

Study Finds Online Merchants Losing Ground With Mobile Checkout Conversion

*The Quarterly **Checkout Conversion Index** Shows a Decline of 3.6 Percent In Just Three Months*

Boston, MA – A review of 39,000 data points, across 657 sites and 14 merchant categories shows that merchants are getting worse, not better, when it comes to optimizing their sites for mobile checkout, leaving as much as \$152 billion dollars on the table.

“Of course, that \$152 billion is not lost forever,” says BlueSnap CEO Ralph Dangelmaier, “they are just lost to other merchants who are better able to accommodate a mobile shopper.”

That is the key finding from the latest [Checkout Conversion Index \(CCI\)](#), released today. CCI, is a [PYMNTS.com/BlueSnap](#) collaboration and measures how well merchants are doing at moving consumers thru the end-to-end buying process on a mobile device – increasingly the device of choice for transacting online. CCI is a quarterly Index and accompanying report that benchmarks the performance of 657 retailers that represent over 70% of all U.S. eCommerce retail spend (exclusive of Amazon) using 55 attributes that inform the pre-and post-checkout experience.

The Index this quarter shows that the overall [CCI Index](#) score fell to 53, down 3.6 percent from 55 last quarter. Forty-eight percent of merchants scored well below the average Index score. Overall, time to checkout actually got worse, not better, as did total clicks from start to checkout. Some of worst performers were also the largest merchants.

“It was a bit of a surprise to see the downward trend in the space of just three months,” remarked Karen Webster, CEO of PYMNTS.com. “Merchants who want to embrace the mobile consumer need to recognize the tradeoffs between doing the things that they think benefit them – like trying to capture a customer email by forcing registration before checkout – and what really benefits them – like removing the friction that gets in the way of converting those shoppers to buyers.”

CCI scores and weights the 10 most important features to optimizing mobile checkout. They are:

- Time to checkout
- Total clicks to checkout
- Product reviews and recommendations

- Shipping same as billing address
- Free shipping
- Coupons
- Security logos
- Live site help
- Required profile
- Total payment methods

Download the most recent PYMNTS.com Checkout Conversion Index, [here](#).

About PYMNTS.com

PYMNTS.com is reinventing the way in which companies in payments create and share relevant information about the initiatives that shape the future of payments and commerce and make news. This powerful B2B platform is the No. 1 site for the payments and broader commerce ecosystem by traffic and the premier source of information about “what’s next” in payments. C-suite and VP level executives turn to it daily for these insights, making the PYMNTS.com audience the most valuable in the industry. It provides an interactive platform for companies to demonstrate thought leadership, popularize products and, most importantly, capture the mindshare of global decision-makers. PYMNTS.com also produces a number of proprietary data assets and sector trackers, including The Store Front Business Index. PYMNTS.com, where the best minds and best content meet on the Web to learn “what’s next” in payments and commerce.

About BlueSnap

BlueSnap is a global payments technology company that optimizes global, mobile checkout and drives higher payment conversions by as much as 40 percent for eCommerce merchants worldwide. Their Powered Buy Platform fuels the growth for businesses eager to serve the global consumer and take advantage of the incremental sales opportunities that they represent. Learn how BlueSnap is fulfilling its promise to eliminate friction and convert more shoppers to buyers worldwide at home.bluesnap.com

Contact For PYMNTS.com

Brooke Hawkins
(617) 374-4700
bhawkins@pymnts.com

Contact For BlueSnap

Kimberly Rowell, BlueSnap
(781) 790-5014(o) (617) 816-5774 (m)
Kimberly.Rowell@bluesnap.com