

GyftHint Minimizes Cart Abandonment With A Seamless Solution For Shoppers and Retailers

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Online shoppers often avoid traditional wishlists due to the time needed for sign-ups, the hassle of managing lists on multiple apps and the concern about future marketing emails. Instead, many use their online carts as makeshift wishlists, intending to return later to complete their purchases. However, this practice frequently leads to [cart abandonment](#), prompting retailers to seek more effective strategies to encourage shoppers to finalize their transactions.

"The solution is GyftHint and our [Add to GyftHint](#) button," says Eddy Jette, Co-Founder and CEO of GyftHint. Jette notes that "Traditional gift registries and wishlists often require users to share their lists with family and friends, which can feel awkward and cumbersome."

GyftHint <https://gyfthint.com> addresses this by offering a seamless, stress-free, and non-intrusive alternative. With GyftHint, there's no need to send out a wishlist. Users can create a personalized store by selecting items from any website and then invite as many loved ones as they like, each receiving just one invitation. Once invited, loved ones can view the selected items as "HINTS" and purchase them as gifts. The platform's auto-reminders, tied to key dates, remove the need for direct gift requests, making gift-giving effortless while significantly reducing return rates for retailers.

GyftHint not only streamlines the gift-giving process but also enhances the shopping experience by allowing users to continue their shopping seamlessly across multiple devices, which leads to significantly higher conversion rates. Research shows that nearly 40% of online transactions occur across multiple devices, yet many retailers struggle to implement effective cart regeneration.



Co-Founder & CEO Eddy Jette



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*Eddy Jette, Co-Founder and
CEO*

GyftHint solves this problem by enabling shoppers to save, purchase, or share items effortlessly across devices, aligning with modern shopping habits and ultimately reducing cart abandonment. "In the past, shopping carts served as an external memory tool for remembering and comparing items," said Jette. "Understanding this, GyftHint empowers users to shop more effectively, which benefits both shoppers and retailers."

About GyftHint

GyftHint aspires to revolutionize the gifting landscape through an innovative marketplace that cultivates a seamless and sustainable gifting experience for retailers and consumers alike. With a commitment to empowering individuals to give and receive gifts effortlessly, GyftHint aims to leave a positive imprint on both the gifting process and the planet.

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