

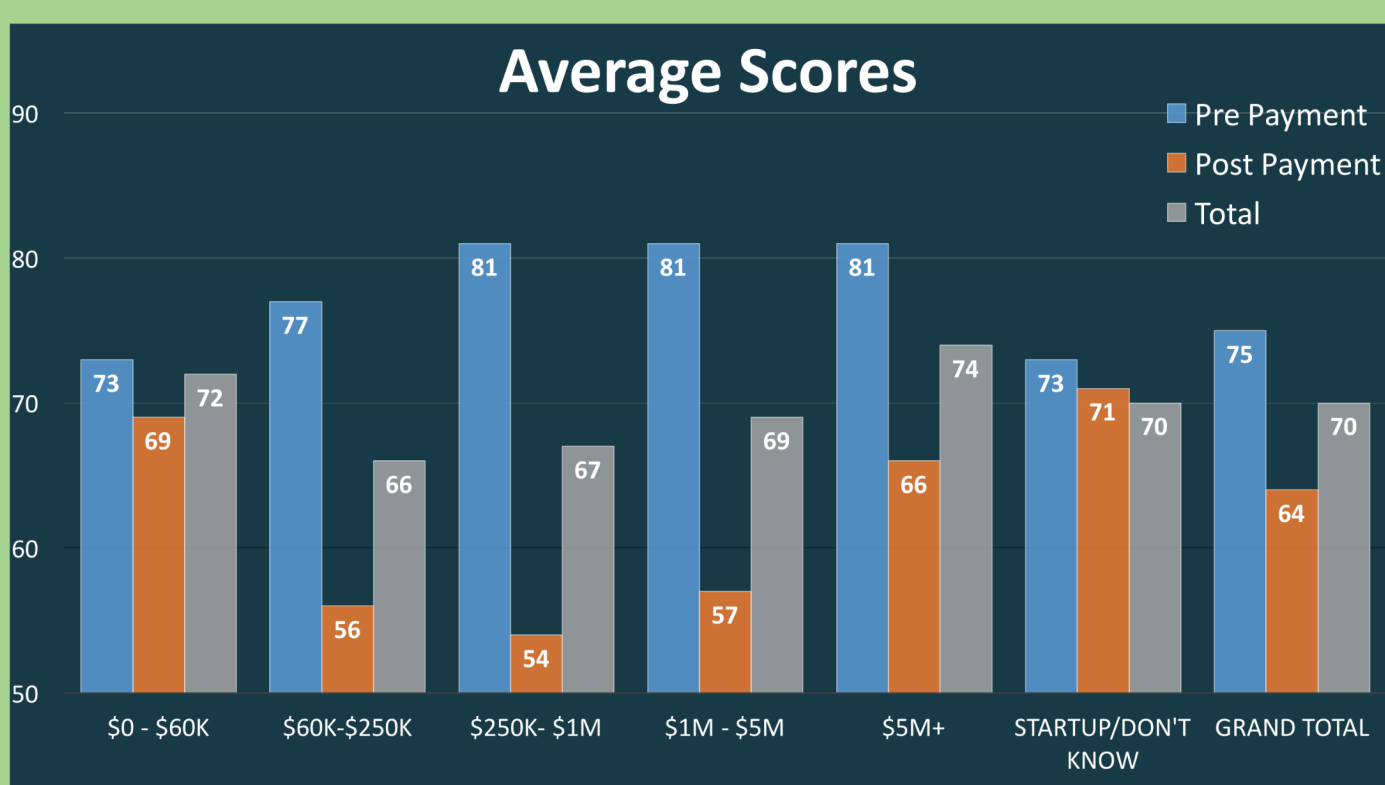
Checkout Conversion Calculator Results

BlueSnap built the Checkout Conversion Calculator to help merchants identify how the checkout abandonment problem is negatively impacting their revenue.

The calculator was divided into two sections, pre payments and post payments. Based on the data from the past month we built this infographic to highlight the pain points at each level of the checkout abandonment problem: friction, confidence, and payments.

Ready to see the results?

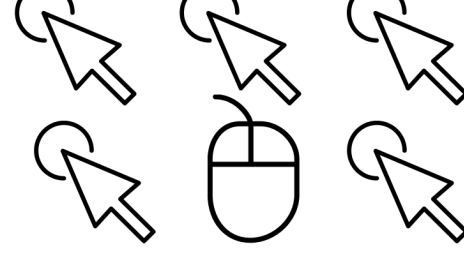
Overall Results



All merchants performed worse in post payments than pre payments.

Friction

Over 20% of merchants have a checkout with 5-10 clicks. This frustrates shoppers and leads to a higher abandonment rate.

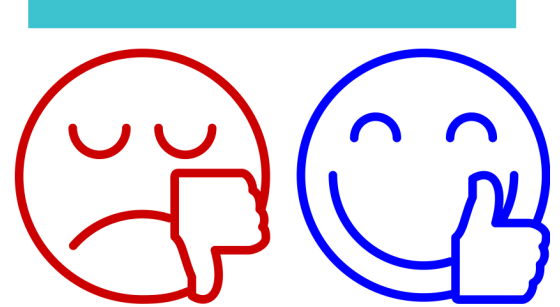


Only 60% of the merchants who sell globally offer a local checkout experience (local currency and payment methods).



Confidence

40% of merchants don't offer product reviews.



42% of merchants don't offer live chat.

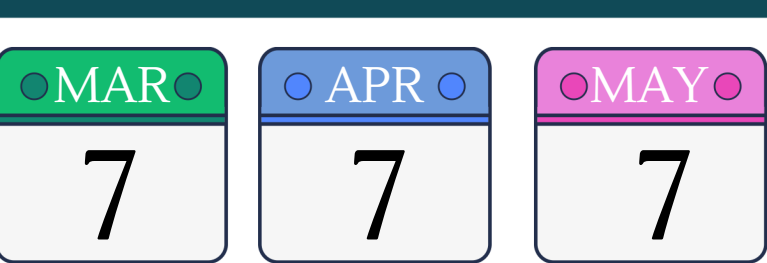
33% of merchants don't offer coupons. People love a good bargain, so this is a huge missed opportunity.



36% of merchants don't prominently display security logos.

Payments

70% do not offer subscriptions of any kind. Transactions above \$250 that do not offer subscription plans encounter a 67% rate of checkout abandonment.



Only 6% of respondents offer 10+ payment types



Only 44% offer local payment methods



73% don't have failover



50% have only one acquiring bank



"Top Performers" with room for improvement

Only **22%** had a total score above 80

51% Do not offer alternative payment methods

40% Sell globally

50% Don't have failover

51% Require creation of user profile