



Making the Right Choice for Checkout

With eCommerce growing at four times the rate of traditional commerce, it's critical that paying online is as easy as shopping in a brick-and-mortar store. A fast and easy online checkout experience is key to getting customers from shopping cart to purchase. A new comScore study shows that Visa Checkout is more effective than PayPal Express Checkout and traditional checkout in converting shoppers into buyers.

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.¹

69% Visa Checkout enrolled customers completed 69% of transactions from the shopping cart.¹



66%

Visa Checkout enrolled customers have a 66% higher conversion rate when compared to traditional checkout customers.¹

49%

PayPal Express Checkout customers have a 49% higher conversion rate when compared to traditional checkout customers.¹

+17

The difference is clear: Visa Checkout enrolled customers achieve 17 percentage points higher lift in conversion rate compared to PayPal Express Checkout customers.¹



Visa Checkout helps consumers speed through checkout faster

Single Sign-in



Customers enter card and address information one time when creating a Visa Checkout account. Once the account has been created, a customer simply enters her username and password. It's just a few clicks and she's done!

Faster Checkout



Visa Checkout enrolled customers completed transactions from the shopping cart page 22% faster than did customers using a merchant's traditional checkout process.¹



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



95% say sign-up was easy²



96% feel secure making a purchase with Visa Checkout²

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



Nine out of ten are satisfied with their experience and say they are likely to continue using Visa Checkout²

The average transaction size for **Visa Checkout** orders is 7% higher than non-Visa Checkout orders among retail and travel sites studied.¹



Sources

¹ comScore 2015 Visa Checkout Study, commissioned by Visa. Based on data from the comScore research panel of one million U.S. PC/laptop users, August-December 2014.

² Millward Brown Visa Checkout Customer Experience, March, 2015; commissioned by Visa. Based on data from an online survey of 1,241 U.S. consumers.

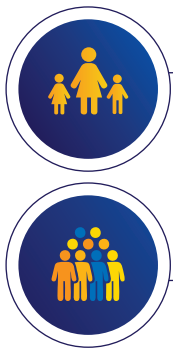
Did You Know That...?

...Visa Checkout customers spend more time online and consume more content, compared to total online customers.¹



Visa Checkout customers are highly active online and are likely to shop

The Demographics¹



Skew toward women, aged 25 – 44, with two children in the household

Consumers with a diverse range of incomes

Represent a wide range of ethnicities and geographies

Visa Checkout customers spent 46 hours online and viewed more than 4,000 pages of content in December 2014,¹ expressing a passion for information.



pages visited per customer¹

VISA CHECKOUT customers: **4,372 pages**

TOTAL customers: **3,466 pages**

+26%

Difference in comparison to total customers



hours per customer¹

VISA CHECKOUT customers: **46 hours**

TOTAL customers: **38 hours**

+20%

Difference in comparison to total customers

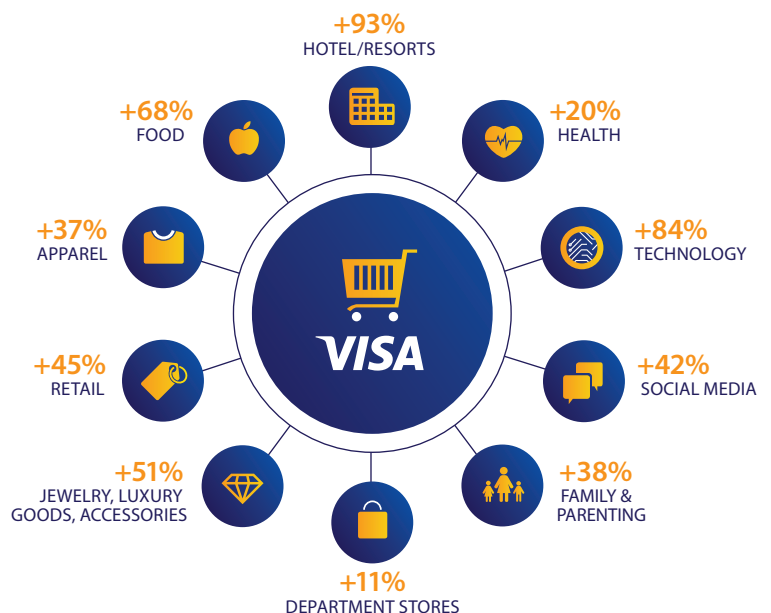


Visa Checkout customers are highly active in visiting online shopping sites.

Compared to overall customers, Visa Checkout customers have significantly more page views on average at shopping-related sites.



Pages/visitor lift for **Visa Checkout** customers compared to total customers¹



Sources

¹comScore 2015 Visa Checkout Study, commissioned by Visa. Based on data from the comScore research panel of one million U.S. PC/laptop users, August-December 2014.