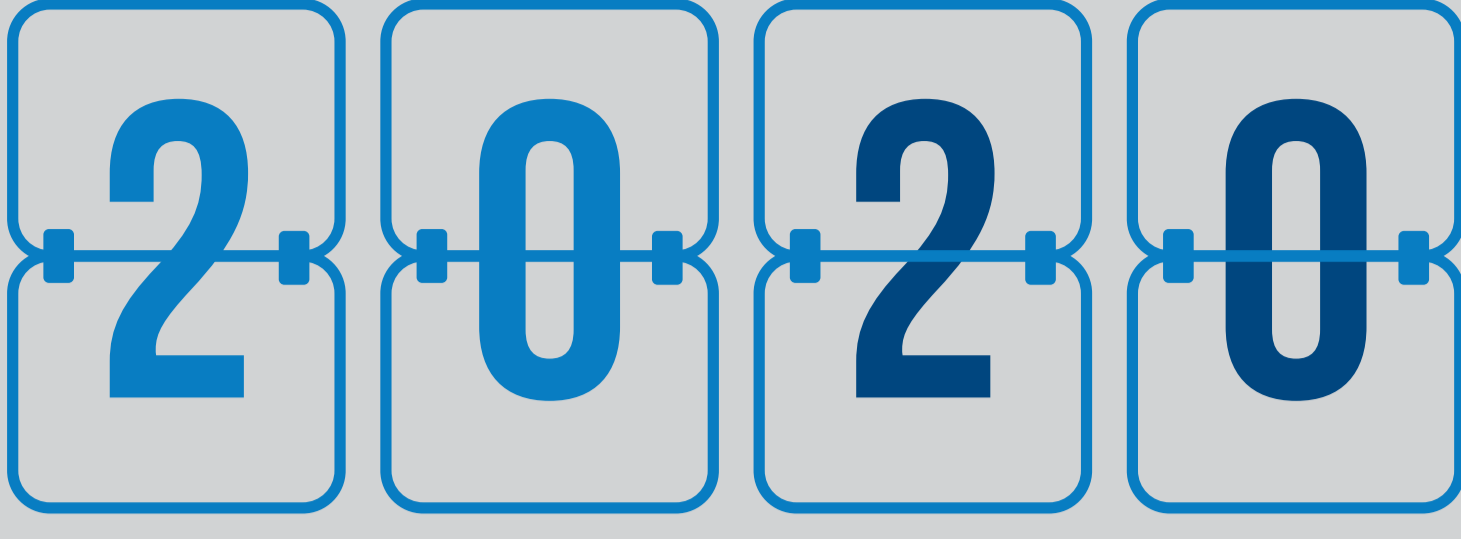




# ECOMMERCE

Shoppers are making more and more purchases online every year. From browsing your site to checking out, the full shopping experience in your online store should be simple and fast for customers and encourage repeat purchases.

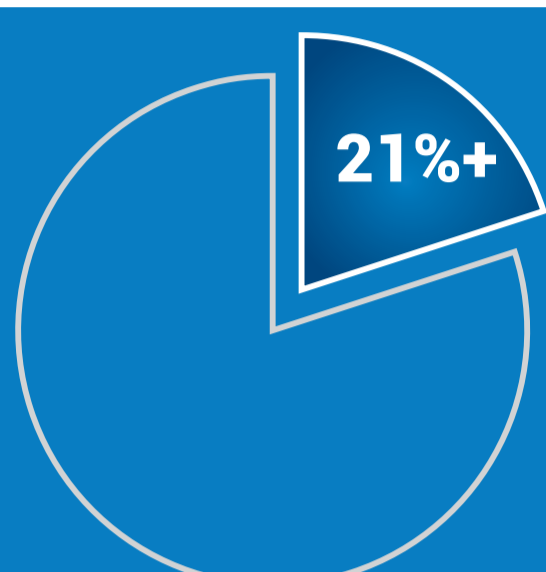


The number of consumers browsing and buying online will hit **270 Million** by 2020

Online sales in the United States are expected to reach **\$523 billion** in the next five years, up 56% from \$335 billion in 2015



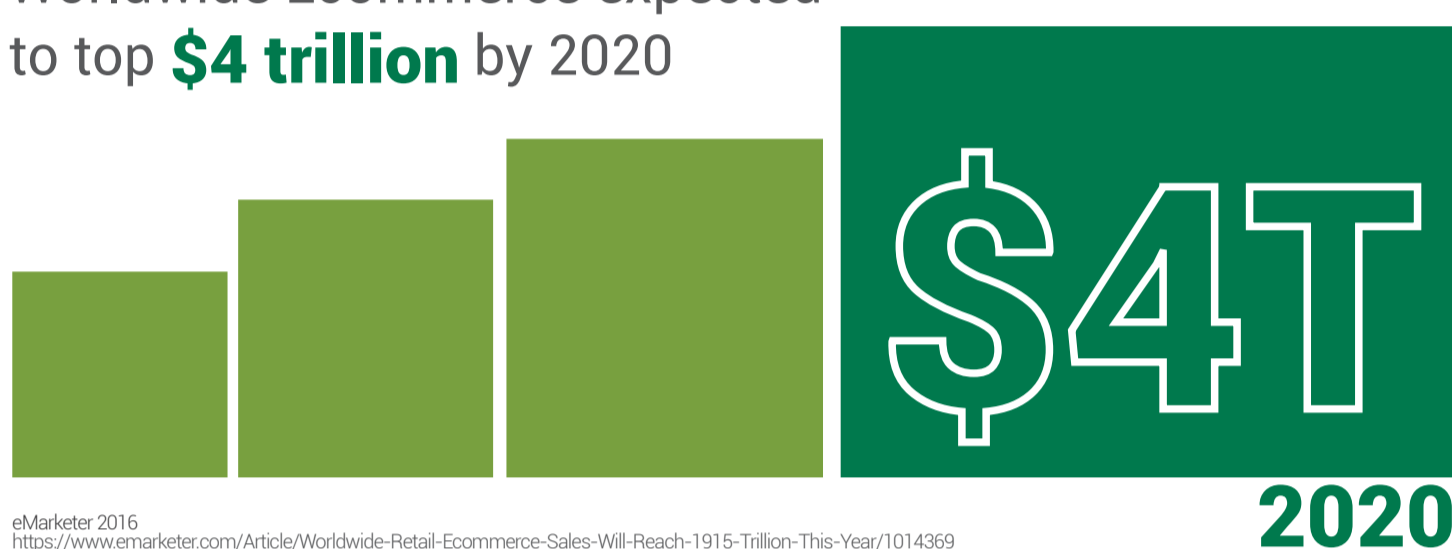
Forrester Research 2016  
https://www.forrester.com/report/Brief+US+CrossChannel+Retail+Forecast+2015+To+2020/-/E-RES116715



Worldwide business-to-consumer (B2C) e-commerce sales will increase by **20.1%** this year to reach a whopping **\$1.5 trillion**

eMarketer 2016  
http://www.emarketer.com/Article/Global-B2C-Ecommerce-Sales-Hit-15-Trillion-This-Year-Driven-by-Growth-Emerging-Markets/1010575

Worldwide Ecommerce expected to top **\$4 trillion** by 2020



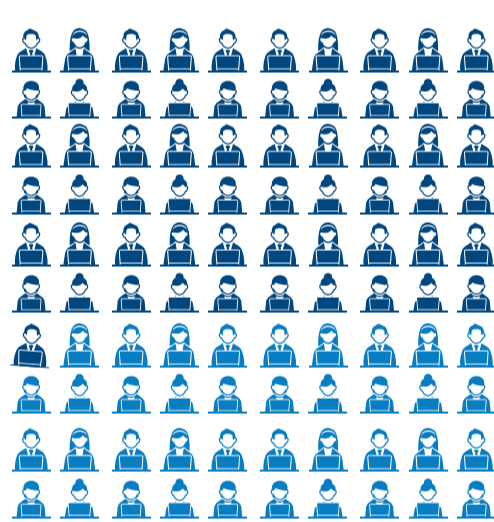
eMarketer 2016  
https://www.emarketer.com/Article/Worldwide-Retail-Ecommerce-Sales-Will-Reach-1915-Trillion-This-Year/1014369

**58.6%** is the average shopping cart abandonment rate

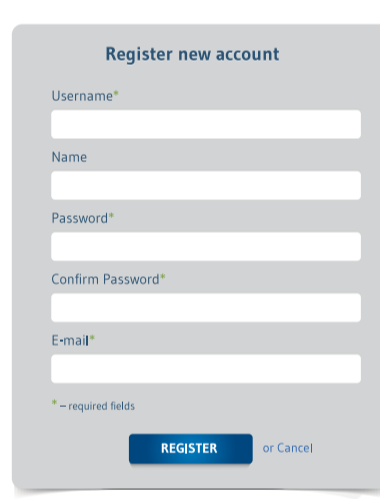


baymard Institute, September 2016  
http://baymard.com/lists/cart-abandonment-rate

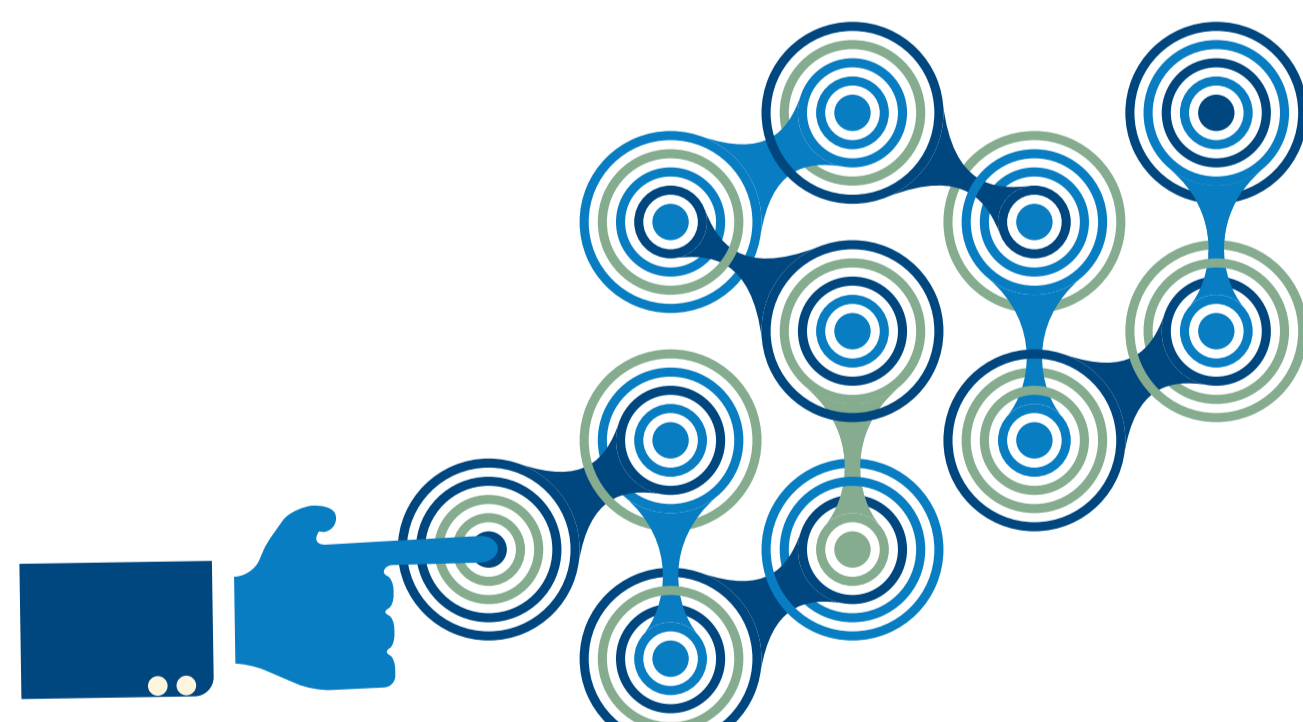
## TOP REASONS FOR ABANDONMENT



Extra costs too high (shipping, tax, fees) **61%**



Site wanted me to create an account **35%**



Too long/complicated check out process **27%**

baymard Institute, September 2016  
http://baymard.com/lists/cart-abandonment-rate

**\$ 260 Billion** is recoverable through Check-out Optimizations



baymard Institute, September 2016  
http://baymard.com/lists/cart-abandonment-rate

Ecommerce sites can gain **35.25%** increase in online conversions though better checkout design



baymard Institute, September 2016  
http://baymard.com/lists/cart-abandonment-rate



Global Payments is a forward-looking, global commerce company focused on delivering quality services driven by customer needs around the world. As a leading provider of payment technology services, our worldwide partnerships and expertise enable us to provide a broad range of products and services that help businesses innovate and grow.

[globalpaymentsinc.com](http://globalpaymentsinc.com)