

# Better sales conversion begins with your online experience



## Grow your share of a growing ecommerce market.

Online sales are growing all around the world, but busy shoppers expect a seamless experience that makes it easy and safe for them to buy. The customer experience you provide is an important differentiator that can help you build your online success.



## Why an excellent online customer experience is critical.

Globally, more people are shopping online, but convenience and confidence are essential to closing the sale:

**17%**

Annual ecommerce growth<sup>1</sup>

**73%**

Use mobile device for purchase or payment<sup>2</sup>

**70%**

Of online transactions are abandoned<sup>3</sup>

**80%**

Abandon a site after poor experience<sup>4</sup>

## Increase your sales by optimising your checkout experience.

Make it easy for shoppers to pay with confidence and without distraction.

1

### Display PayPal Checkout on every product page

to help shoppers check out quickly and increase conversion. 3 in 5 shoppers are more willing to buy from an unfamiliar site if PayPal is present.<sup>5</sup>

2

### Streamline your checkout process

to reduce cart abandonment. Enable **PayPal Checkout** on shopping pages, mini-cart pop-ups, product detail and payment method pages.

3

### Optimise your site for mobile

to reduce customers typing personal details on tiny screens. PayPal provides a quick and easy mobile checkout.

## Other ways to optimise your online customer experience.

Payment presentment and how you optimise your checkout experience is critical, but these other optimisations can also boost customers' confidence.

**Fix the basics** – Review your site for broken links, missing images, spelling and grammatical errors.

**Provide full product descriptions** – Tell shoppers the things they want to know, such as specifications, functions, dimensions etc.

**Display trust signs** – Boost confidence with security badges, professional memberships, endorsements and customer reviews.

**Display different currencies** – Shoppers are more likely to buy abroad if they can do so in their own currency.<sup>6</sup>

## How to better manage your online orders.

Build repeat business by the way you manage orders, shipping and customer queries.



### Accurate delivery times.

Don't over-promise. Aim for less than 20 days international.



### Use reliable delivery services.

Check their credentials: size, experience, clients.



### Use tracking IDs.

Share with your customers so they can track progress.



### A great returns process

Reduce disputes with a clear “no questions” return or refund policy.



### Handle complaints quickly.

A prompt, courteous response can minimise chargebacks and disputes.



### Be easy to contact.

Use email, phone, online chat, social media and auto-replies.

“PayPal simply changed the rules, dispelling any customer concern by allowing them to pay securely, online. We recommend shoppers use PayPal for high-value items and that has helped our customers to shop in a secure, faster and easier way.”

– Hemo, CEO, LastPrice

<sup>1</sup> PayPal commissioned Ipsos MORI PayPal Insights 2018. n=34,000, 31 markets. Online survey of adults (aged 18+) between March — May 2018.

<sup>2</sup> PayPal (Q3 2019), Ipsos commissioned by PayPal, Mobile Commerce Research, an 11 market survey (UK, France, Germany, Italy, Spain, Australia, India, Japan, US, Mexico, Brazil) with approximately 22,000 consumers and 4,602 business respondents to examine how people shop online.

<sup>3</sup> Baymard Institute. (2020), Online shopping cart abandonment rate worldwide from 2006 to 2019 [Graph]. Retrieved December 2020 from <https://www.statista.com/statistics/477804/online-shopping-cartabandonment-rate-worldwide/>, <https://baymard.com/lists/cart-abandonment-rate>

<sup>4</sup> HubSpot (updated 2020), The Hard Truth About Acquisition Costs (and How Your Customers Can Save You)

<https://blog.hubspot.com/service/customer-acquisition-study>

<sup>5</sup> PayPal (2018). Online study commissioned by PayPal and conducted by Logica Research in November 2018 involving 2,000 consumers, half were PayPal financing users and half were non-PayPal financing users.

<sup>6</sup> PayPal (2019). PayPal commissioned Ipsos MORI PayPal Insights 2019. N=34,000, 31 markets. Online survey of adults (aged 18+) between March – May 2018.