

Online Payment Type: Conversion Analysis

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Overview & Methodology

This independent study compares online conversion rates for **PayPal**, **Visa Checkout**, and **“All Other”** payment methods based on the checkout options on the page for those retailers.

“All Other” payment types include credit cards, debit cards, and any alternative payment methods that may be available.

The data is derived from comScore’s behaviorally-tracked panel, which in this study measured panelists’ e-commerce purchases at **15 retail domains** in the US from home goods, travel, deals, clothing and technology industries. Any panelists making an online purchase using PayPal, Visa Checkout, or “All Other” forms of payment on these retailer sites were included in the study.

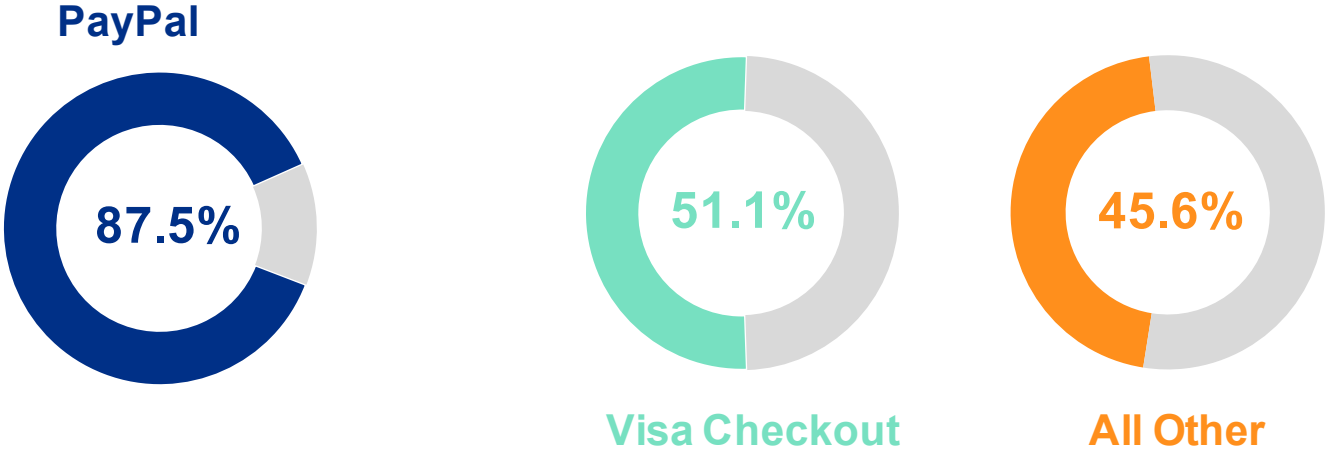
Overview & Methodology

- ▶ **Conversion rate** is defined as transactions over funnel visits
 - ▶ Funnel visits are defined as anyone that selects a specific payment type before completing a purchase on one of the 15 online retailers
 - ▶ Transactions are defined as anyone that completes a purchase using the same payment type chosen at the time of the funnel visit
- ▶ **Time Period:** Q4 2015
- ▶ **Country:** United States

PayPal surpassed All Other' payment types

Visa Checkout underperformed by 36.4% compared to PayPal All

Conversion Rates



Base: Buyer population includes customers from the 15 Aggregated sites that used one of the payment types at checkout.

Thank you!



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