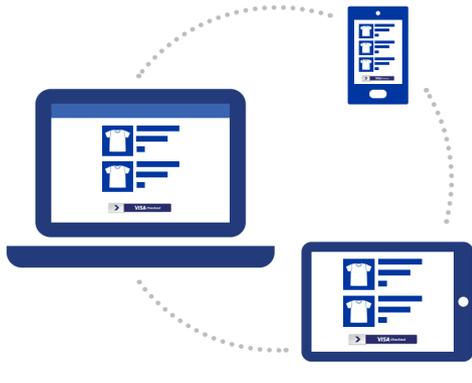


# 5 Keys to Help Avoid Cart Abandonment

With the continued rise in online shopping, an increase in cart abandonment has also occurred. According to a study by Baymard Institute, 68% of all ecommerce visitors abandon their shopping cart<sup>1</sup>. Here are 5 keys to help unlock some of the secrets to conversion success with Visa Checkout.

1

## Consistency is key



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.



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

37%

of US mobile device users cited an inconsistent user experience as the most frustrating aspect of the mobile shopping experience.<sup>2</sup>



Without consistency, confusion increases causing unnecessary friction when it comes to moving from cart to conversion.

2

## When it comes to paying, don't redirect

Redirecting consumers to a different experience to enter their payment details adds additional friction in the checkout process.



51%

In 2015, 51% of customers were more likely to complete transactions than those who enter their card number and address.<sup>3</sup>

### Reducing friction provides a higher chance for conversion



Redirecting can raise alarm bells for consumers which can lead to an increase in abandonment rate.



Visa Checkout keeps consumers in the flow of the merchant shopping experience by directly integrating into the merchant site or app.

3

## Too many form fields adds un-needed friction

### Number of Form Fields

Multiple form fields with standard checkout



VS

Enrolled form fields with Visa Checkout



Reducing the number of form fields during checkout can help eliminate a key reason for abandonment. An estimated 27% of shoppers feel the checkout process is too long and complicated.<sup>1</sup>



Having to fill out form fields, especially on a mobile device, creates friction that can cause shoppers to drop off.

2x

By placing Visa Checkout in a prominent location on the checkout page, one merchant recently saw a 2X increase in usage.<sup>4</sup>

4

## Built for speed



Consumers want fast, responsive experiences. If a shopping experience slows down, anxiety increases and so does abandonment. This is the #1 most frustrating aspect of the mobile shopping experience.<sup>6</sup>



Visa Checkout is built for speed and offers optimized integration options to enhance load time performance.

One merchant saw 42% fewer daily abandonments when the average Visa Checkout lightbox load time was less than 3 seconds.<sup>5</sup>



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

5

## Provide Peace of Mind

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



Visa Checkout uses Visa risk and authentication capabilities that evaluate risk at every stage and create a secure foundation for a seamless shopping experience.

96%

of over 1,200 Visa Checkout users surveyed said they feel more secure making a purchase with Visa Checkout.<sup>7</sup>



Visa Checkout's fraud rate today is 63% lower than non-Visa Checkout payment volume at top Visa Checkout merchants.<sup>8</sup>

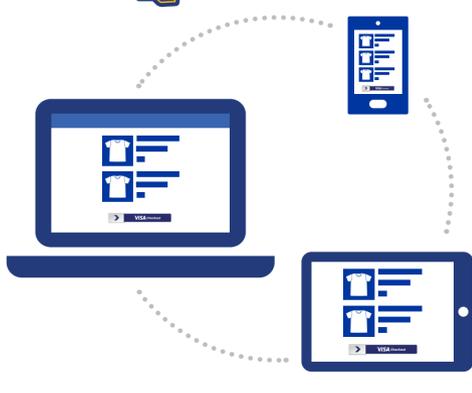
SOURCES: <sup>1</sup> Baymard Institute, E-Commerce Usability: Checkout, Sept. 2016. <sup>2</sup> eMarketer, Better Site Optimization Lifts Mobile Conversion Rates, May 2015. <sup>3</sup> comScore 2015 Visa Checkout Study, commissioned by Visa. Based on data from the comScore research panel of one million U.S. PC/laptop users, April-October 2015. <sup>4</sup> Measured over 2 weeks in March 2015 on a major online retailer following a design change to move the Visa Checkout button higher on the page, and visible without vertical scrolling. <sup>5</sup> Measured over 4 weeks in May and June 2016 on a major online retailer following a technical implementation change. <sup>6</sup> eMarketer, May 2015, Better Site Optimization Lifts Mobile Conversion Rates in an October 2014 survey of 1,000 US consumers by Mobiquity, 42% of respondents listed slow load times as their major complaint when it came to mobile shopping. <sup>7</sup> Millward Brown Visa Checkout Customer Experience, March, 2015; commissioned by Visa. Based on data from an online survey of 1,241 U.S. consumers. <sup>8</sup> Based on Visa Checkout and VisaNet data from July 2015 to June 2016. Visa analysis of representative Visa Checkout merchants and excludes certain merchants that report their payment transactions differently between Visa Checkout and VisaNet. Merchants included in the fraud analysis make up approximately 90% of total Visa Checkout payment volume.

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