

Visa Checkout is an online checkout service from Visa that allows customers to make purchases quickly and easily from any device. Visa Checkout allows customers to store their card and shipping information in a secure account, so that they only need to enter a username and password at checkout.

By the numbers



300K+ live merchants



20M+ registered users



1,500+ financial institutions



23 countries worldwide

Success stories

86%

86% of enrolled Visa Checkout customers completed transactions from the shopping cart in 2015¹

51%

In 2015, Visa Checkout-enrolled customers had a 51% higher conversion rate when compared to traditional checkout customers¹

VISA CHECKOUT conversion

TRADITIONAL CHECKOUT conversion

63%

Visa Checkout's fraud rate today is 63% lower than non-Visa Checkout payment volume at top Visa Checkout merchants²

↑30%

Visa Checkout users in 2015 made 30% more transactions per buyer regardless of checkout option⁴

38%

38% of consumers surveyed are more likely to want to find out about more products and services from issuers who offer digital products like Visa Checkout³

6.5x

Users are 6.5x more likely to choose Visa Checkout when it incorporates personalized card art⁵



Issuer experiences

“Protecting our members' personal and financial information is a top priority for us. Introducing Visa Checkout to our members provides them with a secure and seamless payment option.”

-Aaron Aggerwal

Assistant Vice President of Credit Cards, Navy Federal Credit Union

¹ comScore 2015 Visa Checkout study, commissioned by Visa. Based on data derived from the comScore research panel of one one million U.S. PC/laptop users measuring panelists purchases at 12 e-commerce domains, April-October 2015.

² Based on Visa Checkout and VisaNet data for the period July 2015-July 2016. For Visa transactions only

³ Millward Brown Visa Checkout Issuer Branded Impact Study, July 2016 used issuer-cobranding Visa Checkout creative to assess the impact of Visa Checkout on consumer perceptions of their issuer brand on dimensions like innovation and digital leadership and their willingness to seek other products and services from their issuer, pre- and post- exposure to the product. It involved 700 participants from 5 U.S. issuers. Figures show percentage of respondents who selected "Agree Strongly" or "Agree Slightly" in response to the statement.

⁴ comScore 2015 Visa Checkout study, commissioned by Visa. Based on data derived from the comScore research panel of one million U.S. PC/laptop users measuring panelists' purchases across all e-commerce domains, April-October 2015.

⁵ Based on usage when card art was shown for existing users with the "remember me" option selected, U.S. only, data for August 2015.