



United States

Insights to help drive your retail payment strategy



US shoppers

Retailers ask us what makes US shoppers different and unique when it comes to payments. Using our findings¹, we have been able to build up a profile of shopper preferences. These key features are identified as being unique to the United States and significantly different to our global average.

Shoppers in the US choose to shop online because it's more convenient and shoppers place a lot of value on brand reputation. So, retailers unknown in the market need to pay special attention to building trust and engaging with the local shopper.



Shoppers in the US say they can access good or excellent information about payments online. 60% of shoppers will seek these insights in the FAQ section of the website, so information needs to be detailed and up to date. Additionally, the majority of shoppers just want to see **prices in dollars only**. 49% of shoppers wouldn't even complete the payment if prices are not shown in their currency.

"I like FAQ pop-ups so you aren't taken away from the page when trying to find an answer"



Unlike other countries we surveyed, American shoppers are loyal. 60% of shoppers have an online account, showing that shoppers see value in showing loyalty to brands. And 47% of shoppers create **online accounts** because it's easier and quicker to shop in the long term. But, conscious of data security, over 50% of shoppers want to know how their details may or may not be used once stored.



Shoppers want to know more about payment-related security features. They consider retailers that demonstrate security to be reputable brands. Seeing **payment authentication logos** on the homepage would make 51% of shoppers know it was a secure place to shop. And, in instances where re-directs occur, these need to be managed as well. 28% of shoppers would be so concerned about security when re-directed to another site that they would drop out.

"I want to know how reliable and safe it is to use that form of payment"

Retailers can start to build trust and convey security from the homepage. Here we share our findings from the online payment journey.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation

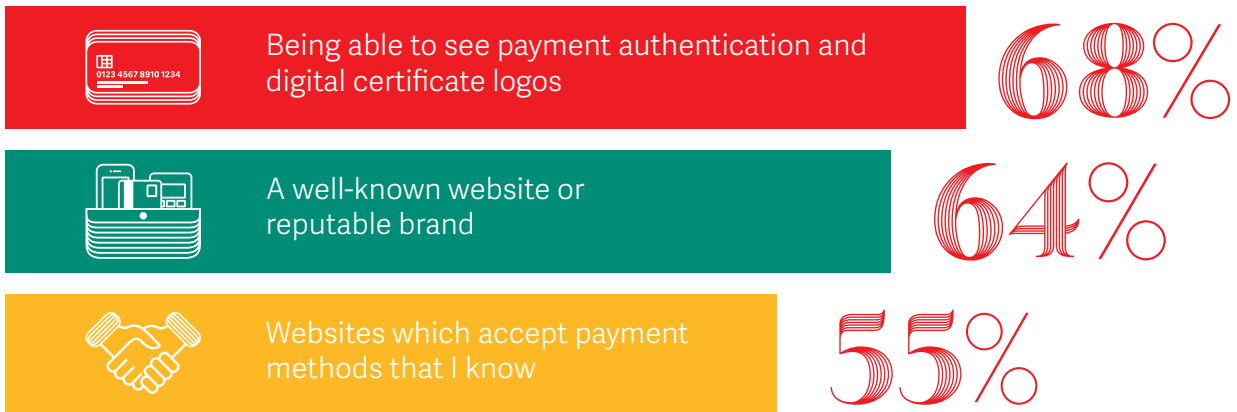


Support

Stage one - Homepage

Reinforce security from the homepage to build brand engagement with shoppers in the US

“ What factors make you feel more secure? ”



Retailers can start to build trust from the homepage by displaying logos of third- party authentication services.

More shoppers in the US want to see these logos at the homepage compared to the majority of other countries that we surveyed.

51% of shoppers in the US would be more likely to buy from a website that displays payment authentication and digital certificate logos on the homepage. And 48% of shoppers would be more encouraged to buy when they see payment logos on the homepage.



Retailers can put shoppers' minds at ease by showing which payment methods are accepted and start to build trust and loyalty from the early stages of the buying process.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation

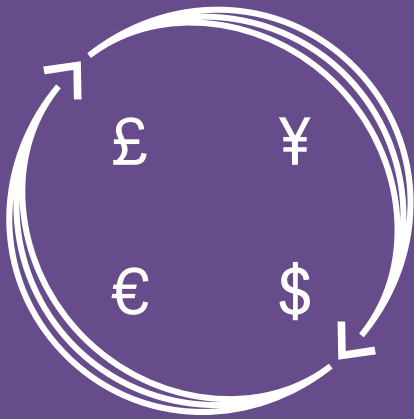


Support

Stage two - Shopping basket



Shoppers want to see prices displayed in US dollars



Compared to other countries such as Australia, India or Spain, shoppers in the US feel very strongly about seeing prices displayed only in their local currency.

Shoppers are so familiar with seeing prices displayed in dollars that they won't tolerate seeing any other currency.

49%

In fact, **49%** of shoppers would abandon their basket if they couldn't see prices displayed in dollars, which is significantly higher than any other country we surveyed.



Any international retailers looking to break into the US should therefore consider optimizing the shopping basket with effective currency display.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage three - User profile

US shoppers want to know how their data may or may not be used



Shoppers see value in showing loyalty to brands. **60%** of shoppers have created or used an online account in the last 12 months. And **47%** of shoppers are happy to save their details knowing it will be quicker and easier to shop the next time.

Like shoppers in the UK and Germany, American shoppers are much more familiar and willing to create and use profile accounts to improve future buying experiences.



But, some shoppers are resistant and concerned with security. In the US, **45%** of shoppers are happy to save their personal address details, but not payment-related information.

Shoppers want to see information on how their data may or may not be used by the retailer. And, by seeing this information, over **50%** of shoppers would be encouraged to create an account. Shoppers are particularly receptive to data usage information, as seeing this information may have almost double the impact in the US than it would in France.

This shows that retailers can further drive brand loyalty by providing information on how data may or may not be used.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

US shoppers want to see payment information clearly displayed

Shoppers want to know early on in the process how they can pay - they want to see payment logos displayed on the homepage. So, when they reach the checkout, they also want the same logos to be easily visible.



64%

of shoppers would not continue to purchase if the payment methods displayed at the checkout were not consistent with those shown on the homepage.

40%

And, **40%** would immediately abandon their purchase if their preferred payment method was hard to find.

While the majority of shoppers want to see consistency and a clutter-free display, shoppers in the US feel a lot stronger about it. Shoppers in the US want their buying experience to be quick, easy and hassle-free, so it's no surprise that they want information to be displayed in a more responsive format.



Retailers therefore need to make sure they provide consistent and easily-accessible payment information throughout the journey.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Shoppers in the US are very security conscious at the checkout

At the checkout, shoppers can sometimes be re-directed to a third-party site to complete the payment. In these instances, shoppers are very conscious of security and they want to be kept informed.



Over a quarter of shoppers in the US said they would be so concerned about security when re-directed that they would abandon their purchase.

Aside from Japan, this is the highest potential drop-out rate we recorded, indicating that American shoppers need further guidance to reassure them that any re-directs are still part of the process. Shoppers value information and guidance.



79%

of shoppers in the US said they read messages about what will happen next in the payment journey. And, **57%** of shoppers said that this information is **very important** to them.



Retailers can make sure that they are providing relevant information on any third-party sites with further guidance at the checkout to help overcome security concerns.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage five - Error handling

Shoppers in the US need information when payment errors occur to prevent basket abandonment



When payment-related errors do occur the majority of shoppers in the US will attempt to re-submit the details for payment. But, the drop-out rate at this stage is also higher than average.

38%

of shoppers would drop out of the checkout if they got a payment error.

And, similar to shoppers in Mexico, UK and Germany, shoppers are strongly opposed to re-submitting details more than once.

Nearly half of shoppers would abandon their purchase if they were asked for the same details more than once.

These higher drop out rates show that US shoppers are easily disturbed by any payment-related barriers. They want a quick and seamless process.

Retailers can work to overcome these concerns by showing detailed error messages as they are entered and, most importantly, minimizing the amount of data entry required by pre-filling information where possible.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage six - Confirmation

Shoppers want to receive email confirmation post-purchase



How important is it for you to receive a confirmation email post-purchase? ””

76%



Very
Important

21%



Quite
Important

Shoppers want to know if their transaction has been successful with email confirmation of payment.



With shoppers interested in payment-specific details, retailers can include masked card numbers, transaction references and payment amounts so shoppers can easily reference their purchase and verify details.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

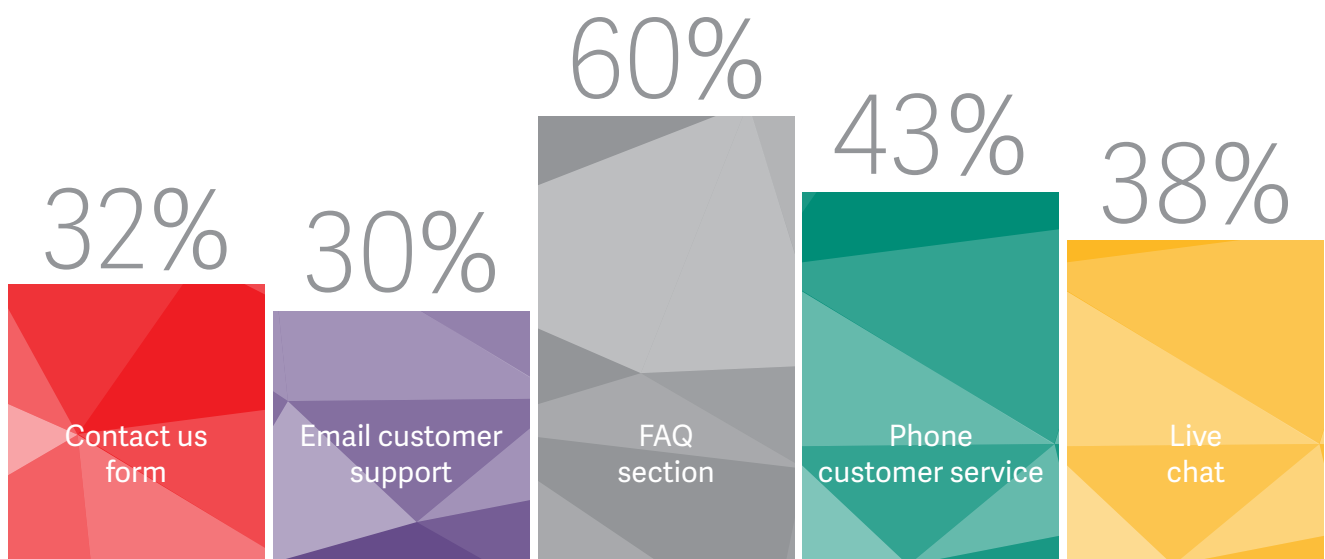
Stage seven - Support

Shoppers in the US value a wide range of support tools

While the majority of shoppers will initially look for information in an FAQ, shoppers in the US also use a wider variety of tools compared to other countries that we surveyed.

This shows that shoppers trust that a number of support services in the US will be able to handle payment-related questions more effectively.

“Where would you go for help with a payment-related question?”



Offering shoppers a range of support tools and the ability to access relevant and up to date information on payments will help minimize the impact of any payment errors.

To find out more please visit

[The Online Payment Journey website](#)



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support



¹This research was carried out by KAE Marketing Intelligence Limited (KAE) and consists of desk top analysis of 25 top retailers in the USA and a survey questionnaire with 250 shoppers in the USA. Any reference to shoppers, customers and websites in this report is a reference to shoppers, customers and websites surveyed by us. This research was carried out from June to August 2014. This report is a marketing communication and no warranty, express or implied, as to the accuracy, completeness or fitness for any particular purpose of any information provided in this report is given or made in any form or manner whatsoever. This report is not intended to provide exhaustive treatment of any subject dealt with. The information in this report does not constitute professional advice. The Worldpay group shall not be responsible for any loss, liability, damage of any nature whatsoever which may be suffered as a result of or which may be attributable, directly or indirectly, to the use of any information contained in this report.

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