

5 Keys to Help Avoid Cart Abandonment.

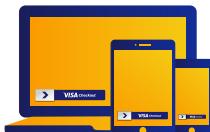
According to a study by Baymard Institute,

68%

of all ecommerce visitors abandon their shopping cart¹. Here are 5 keys to help unlock some of the secrets to conversion success with Visa Checkout.



Consistency



Visa Checkout provides an identifiable and consistent payment experience across devices.



Consumers expect their checkout experience to be familiar, easy and intuitive on whatever device they choose. Without consistency, confusion can occur that can lead to cart abandonment.



Don't redirect



Every extra step between shopping basket and checkout is an opportunity for customers to abandon.



Redirecting can concern customers and lead to abandonments. Visa Checkout integrates directly into the merchant checkout flow, keeping consumers in the merchant site or app.



Reduce form filling



An estimated 27% of shoppers feel the checkout process is too long and complicated. Visa Checkout replaces multiple form fields with just two forms.¹



Having to fill out forms on a mobile creates friction that can cause shoppers to drop off.



Built for speed



With Visa Checkouts linking to digital wallets, mobile shoppers can speed through checkout using biometric authentication.



One merchant saw 42% fewer daily abandonments when the average Visa Checkout lightbox load time was less than 3 seconds.²



Peace of mind



Reducing customer concerns over personal security and embracing solutions that help protect consumer data can help drive conversion.



96% of over 1,200 Visa Checkout users surveyed said they feel more secure making a purchase with Visa Checkout.³

Learn how we can help: visa.co.uk/visa-checkout

SOURCES: ¹ Baymard Institute, E-Commerce Usability: Checkout, Sept. 2016. ² Measured over 4 weeks in May and June 2016 on a major online retailer following a technical implementation change. ³ Millward Brown Visa Checkout Customer Experience, March, 2015; commissioned by Visa. Based on data from an online survey of 1,241 U.S. consumers.