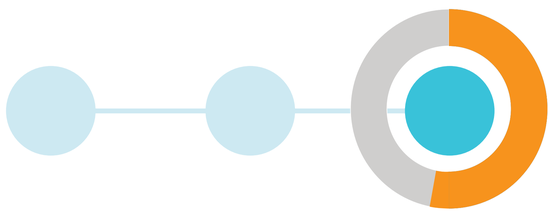
Insights *for* An Optimum eCommerce Website

A study from the Top 50 eCommerce websites
Brought to you by eClerx Digital

83% of the TOP 50 grossing US e-commerce sites currently offer one or more **3rd party payment options**

Consider displaying order summary at every step of the checkout, including chosen address, delivery date and price break up.



When Presented
58%
users were noticed to use it before proceeding further.

About
2/3rd
of the top 50 E-Retailers have the option to checkout as guest.

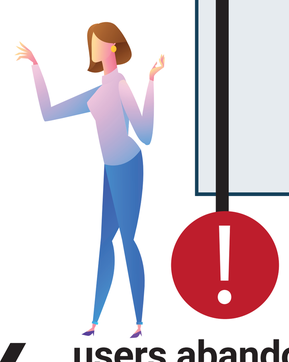
Conversion rates are often seen to improve during A/B split-testing by 10–30% when sites go from forced account creation to providing a guest checkout option.

17%
users abandon a checkout flow because they didn't trust the site with their credit card information.

Parts of the checkout page with security icons, badges or reassuring microcopy and a general visual "robustness" are often perceived as being more secure, while parts without these visual clues inspire less confidence.

Average number of checkout form fields used are
12
it is a good practice to keep the number of these fields to a minimum

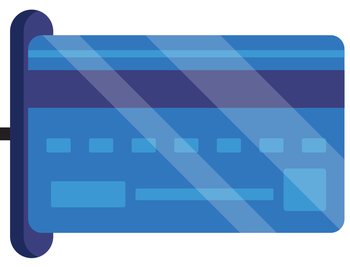
23%
users abandon a checkout because they perceive it to be too long or complicated.



6% **users abandon a checkout when they don't find their preferred payment method**

this group of users often **prefer the 3rd party payment options** for reasons such as

- Security
- Ease of use
- Customer service
- Internationalization



Number of card fields vary between three to five for most r(e)tailers.

It is a good practice to match the order of required details on the card form with the sequence of information on the physical card.

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