Live Baskets

Review active and historical eCommerce baskets.

- Summary

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Use this screen to review Live Baskets. This is an invaluable tool in understanding customer behaviour in the checkout funnel.

> All baskets will be recorded here until they have been converted to a Sales Order; at that point, they will be removed from the list.

Baskets are recorded once the customer visits the checkout page.

Key to icons

 = create order from basket

Detail

> Customer details will be shown here if they have been entered, or if the customer registered an account.

Field	Purpose
Id	*Basket identifier*
Customer	*Customer name (if known)*
Device	*Information about the browser and device will be shown here (if known)*
Date	*This displays the last date and time the basket was active*
Contents	*The products and options selected by the customer*
Value	*The total value of the basket*
Checkout Step	*This shows the final checkout step the customer accessed prior to leaving the basket*
IP Address	*The last used IP address of the customer*
Country	*The country of origin of the basket (based on IP address)*

FAQs

How are Live Baskets different to Abandoned Sales Orders?

Live Baskets are created once a customer has added an item to their basket, and clicked through to the checkout. When a customer clicks through to make payment, the Live Basket is converted into a Sales Order; until that payment is created, the Sales Order will have the status of 'Abandoned'.