

Converting Browsers into Buyers in ECommerce (Part Two): YRC Insights

YRC notes growing concerns among eCommerce brands over digital marketing ROI and offers insights and solutions to boost campaign effectiveness.

PUNE, MAHARASHTRA, INDIA, July 25, 2025 /EINPresswire.com/ -- With a long stint in delivering eCommerce consulting services, retail and eCommerce consulting brand - Your Retail Coach (YRC) accentuates that there is a growing concern among eCommerce and omnichannel brands and businesses about the quality of the results from their investments in digital marketing campaigns. In this and a previous communiqué, the team of [Dr. Nikhil Agarwal](#) of YRC highlights some of the underlying challenges and recommended solutions to improve ROI from digital marketing efforts.



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Empowering Retail & E-commerce businesses worldwide.”
Nikhil Agarwal

Dr. Nikhil Agarwal, Founder & Managing Director, YRC

While making product recommendations is not a new strategy for pulling customers back, most of the recommendations lack appeal. This appeal comes from favourable changes like drops in prices, availability of products based on original search, shorter delivery,

incorporation of new payment methods, application of promotions, etc. Recommendations should not be confined to products only but the overall value propositions and the shopping history of customers. Recommending the same products with the same set of values which customers left makes little sense. Mistakes in recommending products are something that should be avoided at all costs.

Dr. Nikhil Agarwal, Founder & Managing Director, YRC (00)

A massive chunk of traffic in eCommerce comes from smartphones. Hence, optimising websites and apps for proper functioning on smartphones should be a top priority. Universally important is providing a good quality User Experience (UX) irrespective of the device. The solutions include image compression, responsive images and thumb-friendly elements, code optimisation, leveraging CDN, memory caching, reducing HTTP requests, avoiding horizontal scrolling, using a hamburger menu for centralised navigational control and content optimisation, providing clear CTAs, minimizing the need for typing, auto-fill forms, intuitive navigation, etc.

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Having the customer support chat window easily visible and readily available at a click or tap provides a silent assurance to customers that help is available whenever needed. YRC strongly recommends the use of SOP for online business customer support operations. SOPs help ensure that query or grievance resolution is always approached in a planned and systematic manner. Even with the use of automated chatbots, SOP-IT integration is necessary. While many top [000000000 0000000000](#) firms vouch for the use of AI-powered chatbots for entry-level queries, YRC's [000000000 000000 000000000000](#) recommend a certain degree of caution and preparation with the use of these tools as the latter can cause brand dehumanisation.

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Creating a sense of urgency or scarcity was never a sound practice in the first place. These tactics may have worked for some time when eCommerce was a relatively new phenomenon but today, customers can see through such tactics. There is no way for customers to tell if those claims of 'limited stock' or 'offer ends in' are true or not. In some cases, the tag of 'limited stock' keeps showing for days. These tactics work only if there is authenticity in them and when there is authenticity in them, they are no longer tactics but a manifestation of transparency.

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In its simplest form, reaching out to customers with abandoned carts is as simple as sending a reminder that there are items in the cart and if they want to continue. The frequency and quantum of these reminders should be progressively limited. If a brand seeks to aggressively pursue and close deals on abandoned carts, there could be additional measures but without appearing so to customers. There could be additional discounts, faster delivery, bundled benefits, etc. The order value on abandoned carts is an important consideration here.

To converse directly with a consultant for ecommerce business, please visit YRC's official website: <https://www.yourretailcoach.in/>

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Rupal Nikhil Agarwal
YourRetailCoach
+91 98604 26700
consult@mindamend.net
Visit us on social media:
[LinkedIn](#)
[Facebook](#)
[YouTube](#)
[X](#)

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