TRANSACTIONAL DROP OFF RATES AND IMPLICATIONS TO REVENUE

the **I.T.** insider

51%
of users abandon their purchase when they view the checkout process.

Of those that start the checkout process, only **16%** complete it.

BIGGEST REASONS FOR ABANDONMENT ARE:

8% Couldn't find voucher

23% Had to create an account

12% Complicated checkout

13% Card security

28% Unexpected shipping costs

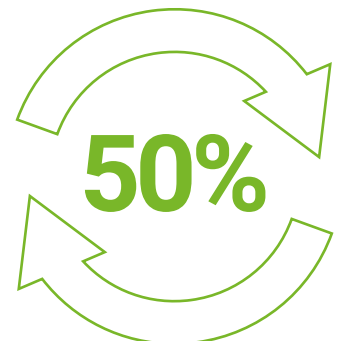**16%** Just browsing

Source: VWO Ecommerce Survey

Abandonment is higher on mobile devices

The average number of steps in checkout is... **5**

EC1
Only **12%** of sites allow manual override of postcode

50% of sites ask customers for repeat information

Download the full report here
http://bit.ly/22hkseJ