



Improve the Shopping Cart with Address Autocomplete

Increase conversion rates and decrease abandoned shopping carts by adding the Google Places Autocomplete API to your online store's checkout flow.

Online shopping and ordering is an ubiquitous part of our lives and has become faster and more responsive than ever before.



From same-day delivery services to booking a taxi or ordering dinner, customers have come to expect checkout processes to be frictionless and "on-demand." However, in all of these applications, address entry for billing or shipping information remains one area that can be both time consuming and cumbersome for users. A frictionless checkout experience becomes even more important in the mobile world, where complex text entry can be exceedingly cumbersome and another barrier for customer conversion.

This paper will describe how the **Google Places Autocomplete API** can significantly streamline and simplify address entry in your application, leading to higher conversion rates and a frictionless checkout experience for your customers.

When shopping online, any additional steps or complexity in the checkout process can lead to shopping cart abandonment -- that is, when customers put items in their online shopping carts but leave before completing the purchase.

According to a study by the Baymard Institute, as of November, 2015, the average shopping cart abandonment rate is 68.53%. While customers may decide to abandon their shopping carts before checking out for a number of reasons -- such as hidden shipment costs, lack of payment options, or were simply window shopping -- too many steps or complexity in the checkout process remains a top reason why a significant number of purchases are not completed.

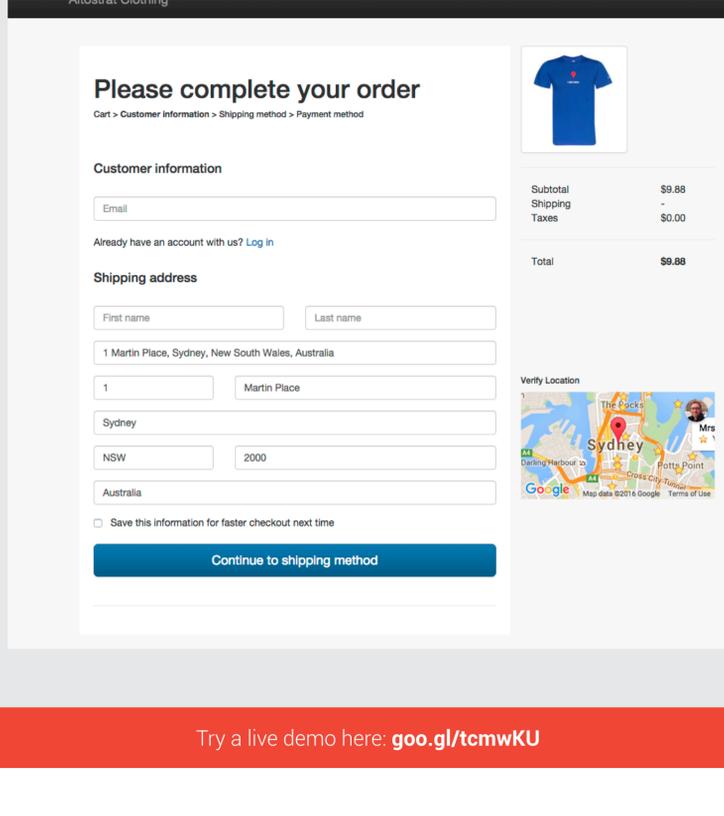
Increase Conversion Rates with the Google Places Autocomplete API

Address entry is time consuming. The Google Places Autocomplete API can reduce friction in the checkout process by providing a single, quick entry field with 'type-ahead' address prediction that can be used to automatically populate a full billing or shipping address form.

When the user selects the Autocomplete entry box and begins typing, a list of address suggestions appear:



When the user selects an address from the list of suggestions, your application can then populate the correct fields of the address entry form:



Try a live demo here: goo.gl/tcmwKU

By incorporating the Google Places Autocomplete API in your online shopping cart, you can:

- > Reduce address entry errors
- > Decrease the number of steps in the checkout process
- > Simplify the address entry experience on mobile or wearable devices
- > Significantly reduce total time required for a customer to place an order
- > Decrease the length of the check-out process by up to 64%
- > Reduce cart abandonment by 3-5%

Getting Started with the Google Places Autocomplete API

It only takes a couple lines of JavaScript code to incorporate the Google Places Autocomplete API into your site.

First, you need to include the Google Maps API JavaScript library in your site and specify the Places library:

```
<script
src="//maps.googleapis.com/maps/api/js?key=YOUR_API_KEY&libraries=places&callback=initAutocomplete" async defer></script>
```

Next, add a text box to your page:

```
<input id="autocomplete" placeholder="Enter your address" type="text"></input>
```

Finally you need to initialize the Autocomplete service:

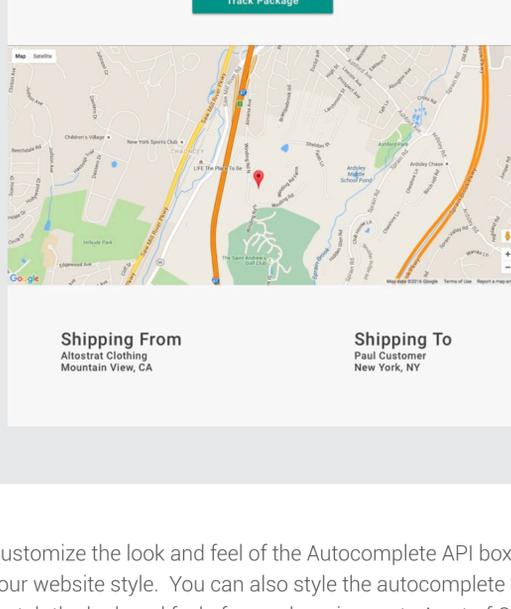
```
function initAutocomplete() {
  autocomplete = new google.maps.places.Autocomplete(
    (document.getElementById('autocomplete')),
    {types: ['geocode']});
}
```

See the full source code for populating an address entry form: goo.gl/s236ac. Additionally, the Google Places Autocomplete API is also available as a web service (goo.gl/5E3WFX) and natively in the Google Places API for iOS (goo.gl/iJai9F) and Google Places API for Android (goo.gl/Ztf4io).

Tips to Further Enhance Your Customer Experience

You can further enhance your customer experience by taking advantage of some of the advanced features the Google Places Autocomplete API has to offer. Here are 4 tips for improving your Autocomplete address entry box:

1. Allow users to enter an address based on a business or point-of-interest name. The 'type ahead' prediction service doesn't just work for addresses, you may also choose to allow business or landmark names to be entered. After a user enters a name, it's easy to get the address with a call to Place Details: goo.gl/4VMXfj
2. Show a map to provide visual confirmation of the delivery location. After address entry, it's easy to show a map to provide the user visual confirmation of the delivery location. This can provide the customer some additional assurance that the delivery address is correct, and reduce delivery failures. This can be accomplished on a web page with the Google Maps Javascript API (goo.gl/zhxkk), or in a confirmation e-mail with the Google Static Maps API (goo.gl/3EU5aM).



3. Customize the look and feel of the Autocomplete API box to match your website style. You can also style the autocomplete widget to match the look and feel of your shopping cart. A set of CSS classes are available for you to customize. For more information on how to style your autocomplete box, see the documentation: goo.gl/P8eitj

4. Bias the address suggestions to a particular geographic region. You can bias the suggestions returned by autocomplete to a particular geographic region, or a viewport defined by a Google Map on your site. You can also restrict the results to a particular country. This ensures your customers are always receiving the most relevant address suggestions. More information: goo.gl/v4rmMv

Summary

We hope you're able to incorporate some of these ideas into your online store or shopping cart. Learn more about what Google Maps APIs can do for your websites and applications: goo.gl/VXJHT

WANT TO FIND OUT MORE?

Our Customer Success team will work with you to determine how the solution will work best for your organization. For more information about this offering or to learn more about how customizing Google Maps can impact your business, please contact us at:

North and South America
maps-success-americas@google.com

Asia Pacific
maps-success-japac@google.com

Europe, Middle East and Africa
maps-success-emea@google.com