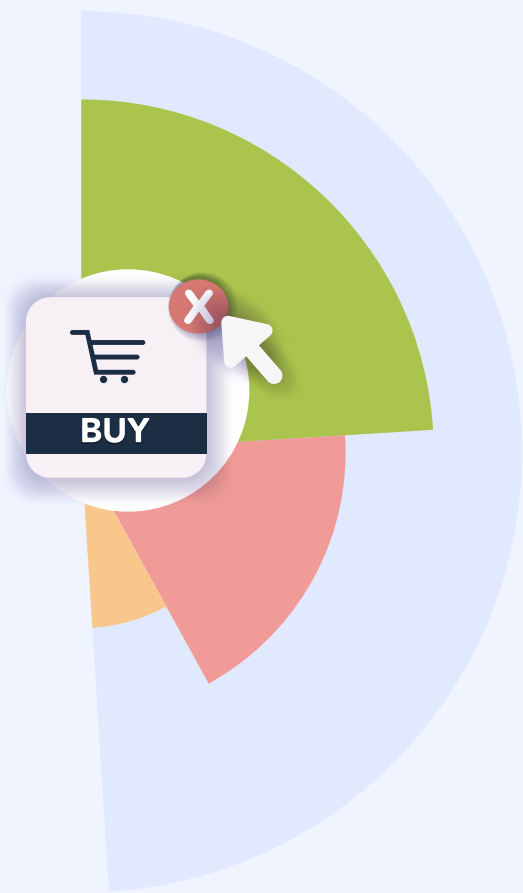


How to optimise your checkout process

Did you know?

49% of potential ecommerce buyers abandon the cart because of surprise costs



24% of cart abandonments happen because the site doesn't offer a "guest checkout"

18% of users give up on a long or confusing checkout process

7% of ecommerce visitors abandoned their carts because of a lack of trust

Why improve your checkout process?

It can ultimately increase

- Conversion rate
- Trust
- Reputation
- Sales and revenue
- Customers' loyalty



And decrease

- Distractions
- Process length
- Cognitive load

How to provide an optimal checkout experience?

Create a friction free process

Provide guest checkout options

Optimise for mobile use

Use autofill & autosave features

Allow for multiple payment options

Understand how to design your cart

Lower your prices & be clear about your fees

Use CTAs & progress indicators

Offer a secure process

