

# Reduce checkout abandonment

According to a recent Baymard Institute report, 69% of shoppers add a product to their cart without completing the purchase.\*



Here are **6 ways** to reduce checkout abandonment:

**#1** | **Simplify** the checkout form

15

is the number of fields the average checkout contains—twice as many as necessary.\*



**#2** | **Pre-fill** form fields when possible

26%

of e-commerce sites ask for the same information multiple times.



**#3** | **Display** well-known security badges

19%

of shoppers have abandoned at least one checkout because they didn't trust the site with their credit card information.\*



**#4** | **Make** private info optional

35%

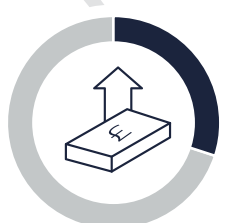
of shoppers abandon checkout if their date of birth is required and 15% if they are asked for their phone number.\*



**#5** | **Allow** shoppers to check out as guests

10-30%

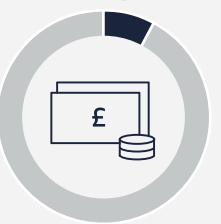
potential increase in conversion if shoppers are offered an optional account creation or guest checkout.



**#6** | **Provide** additional payment choices

8%

of shoppers abandon orders due to the lack of a third-party payment option.\*



## Make it easy for Amazon shoppers to buy from your business

Amazon Pay gives your customers a trusted, familiar payment option so checkout is fast. The result? Fewer checkout abandonments—and **higher sales**.



Want to know more?

Download the Baymard Institute report >>

Checkout Optimisation & Reducing Abandonments

\* Data from Checkout Optimisation & Reducing Abandonments, by the Baymard Institute, 2017, commissioned by Amazon Pay.