

Reimagine Checkout

Global cart abandonment rate in Q1 2023.¹



5 ways to help increase online conversion and build trust.

1

Deliver on shipping.



66%

66% of shoppers say they would be more likely to make a purchase if offered free shipping.²

Display free shipping thresholds on product and cart pages, plus cross-sells to get them over these thresholds.

2

Rethink returns, so they return.




21%

In 2019, online returns as a percentage of online sales were 10%, which then more than doubled in 2021 to 21%.³

Let customers choose how they want to return — mail versus in-store drops.

3

Get paid now, while they pay later.




63%

63% of buy now, pay later (BNPL) users are more likely to complete a purchase if a BNPL option is available.⁴

Highlight BNPL options early in the shopping journey, enabling consumers to budget more effectively.

4

Take a smart approach to smartphones.



71%

Smartphones generate 71% of traffic visits and 61% of orders for online retail websites worldwide.⁵

Eliminate friction by having a single "Full Name" field and leveraging zip code autodetection.

5

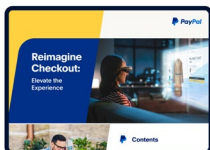
Welcome guests, securely.



27%

27% of consumers say they are less likely to make an online purchase if they must create a new user account first.²

Make guest checkout the default, but give customers reasons to create an account.



Download our full ebook to learn the fundamentals of decreasing cart abandonment — and get five additional tips on how to help deepen customer connections and elevate the checkout experience.

¹ Salesforce.com, The Shopping Index, accessed Apr 25, 2023. ² PayPal E-Commerce Index Europe, Nov 2022. ³ Wall Street Journal video, Returns Are the Retail Industry's Quietly Mounting Logistics Problem, Nov 28, 2022. ⁴ TRC online survey, commissioned by PayPal, Apr 2021 involving 5,000 consumers ages 18+ across United States, United Kingdom, Germany, France, and Australia [among BNPL users, US (n=282), UK (n=303), DE (n=342), AU (n=447), FR (n=255)]. ⁵ Statista, Statista Dossier on e-commerce worldwide, 2022.

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