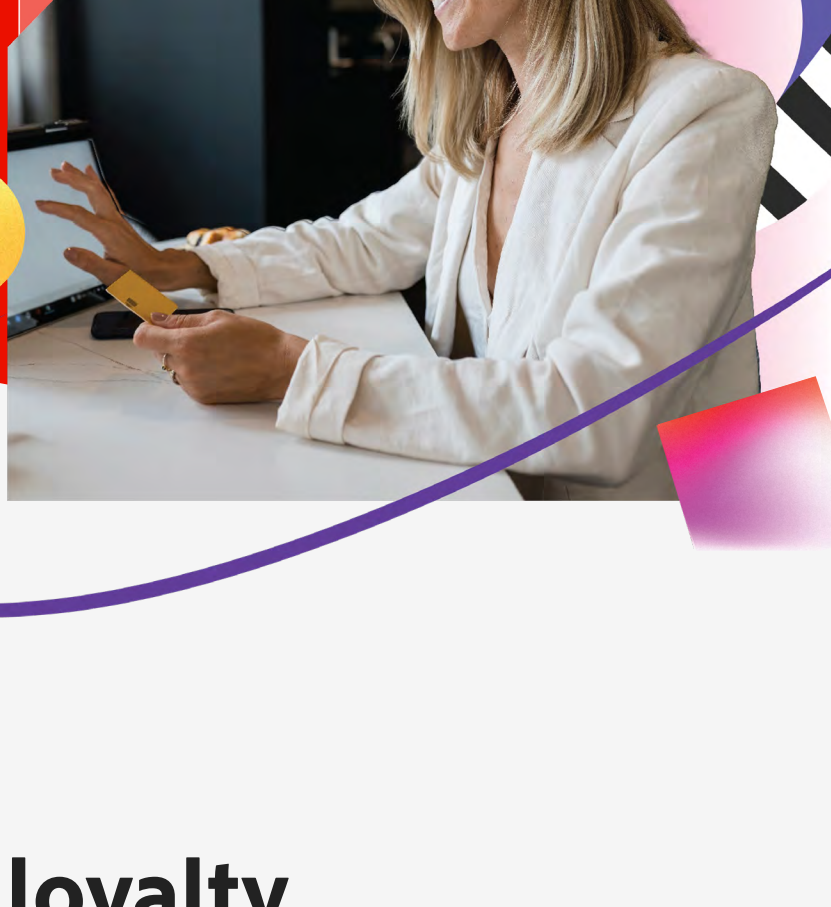


Three ways to improve the checkout experience

Poor digital experiences erode shopper loyalty. By simplifying the checkout process, merchants can improve conversions and encourage repeat business.



Building trust and loyalty

In today's digital commerce landscape, the customer experience at checkout has a significant impact on both trust and loyalty.

Experts estimate that a mere 5% increase in customer retention can yield more than a 25% increase in overall profit¹.

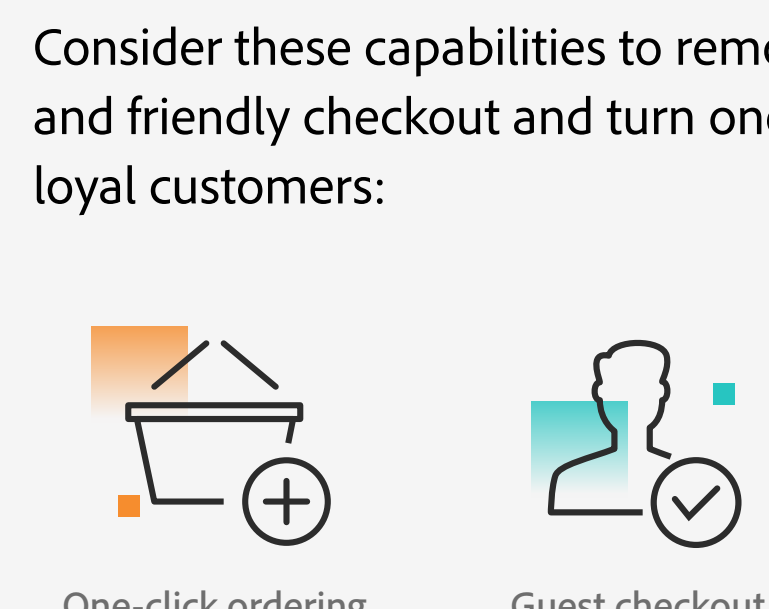
When trust is broken, 55% of consumers say they will never do business with that brand again. Gen Z is the least forgiving, with 60% saying they will never purchase again².

Improving the customer-merchant relationship

How can merchants deliver a better checkout experience? These three elements are critical:

1. Frictionless checkout

Speed and convenience at checkout are a priority.



of shoppers (in Retail, Travel & Consumer Goods) say the ease of making a purchase quickly highly impacts loyalty³.

Consider these capabilities to remove barriers to a fast and friendly checkout and turn one-time buyers into loyal customers:



One-click ordering



Guest checkout



Saved payment methods



Auto-fill forms

2. Payment flexibility

Merchants need to adapt to a shopper's individual checkout preferences, each and every time.

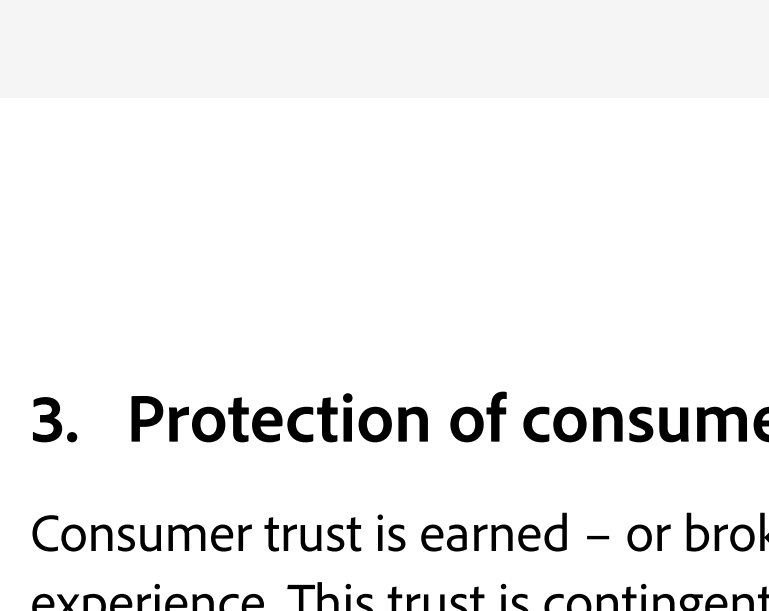
68%

of shoppers say it's essential that retailers have their preferred payment type available, or they will not shop there.

49%

of consumers trust credit and debit cards over any other payment method while 40% prefer digital wallets.

Buy now, pay later (BNPL) options for digital purchases are growing in popularity among consumers as an alternative to taking on credit-card debt⁴.

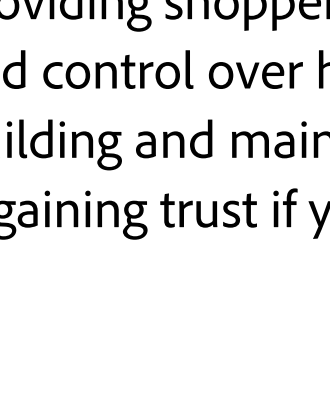


of respondents globally consider flexible payment options important for creating an ideal buying experience⁵.

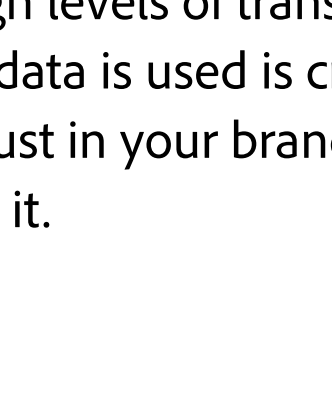
Offering BNPL solutions can help merchants better serve younger consumers and produce higher sales volumes.

3. Protection of consumer data

Consumer trust is earned – or broken – with every experience. This trust is contingent largely upon the measures merchants take to safeguard consumer data.



of consumers say better protection of their personal or financial data is very or extremely influential on their choice of store⁶.



of consumers are worried that the data brands collect will not benefit them, and instead will only be used to help the brand⁷.

Choosing the right payment experience

A safe and stable payment solution drives business growth and profitability.



70%

of customers are willing to pay more for their products and services if they're guaranteed a convenient buying experience⁸.

62%

of ecommerce leaders said they achieved increased mobile conversion rates from integrating digital wallets, and 49% increased overall online conversion rates.

Small businesses offering multiple payment options increased revenue by nearly 30%⁹.

In 2023, consumers embraced more flexible payment methods, resulting in a ~14% increase in BNPL spending year over year.

By optimizing the checkout experience, merchants are better positioned to expand and retain their customer base, increase revenue and scale their business.

Payment services for Adobe Commerce and Magento Open Source is an innovative solution that simplifies the process of managing multiple payment methods and increases operational efficiency.

Learn more about how Payment services can empower merchants to reduce friction during the checkout process.



1. "A complete guide to building customer loyalty," Adobe, August 2022
2. "2022 Trust Report: Custom trust is earned or broken with every experience," Adobe, March 2022
3. "Driving Consumer Loyalty During Digital Disruption," Adobe and Invisio
4. "Do Retailers Really Know What Digital Shoppers Want?," IDC InfoBrief, May 2022
5. Forrester, commissioned by PayPal, December 2022
6. "Gen Z Preference for Shopping Brands' Sites Presents a \$72B Opportunity," PwC, January 2023
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8. <https://www.crsawyer.com/customer-experience/how-to-make-your-cus-tomer-experience-better-the-convenient/>
9. <https://www.getweave.com/study-small-businesses-offering-multi-ple-payment-options-increase-revenue-by-nearly-30-percent/>