without purchase



Note: Percentages do not add up to 100 because respondents were asked to select their top three choices.

What would make you most likely to leave a brand's website without purchase?

[Select top three reasons]

