

Take A CLOSER LOOK at your checkout solution

The average cart abandonment rate is

68.5%

Baynard Institute



Complicated checkouts contribute **12%** to abandonments



WVO eCommerce Survey



23% of abandoners left when forced to create an account

WVO eCommerce Survey



27% of abandoners left due to time constraints

qpcstrategy

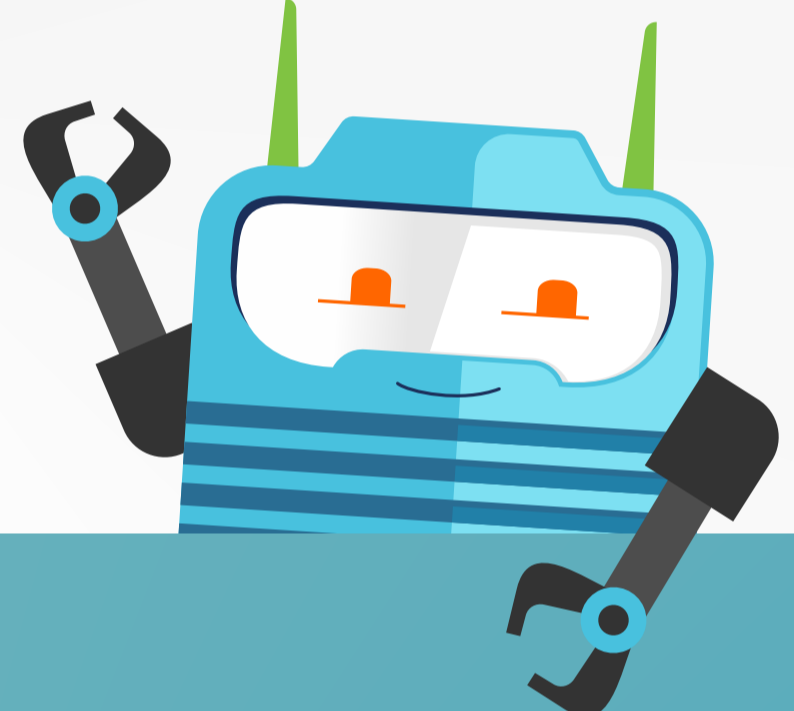
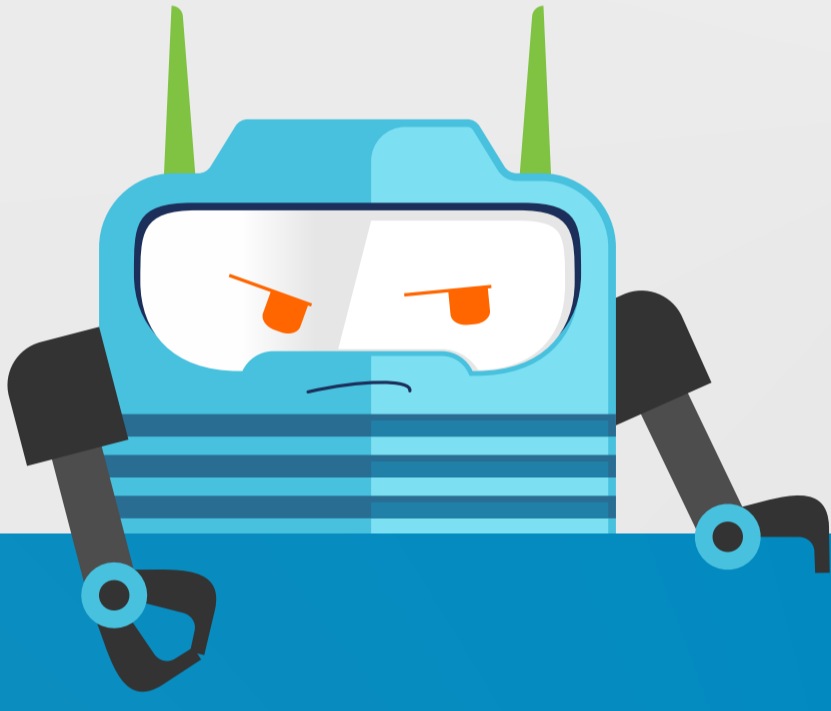


PERFORMANCE COMPARISON

MULTI-PAGE CHECKOUT

VS

SINGLE-PAGE CHECKOUT



Pages of steps

Fast completion

Registration preferred

Simple guest checkout

Several page loads

No page loads

Possible data loss

No lost data

Tedious on mobile

Easy on mobile

REAL RESULTS New Single-Page Solution

FASHION & APPAREL RETAILER DATA

2-week period, Nov. 2015

8%

Lift in Conversions

3.8%

Lift in Orders per Visitor

Reduced

Cart Abandonment

Thousands

in Additional Revenue