8 tips to make the e-shopping experience easier

- **Multiple delivery options**
  - give e-shoppers a larger choice

- **Return procedures**
  - improve the e-shopping experience

- **Online security**
  - is key for payments and personal data

- **Apps & responsive sites**
  - provide for enjoyable e-shopping

- **Knowledge of the carrier**
  - is important and reassuring at the moment of purchase

- **Cart abandonment**
  - is an opportunity for a return-to-purchase

- **Loyalty schemes**
  - attract and bring back e-shoppers

- **Social media**
  - supports advertising, positive reputation and impulse purchases