



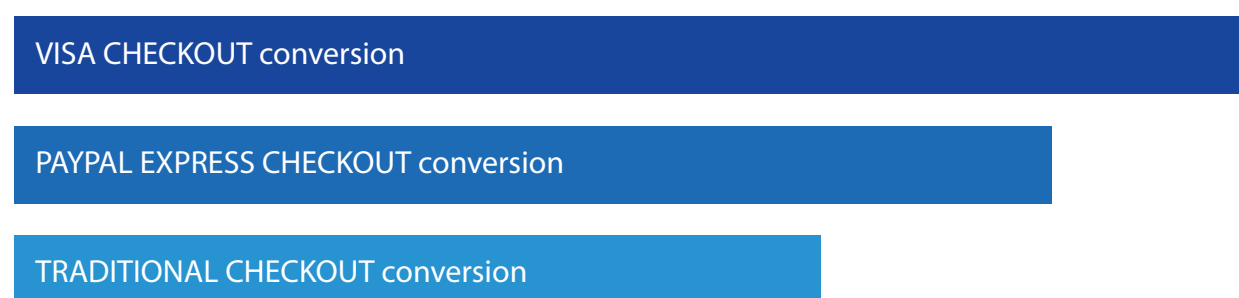
# Cart Abandonment: A Thing of the Past?

An updated comScore study shows that Visa Checkout yields conversion rates that far exceed traditional checkout and PayPal Express Checkout. Online and mobile commerce are increasing at a significant velocity compared to traditional commerce, nearly four and eight times faster, respectively.<sup>1</sup> With this shift in shopping behavior, retailers need to deliver frictionless checkout, allowing their customers to make fast and easy payments across all their devices.

## Did You Know That...?

...Visa Checkout conversion rates from the merchant shopping cart are higher than those for either PayPal Express Checkout or traditional checkout.<sup>2</sup>

**86%** Visa Checkout enrolled customers completed 86% of transactions from the shopping cart.<sup>2</sup>



**51%**

Visa Checkout enrolled customers have a 51% higher conversion rate when compared to traditional checkout customers.<sup>2</sup>

**28%**

PayPal Express Checkout customers have a 28% higher conversion rate when compared to traditional checkout customers.<sup>2</sup>

## ...Visa Checkout customers make more purchases.

**↑ 30%** Visa Checkout customers make 30% more transactions per person compared to overall customers.<sup>2</sup>

**+23**

Visa Checkout enrolled customers achieve 23 percentage points higher lift over traditional checkout conversion compared to PayPal Express Checkout customers.<sup>2</sup>



Visa Checkout provides an easy and secure purchase experience for customers...

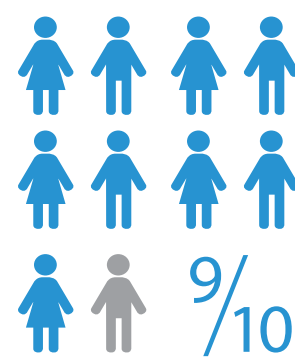


95% say sign-up was easy<sup>3</sup>



96% feel secure making a purchase with Visa Checkout<sup>3</sup>

...and Visa Checkout customers want to return for more shopping

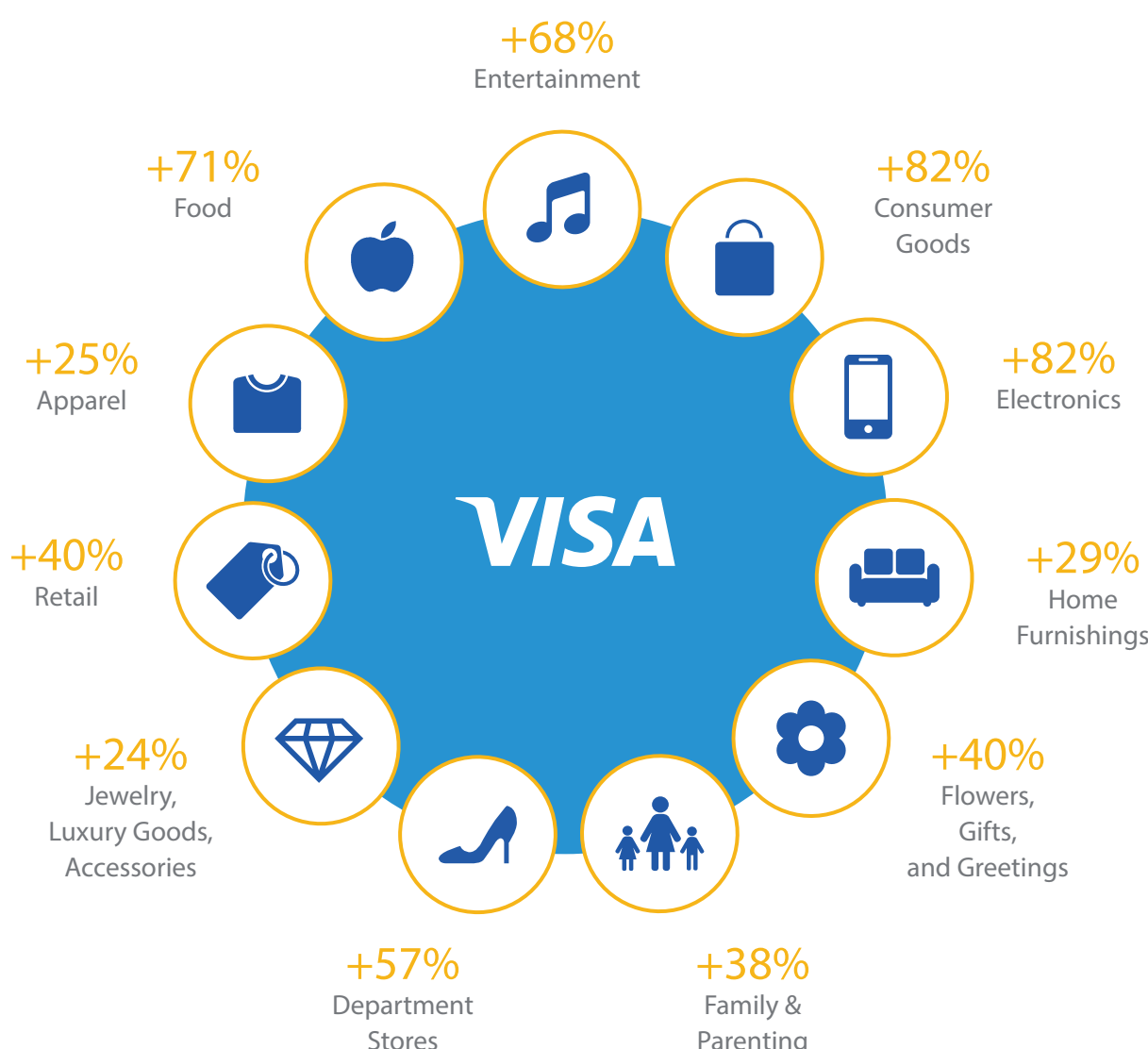


are satisfied with their experience and say they are likely to continue using Visa Checkout<sup>3</sup>



Visa Checkout customers are highly active in visiting online shopping sites

Compared to overall customers, Visa Checkout customers have significantly more page views on average at shopping-related sites, particularly in retail, consumer goods, food, and lifestyle categories.<sup>2</sup>



## Sources

<sup>1</sup> eMarketer, August 2015

<sup>2</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>3</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.