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The PYMNTS Q2 2019 Buy Button Index examines more than 1,000 leading American eCommerce sites' recent and historical checkout process data to assess the evolution of buy button adoption rates. Our analysis considered several key factors — including average annual revenues and ticket prices of sites that offered buy buttons — to provide a comprehensive overview of both the solutions' role in the eCommerce ecosystem and how they are poised to change in the future.

BUY BUTTON

An Analysis Of Buy Buttons And Online Merchant Acceptance

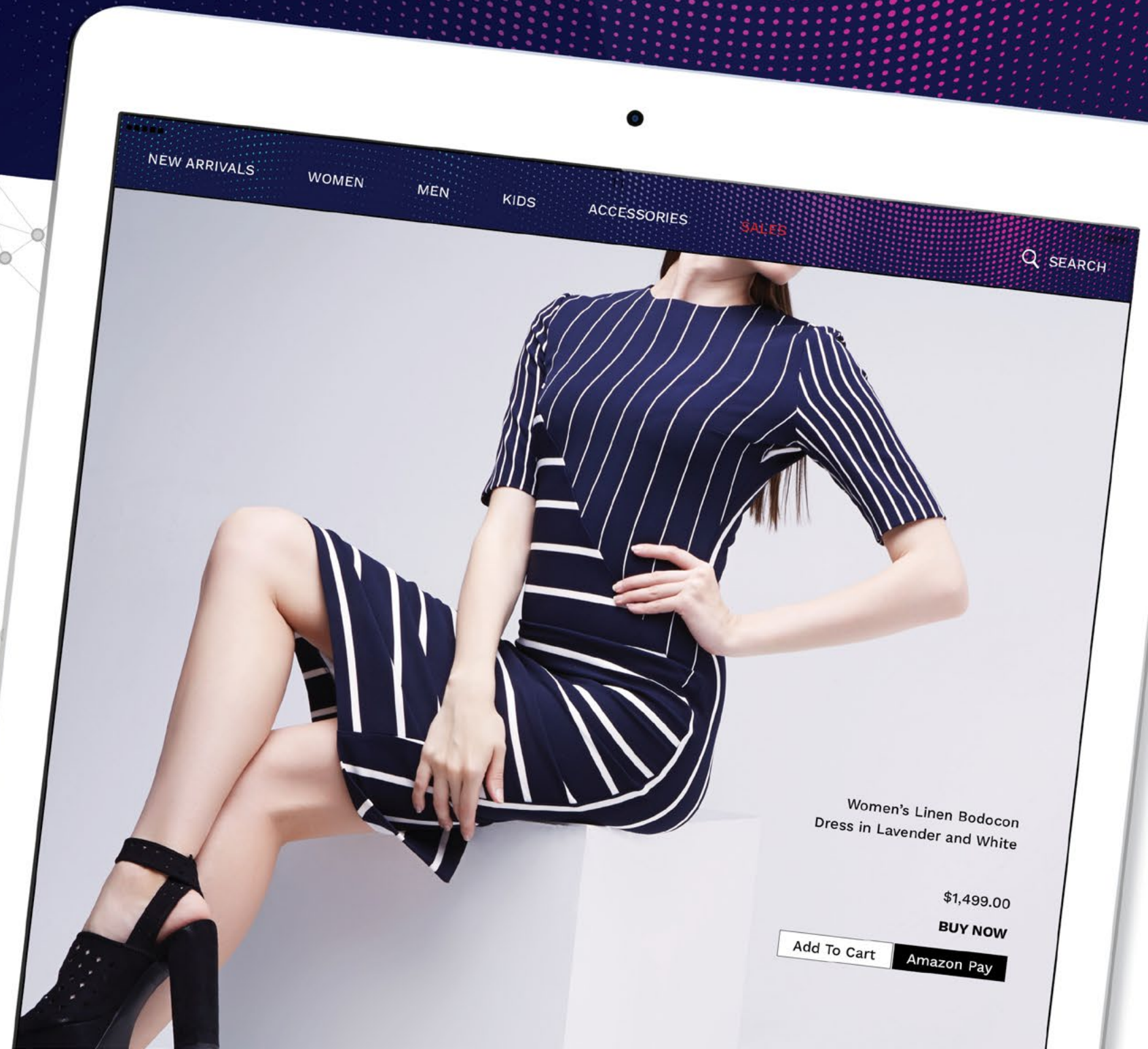
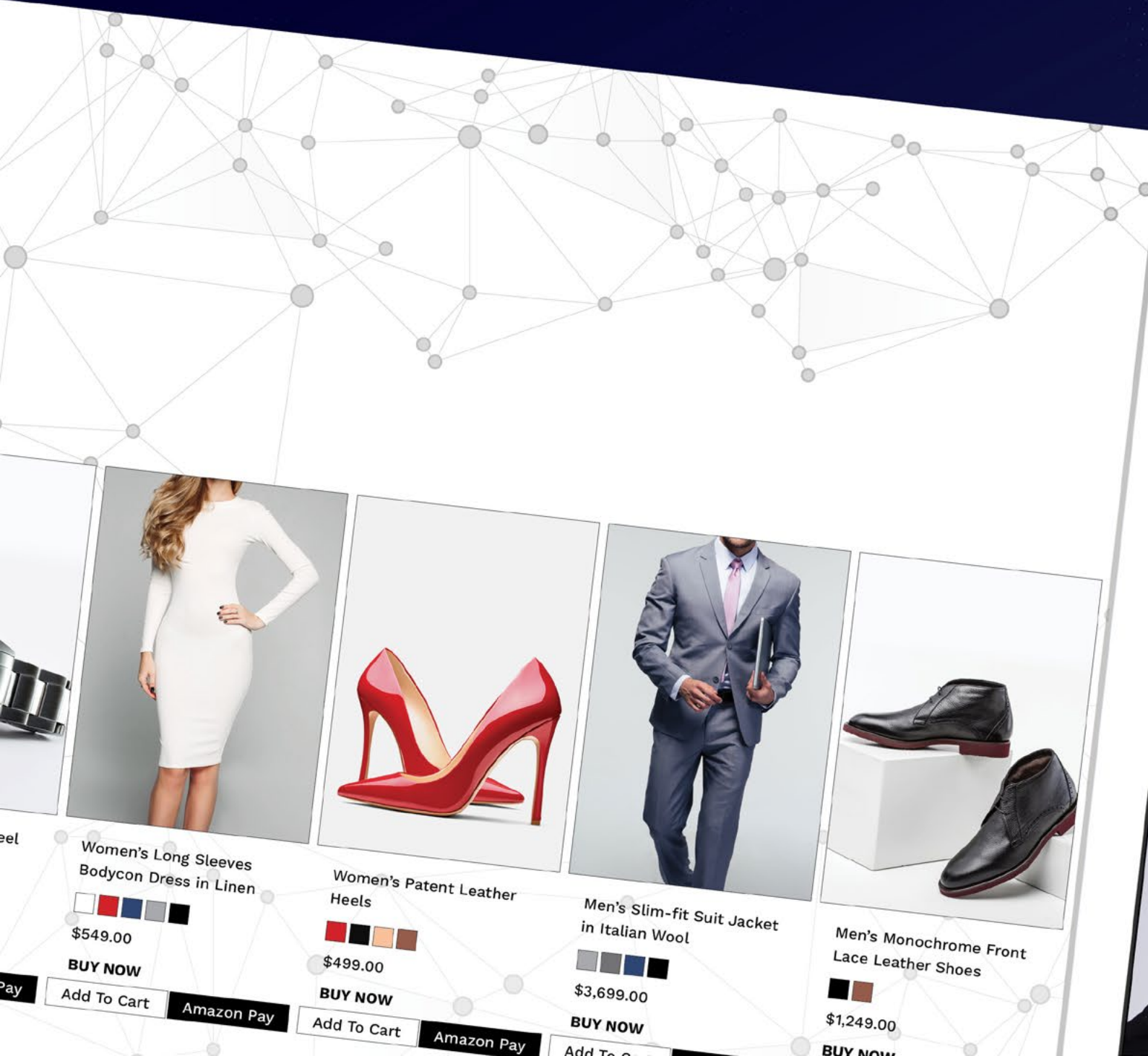


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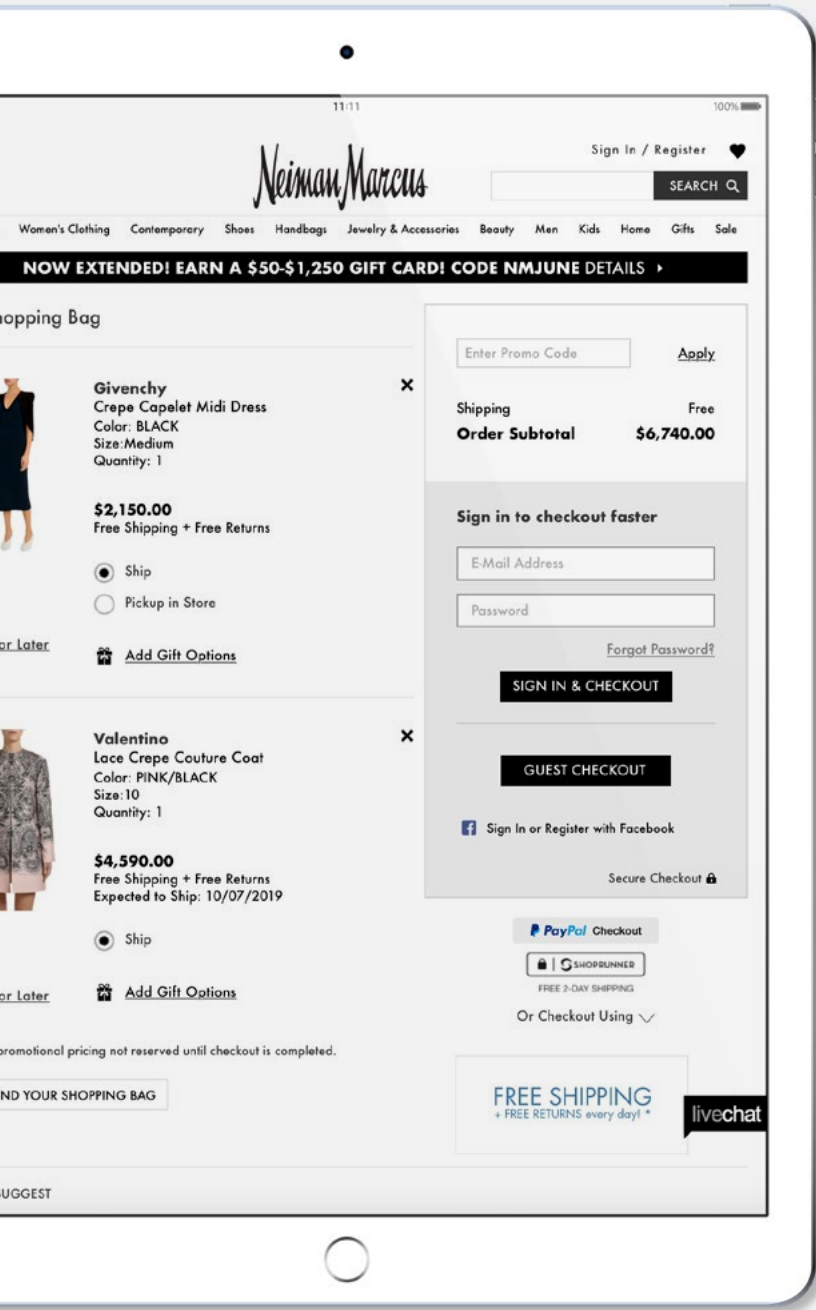
BUY BUTTON

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INTRODUCTION



The year is 2019, and one-click pay option tabs or “buy buttons” are now so prolific that they seem to be standard fare in the eCommerce market. There are signs that the fervor is beginning to moderate, however — at least for the top 1,000 online merchants.

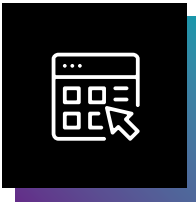
Recent PYMNTS research found 72.7 percent of all eCommerce sites offered at least one buy button in Q2 2019, slightly fewer than the 73.1 percent that did so in Q2 2018 and equal to the share that offered them in Q2 2018. Adoption rates had increased much faster prior to Q1 2018, too, with the portion of merchants offering them jumping from 70.7 percent in Q3 2017 to 72.7 percent in Q1 2018. This was a further increase from the 68.9 percent seen in Q2 2017.

In short, eCommerce merchants’ buy button adoption has remained largely stagnant for the past three quarters. Top eTailers have already implemented

them, for one, and card networks are pulling back on proliferation in favor of secure remote commerce (SRC) technology for guest checkout. In addition, the number of merchants adding multiple buy buttons has not expanded, all of which has led to a decline in adoption figures.

These are just a few of the key findings PYMNTS explores in the Q2 2019 Buy Button Index. We examined more than 1,000 top eCommerce sites’ online checkout processes for this report, a study undertaken to help us learn more about buy button offerings and how they have changed since we began following this topic in Q4 2016.

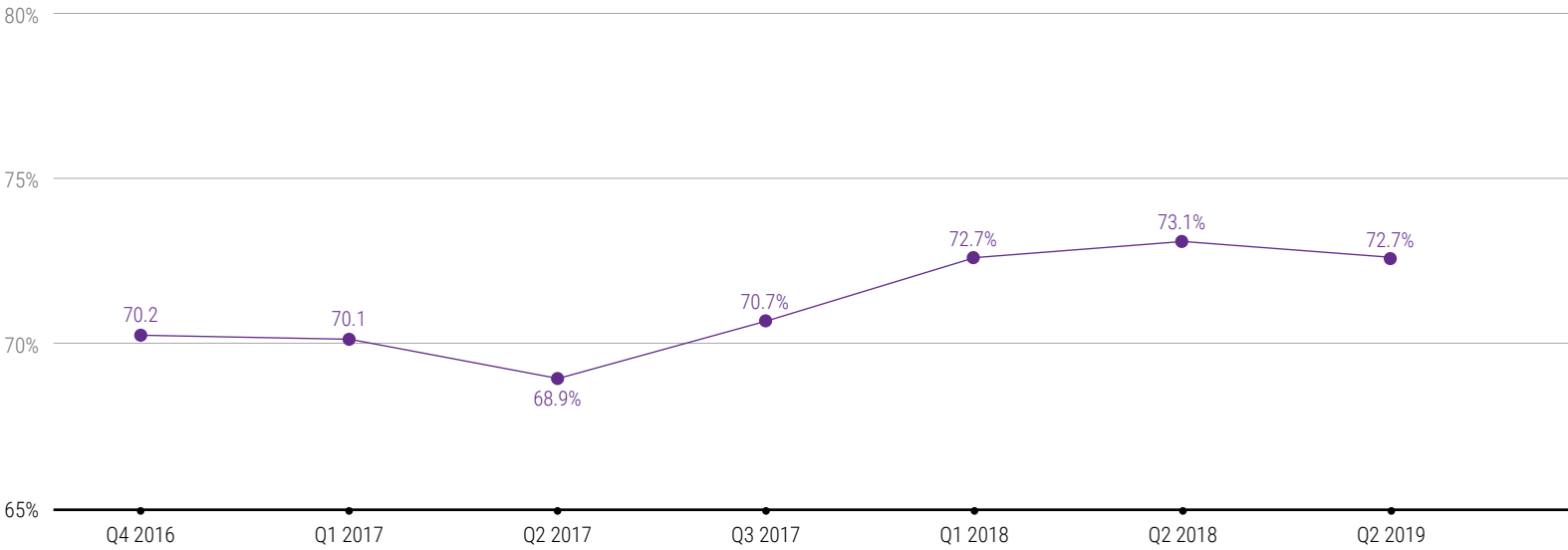
These are our key findings.

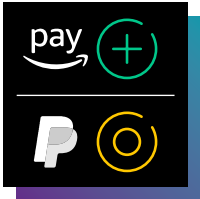


Merchants’ buy button adoption rates have remained largely unchanged for the past three quarters.

Our study found 72.7 percent of all eCommerce sites offered at least one buy button in Q2 2019. This was a decrease compared to the 73.1 percent of merchants that did so in Q2 2018, and equal to the 72.2 percent that had adopted buy buttons in Q1 2018.

FIGURE 1:
Buy button adoption over time
Share of eCommerce merchants that offered at least one buy button, by quarter





PayPal’s buy button acceptance has plateaued, but that for Amazon Pay is accelerating.

The share of eTailers offering PayPal decreased slightly from 69.9 percent in Q1 2018 to 69.8 in Q2 2018, then reached 69.5 percent in Q2 2019. By comparison, 14.6 percent of them offered Amazon Pay in Q2 2019, up from 13.6 percent in Q2 2018, making Amazon Pay the second-most commonly offered buy button in our study.

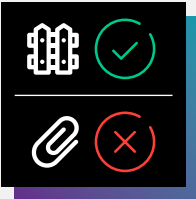
It is important to note that PayPal’s growth is slowing in part because it is already offered by so many eCommerce retailers. The buy button is still offered by 69.5 percent of merchants and appears on 731 sites, however — four times as many as other buy buttons.



Average monthly ticket prices and unique visitors can be misleading when measuring buy button adoption by host sites’ annual revenues.

Just four websites in our study — 1800flowers.com, ebags.com, United Airlines and Walmart — offered the Chase Pay buy button. These four sites generated a collective \$3.69 billion per year in average sales and attracted the most unique viewers at 45 million.

The Google Pay buy button is also far less common than those of Amazon Pay or PayPal, offered by just 3.9 percent of the eCommerce websites we studied. These sites had the lowest average annual revenues, too, generating just \$30 million in sales per year. The average eCommerce site in our sample saw \$390 million per year in sales, by comparison. Interestingly, websites that offer Google Pay’s buy button also see the fewest unique visitors at less than 1 million each month.



Hardware and home improvement merchants are the most likely to offer buy buttons, while office supply sellers tend to offer fewer than any other industry.

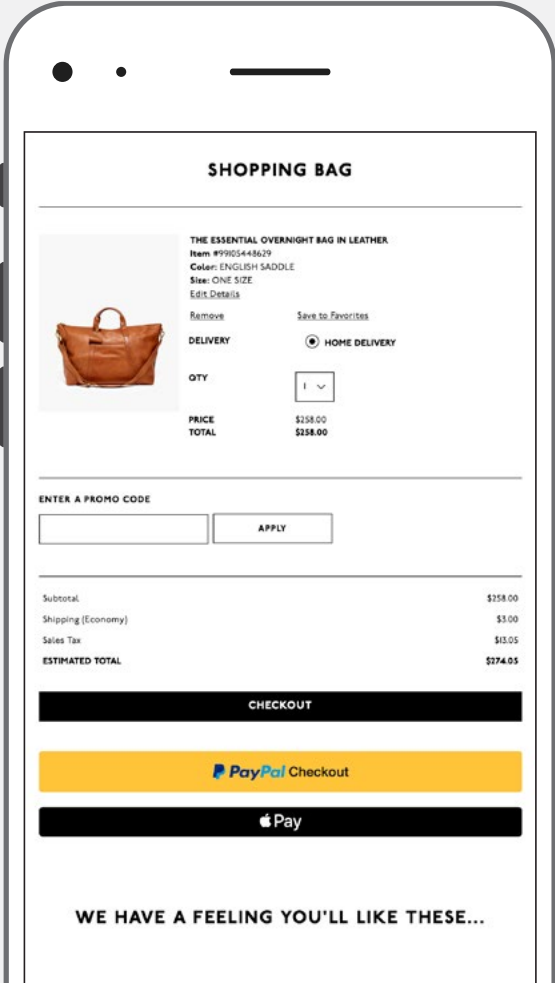
Our research found 87.3 percent of hardware and home improvement eCommerce websites offered at least one buy button, compared to just 60 percent of those offering office supplies. The latter group’s eTailers also removed more buy buttons than those from any other industry, with 9.1 percent taking down all previously supported buy buttons in Q2 2019. Meanwhile, merchants that sold flowers and/or gifts added more buy buttons than all others at 8.3 percent.



eTailers are slowly beginning to increase the number of buy buttons offered on their checkout pages.

Checkout pages’ NASCAR-style speeds appear to be more myth than reality for most eCommerce websites in our study. The share with two or more buy buttons has been slowly but steadily growing over the past four financial quarters, from 16.7 percent in Q3 2017 to 17.8 percent in Q1 2018 and 19.1 percent in Q2 2018 to 21 percent in Q2 2019. That said, 51.7 percent still only offered one in Q2 2019.

The following report will delve deeper into these insights and others, providing a comprehensive overview of buy buttons’ role in the Q2 2019 eCommerce sector and beyond.





PayPal is and has been the most common buy button on the web since we began studying such offerings in Q4 2016. It was supported by 67.3 percent of the merchants in our study at that time, a figure that has grown to 69.5 percent — or a total of 731 sites — in Q2 2019. This means PayPal’s buy button is now offered by 3.7 times as many eCommerce merchants as that of the next-most common, Amazon Pay, which was offered by 154 sites.

Amazon Pay may be in a distant second place, but adoption has steadily increased in the two years leading up to Q2 2019. Its buy button was supported by 9.6 percent of our eCommerce sites in Q2 2017, but 14.6 percent in Q2 2019 — an average of 11.2 percent growth during this time frame.

There has also been a recent uptick in Google Pay’s buy button adoption rates, though sightings are still rare. It is the fourth-most common option, offered by

TABLE 1:
The most common buy buttons on the web
Share of online merchants offering select buy buttons, by quarter

| BUY BUTTON | QUARTER | | | | |
|-----------------------|---------|---------|---------|---------|---------|
| | Q2 2017 | Q3 2017 | Q1 2018 | Q2 2018 | Q2 2019 |
| PayPal | 67.3% | 68.9% | 69.9% | 69.8% | 69.5% |
| Amazon Pay | 9.6% | 11.1% | 12.8% | 13.6% | 14.6% |
| Visa Checkout | 4.1% | 4.4% | 4.5% | 5.2% | 4.8% |
| Google Pay | 0.1% | 0.1% | 0.0% | 0.9% | 3.9% |
| Masterpass | 3.4% | 3.7% | 3.7% | 4.0% | 3.1% |
| Amex Express Checkout | 1.1% | 1.2% | 1.7% | 2.2% | 1.6% |
| Apple Pay | 0.1% | 0.1% | 0.3% | 0.4% | 1.2% |
| Chase Pay | 0.2% | 0.3% | 0.3% | 0.3% | 0.4% |

just 41 of the sites we studied, but the buy button's adoption growth from 0.9 percent in Q2 2018 to 3.9 percent in Q2 2019 far surpassed that of any other solution. This increase notably coincided with the mobile wallet's rebranding campaign, which renamed Android Pay as Google Pay between Q2 2018 and Q2 2019.

Apple Pay and Chase Pay have enjoyed comparatively stable growth rates from very small bases over the past two years. Google Pay enjoyed the aforementioned spike in eTailer support, but this is largely because it was only offered by a few

sites in Q2 2018. Apple Pay's buy button experienced a similar situation, enjoying a proportional adoption increase between Q2 2018 and Q2 2019, but is still only offered by 1.2 percent of eTailers. All three appear to be gaining traction among small online merchant bases, however.

Other buy buttons seem to have grown less common since Q2 2018, though. PayPal's adoption decreased from 69.8 percent to 69.5 percent in this time frame while Visa Checkout's dipped from 5.2 percent to 4.8 percent. Masterpass was offered by 3.1 percent of eCommerce

69.5%

SHARE OF eTAILERS OFFERING
THE PAYPAL BUY BUTTON IN Q2 2019

sites in Q2 2019, compared to 4 percent in Q2 2018, and was supported by 33 sites. Amex Express Checkout was offered by a comparative 17.

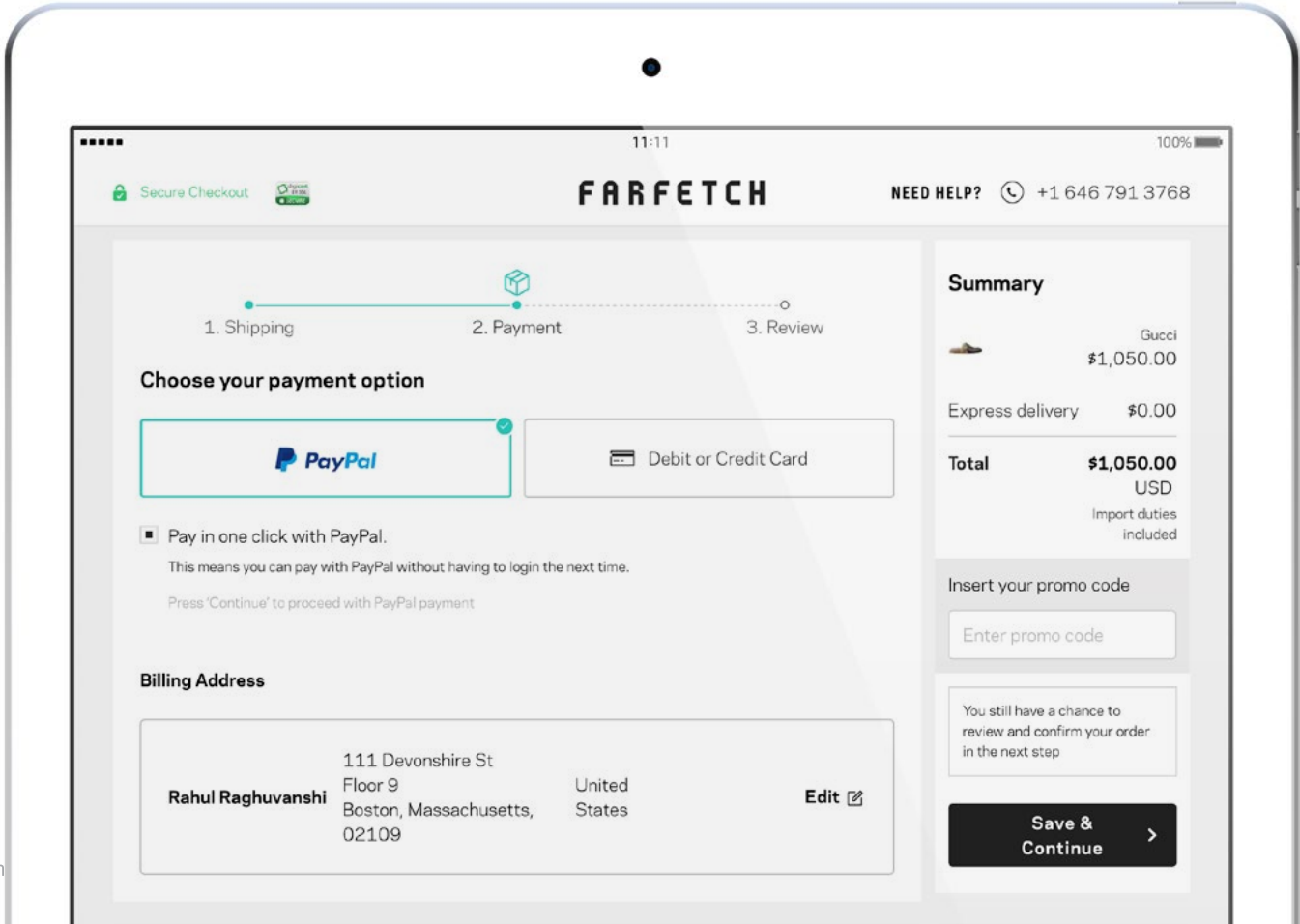
Card-branded buy buttons' adoption rates — including Amex Express Checkout, Masterpass and Visa Checkout — are slowing, which is in part by design. Several major card networks have begun to shift their focuses away from expanding their buy buttons and toward developing the new, more standard SRC payments solution, a process that kicked off in mid-2018.

SRC is a token-based system that allows consumers to securely store their

payment data and prepopulate other consumer information into forms on merchants' sites. This means users no longer need to enter cards on file with individual sellers or set up unique buy buttons to enjoy one-click experiences when checking out as a guest. Nearly 80 percent of all online checkouts are completed via the guest checkout method, after all.¹

In short, the Amazon Pay and PayPal buy buttons dominated in Q2 2019. The former's continued its momentum, while the latter's remained far and away the most common option on the market — and no other provider has managed to achieve similar ubiquity levels.

¹ Will merchants, consumers warm up to SRC payments? PYMNTS.com. 2018. <https://www.pymnts.com/digital-payments/2018/secure-remote-commerce-payments-online-checkout/>. Accessed July 2019.



WHICH BUTTONS DRIVE SALES?

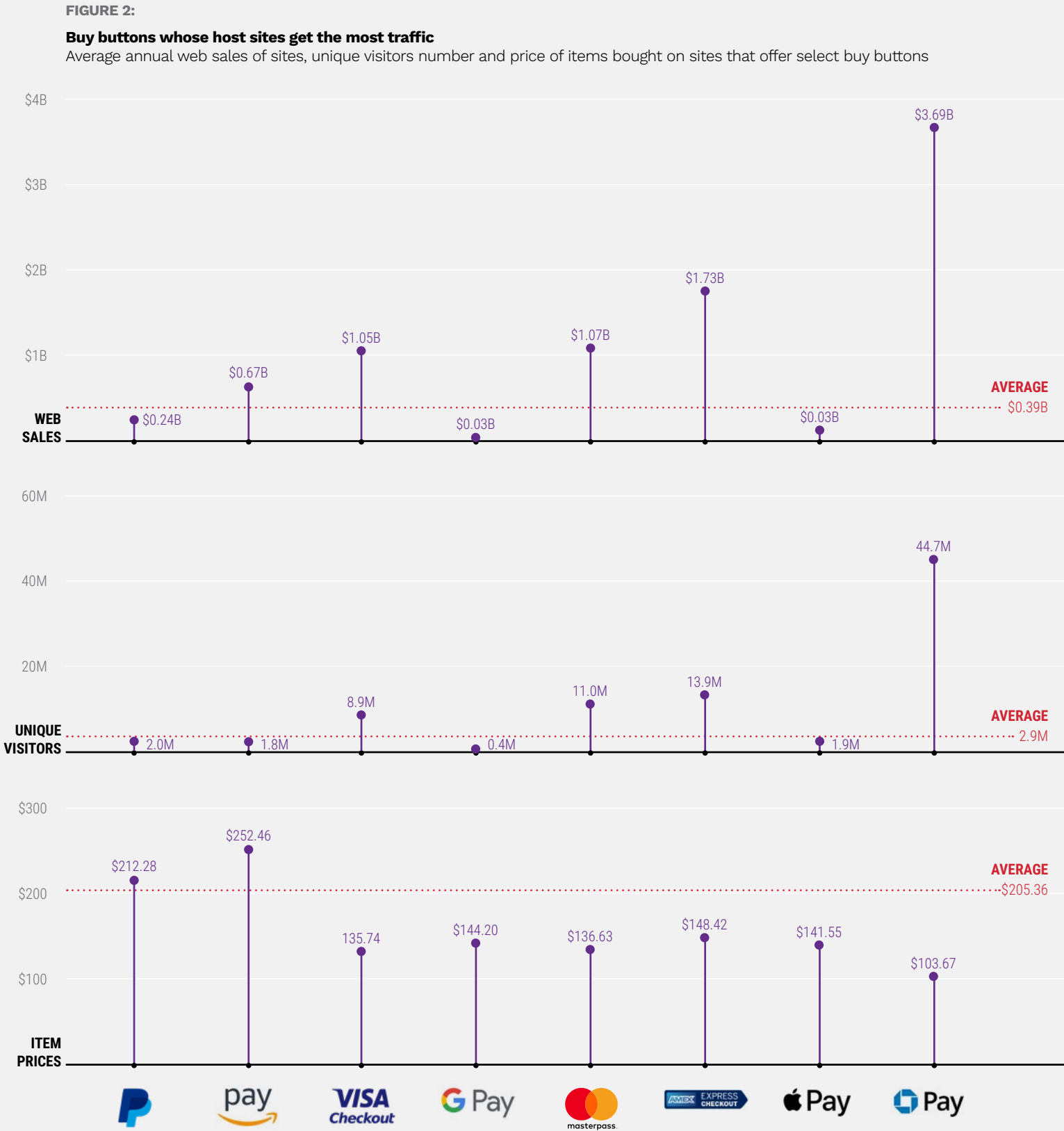
Buy button adoption rates offer a glimpse into just how pervasive such offerings can be, but there is more to the eCommerce payments game than ubiquity. Merchants vary considerably in terms of annual revenues, industries, average ticket prices and countless other factors, all of which impact buy buttons' reach and influence.

Our research suggests eCommerce sites that generate different annual revenues and attract different numbers of unique monthly visitors also tend to provide very different buy buttons. It is therefore possible that a solution offered by relatively few eTailers could still facilitate large numbers of transactions and reach more consumers than more ubiquitous offerings.

The Chase Pay buy button, which has seen adoption remain largely unchanged since Q2 2017, is a prime example. Just four eCommerce sites — 1800flowers.com, ebags.com, United Airlines and Walmart — in our study offer it, but collectively generate far greater annual revenues (\$3.69 billion) and attract many more consumers (45 million) than average. This is likely in part because the group includes United Airlines and Walmart,

\$252.46

AVERAGE
TICKET PRICE
OF PURCHASES
MADE ON
eCOMMERCE SITES
OFFERING
**THE AMAZON PAY
BUY BUTTON**



both of which see extensive purchasing from digital consumers. By comparison, the average sample eCommerce website generates \$39 million per year and attracts 3 million unique monthly visitors.

The 17 eCommerce sites that offer American Express’ buy button enjoy the second-highest average annual revenue (\$1.73 billion) and volume of unique visitors per month (45 million). It is worth noting that both figures are far above average, but pale compared to those of the four sites offering Chase’s buy button.

In contrast, PayPal and Amazon Pay’s solutions are offered by far more sites with lower average annual revenues and fewer unique monthly viewers. The latter, which is the second-most common buy button, is offered by 154 sites that generated \$67 million per year and attracted 2 million unique monthly visitors. Websites that support PayPal’s buy button are even smaller, generating \$24 million in annual revenues and attracting 2 million monthly visitors.

The 731 websites offering PayPal’s buy button average the second-highest price per purchase of any group. This came out to \$212.28, and followed the highest

average price of \$252.46 paid by consumers for items on sites that offer Amazon Pay’s solution.

In this regard, the four sites offering Chase Pay’s buy button were once again on the extreme end of the spectrum. They averaged the lowest ticket price at just \$103.67, nearly half that of our sample’s average at \$205.36. This makes sense. United Airlines’ and Walmart’s annual revenues and monthly website visitors are likely far above average, but the average price per ticket on 1800flowers.com, ebags.com and Walmart.com is relatively low. These factors contribute to higher annual revenues and monthly visitors, but lower annual tickets on sites offering Chase’s buy button.

The PayPal and Amazon Pay buy buttons are comparatively common on a large number of low-revenue sites with higher ticket prices. Most merchants that offer buy buttons enjoy metrics that fall between these two extremes.

PayPal’s buy button is offered by no less than 63 percent of merchants in any sector, and is particularly common among automotive eTailsers. Our research found that 83.3 percent of them offer

the PayPal solution. The button is least common in housewares and home furnishing, however, offered by 61.5 percent of all merchants.

Amazon Pay is the second-most common buy button overall, and is most popular in the travel and hospitality industry. Twenty-five percent of such eTailers that offer buy buttons support the Amazon Pay offering. It is least common in toys and hobbies, supported by just 10.7 percent of related eCommerce websites that offer buy buttons.

Buy buttons are more common in certain industries than others, of course. It is thus possible for a solution to be common among merchants in one sector but be relatively rare overall, and vice versa. This trend can be seen in PayPal’s buy button proliferation within the home and hardware industry. The offering is less often found among merchants in this industry, adopted by just 69.5 percent, but home and hardware eTailers are the most likely to have implemented at least one buy button at 87.3 percent.

80.3%
SHARE OF
ELECTRONICS
eCOMMERCE
SITES THAT
OFFER AT LEAST
ONE BUY BUTTON
OPTION

Most modern merchants have adopted buy buttons, even those in the industries in which the solutions are rarest — like office supplies. Sixty percent of eCom-merce sites in this sector report offering one or more of them.

These findings show that while they may have achieved certain levels of market penetration, select buy button providers employ different market strategies and definitions of ubiquity. As a result, not all companies that offer buy buttons neces-sarily want to expand their market reach.

TABLE 2:

Buy buttons’ distribution across industries

Share that provided certain buy buttons, as a percentage of eTailers that offered at least one buy button in select industries²

| BUY BUTTON | TOTAL | MERCHANTS | | | | | | | |
|------------------------|-------|-----------|------------|---------------|-------------|------------|-----------------------|-----------|-----------|
| | | PayPal | Amazon Pay | Visa Checkout | Google Play | Masterpass | Amex Express Checkout | Apple Pay | Chase Pay |
| Home improvement | 87.3% | 69.2% | 18.5% | 6.2% | 3.1% | 1.5% | 0.0% | 1.5% | 0.0% |
| Electronics | 80.3% | 67.5% | 14.5% | 6.0% | 7.2% | 3.6% | 0.0% | 1.2% | 0.0% |
| Ticketing | 80.0% | 66.7% | 16.7% | 0.0% | 0.0% | 16.7% | 0.0% | 0.0% | 0.0% |
| Entertainment | 80.0% | 79.4% | 11.8% | 0.0% | 0.0% | 8.8% | 0.0% | 0.0% | 0.0% |
| Toys and hobbies | 77.4% | 82.1% | 10.7% | 3.6% | 3.6% | 0.0% | 0.0% | 0.0% | 0.0% |
| Gifts and flowers | 75.6% | 63.3% | 14.3% | 8.2% | 2.0% | 6.1% | 4.1% | 0.0% | 2.0% |
| Specialties | 75.5% | 74.0% | 16.0% | 0.0% | 4.0% | 2.0% | 2.0% | 0.0% | 2.0% |
| Mass merchants | 74.5% | 63.0% | 16.7% | 5.6% | 3.7% | 7.4% | 1.9% | 0.0% | 1.9% |
| Home furnishings | 74.2% | 61.5% | 12.5% | 13.5% | 4.8% | 2.9% | 1.9% | 2.9% | 0.0% |
| Sporting goods | 2.1% | 69.9% | 16.9% | 3.6% | 2.4% | 1.2% | 2.4% | 3.6% | 0.0% |
| Food and medicine | 71.7% | 63.3% | 12.2% | 8.2% | 6.1% | 4.1% | 2.0% | 4.1% | 0.0% |
| Jewelry | 71.4% | 73.3% | 13.3% | 2.2% | 4.4% | 2.2% | 4.4% | 0.0% | 0.0% |
| Apparel | 69.9% | 71.2% | 14.4% | 3.3% | 6.0% | 2.3% | 1.4% | 0.9% | 0.5% |
| Auto parts | 69.4% | 83.3% | 16.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| QSRs | 66.7% | 70.5% | 18.2% | 4.5% | 0.0% | 4.5% | 2.3% | 0.0% | 0.0% |
| Health and beauty | 65.7% | 77.2% | 12.3% | 3.5% | 1.8% | 3.5% | 1.8% | 0.0% | 0.0% |
| Travel and hospitality | 65.2% | 70.0% | 25.0% | 0.0% | 0.0% | 5.0% | 0.0% | 0.0% | 0.0% |
| Office supplies | 60.0% | 77.8% | 11.1% | 0.0% | 3.7% | 0.0% | 3.7% | 3.7% | 0.0% |

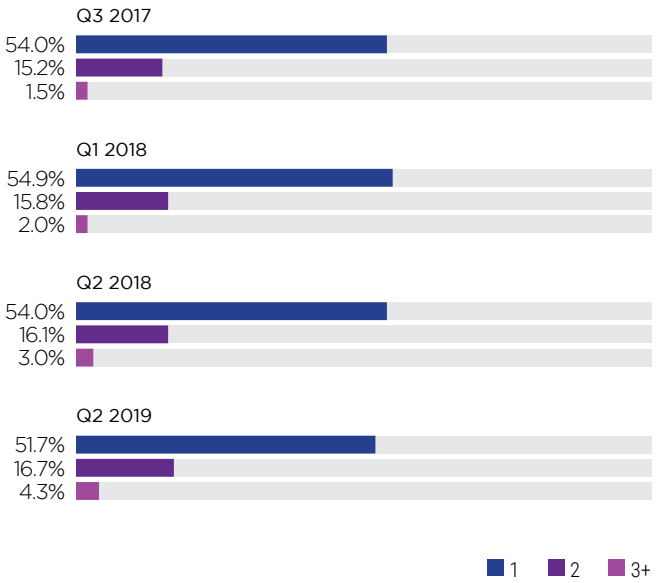
² The data visualized was calculated using the following formula: Percentage of BUY BUTTON_y in INDUSTRY_x =
$$\frac{\sum \text{BUY BUTTON}_y \text{ offered by INDUSTRY}_x}{\sum \text{ALL BUY BUTTON offered by INDUSTRY}_x}$$



Buy button adoption is decreasing overall, but one small segment — eCommerce merchants that support multiple solutions — sees rates on the rise. The share of eTailers offering two buy buttons has been steadily increasing since Q3 2017, when 15.2 percent of them supported two. This share increased to 15.8 percent in Q1 2018 and 16.1 percent in Q2 2018, then finally reached 16.7 percent in Q2 2019.

21%
SHARE OF
eCOMMERCE
SITES OFFERING
**MORE THAN ONE
BUY BUTTON**
IN Q2 2019

FIGURE 3:
Number of buy buttons offered by eCommerce merchants
Share that offered select numbers of such offerings,
by quarter

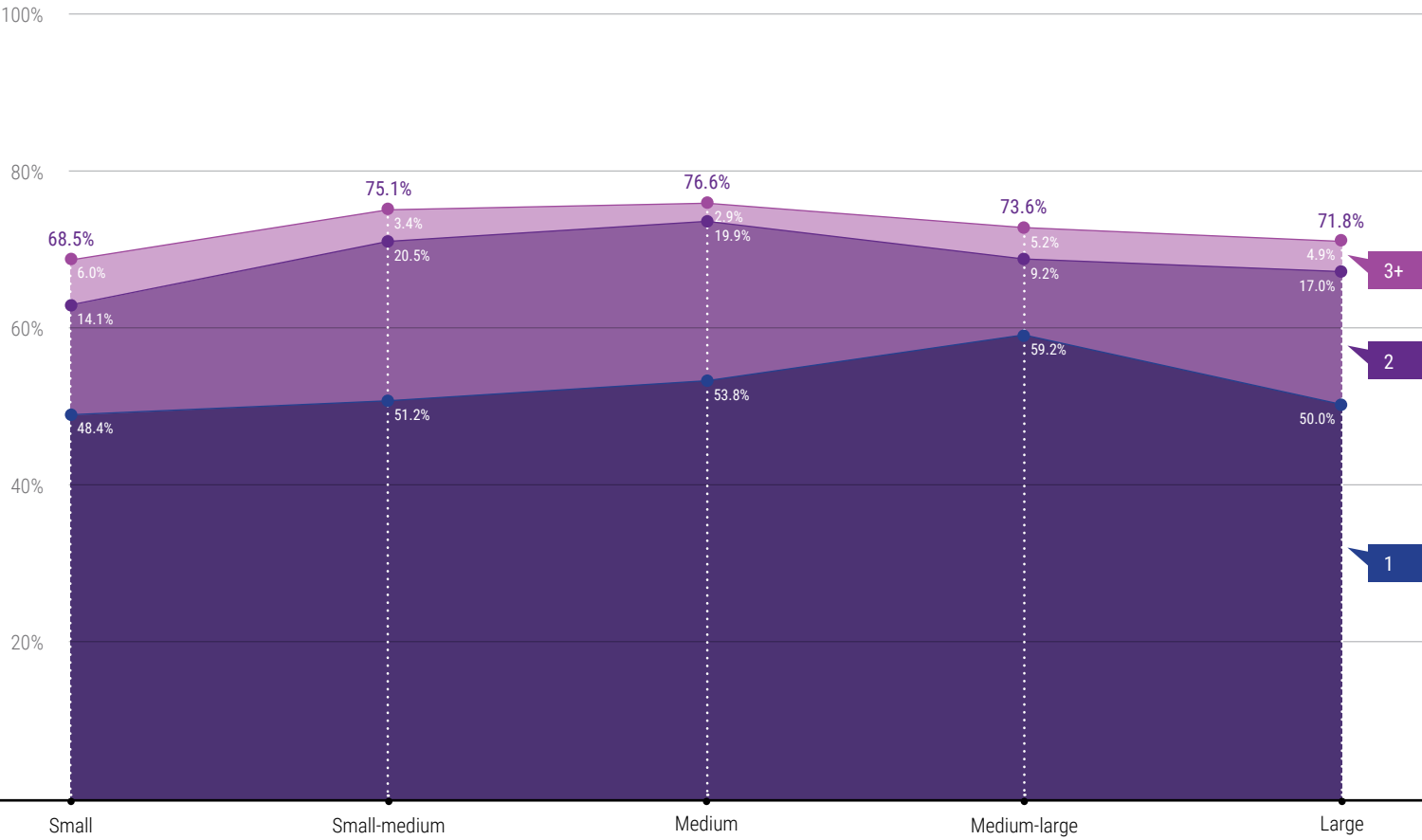


We also observed a growing number of websites offering three or more buy buttons during the same time frame. This group made up just 1.5 percent of our sample in Q3 2017, but rose to 2 percent in Q3 2018, 3 percent in Q2 2018 and 4.3 percent in Q2 2019. The share of sites offering three-plus buy buttons has almost tripled in the past year, but remains a minority. The most common number of buy buttons merchants offer is still just one, with 51.7 percent of those in our study supporting a single buy button option in Q2 2019.

Moreover, merchants’ likelihood of offering one buy button appears to change depending on size. The solutions are rarest among the smallest sellers in our study, with just 68.5 percent offering at least one, and most common among medium-sized merchants at 76.6 percent.

Small merchants are also the least likely to offer just one buy button (48.8 percent), followed by 51.2 percent of small-medium, 53.8 percent of medium and 59.2 percent of medium-large. This figure dropped to 50 percent among the largest merchants in our sample. The latter tend

FIGURE 4:
Number of buy buttons eCommerce merchants offer
Share that offered select numbers of buy button offerings, by size³

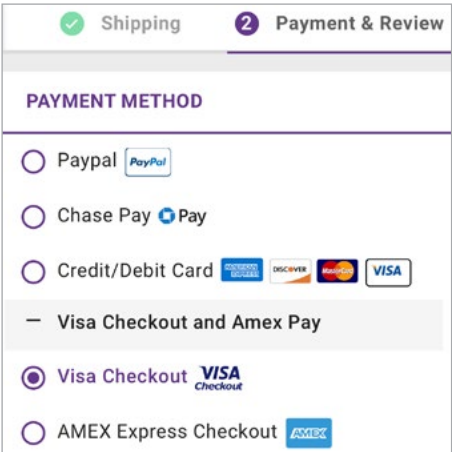
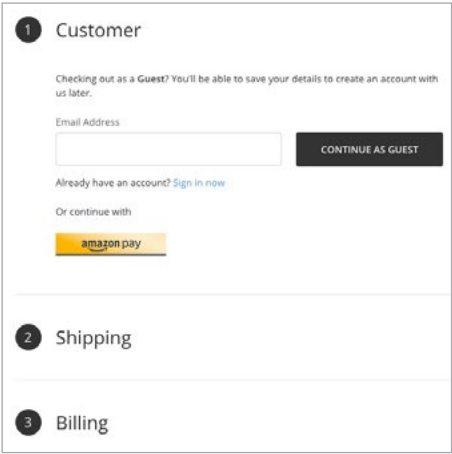


³ For the purposes of this report, we define small eCommerce merchants as those generating less than \$10.8 million per year, small-medium merchants at \$10.8 million to \$21.5 million per year, medium-sized merchants at \$21.5 million to \$46.6 million per year, medium-large merchants at \$46.6 million to \$150 million per year and large merchants at more than \$150 million per year.



to offer more buy buttons than all other size groups, too. Our research found 21.9 percent of large merchants support two or more, while just 20.1 percent of small and 14.4 percent of medium-large eCommerce sites do the same.

These statistics tell us two things about websites that offer buy buttons. First, adoption rate growth is not coming from new eCommerce merchants adopting their first offerings, but rather from merchants that have already adopted at least one buy button and have decided to add a second, third or fourth. Second, buy buttons are most common among mid-sized eTailers, and least among the largest and smallest merchants on the web.



DEEP DIVE — BACK TRACKING: WHAT'S CHANGED SINCE Q2 2018?

As our research demonstrates, the share of eCommerce sites adopting buy buttons has largely been stable for the past two years. The market is not entirely static, though. One of the reasons buy button adoption rates have remained so balanced over the past four quarters is that some sites have been removing buttons while others have been adding them.

We took a closer look at a certain subset of merchants in our analysis: those that either added their first buy buttons or removed all the buttons they previously offered between Q2 2018 and Q2 2019. These two groups are roughly the same size: Just 3.3 percent of all eCommerce merchants that had never offered buy buttons added one to their websites between Q2 2018 and Q2 2019, while 3.7 percent that had previously offered at least one removed them all.

So, which sites were adding buy buttons and which were removing them? No one type of eCommerce merchant added or removed buy buttons in the past year, according to our study, but those that removed buy buttons tend to perform less positively on several, key metrics than those that added them. Merchants that

FIGURE 5:

Merchants that added or removed buy buttons between Q2 2018 and Q2 2019

Share that went from having zero to at least one buy button or went from at least one to zero

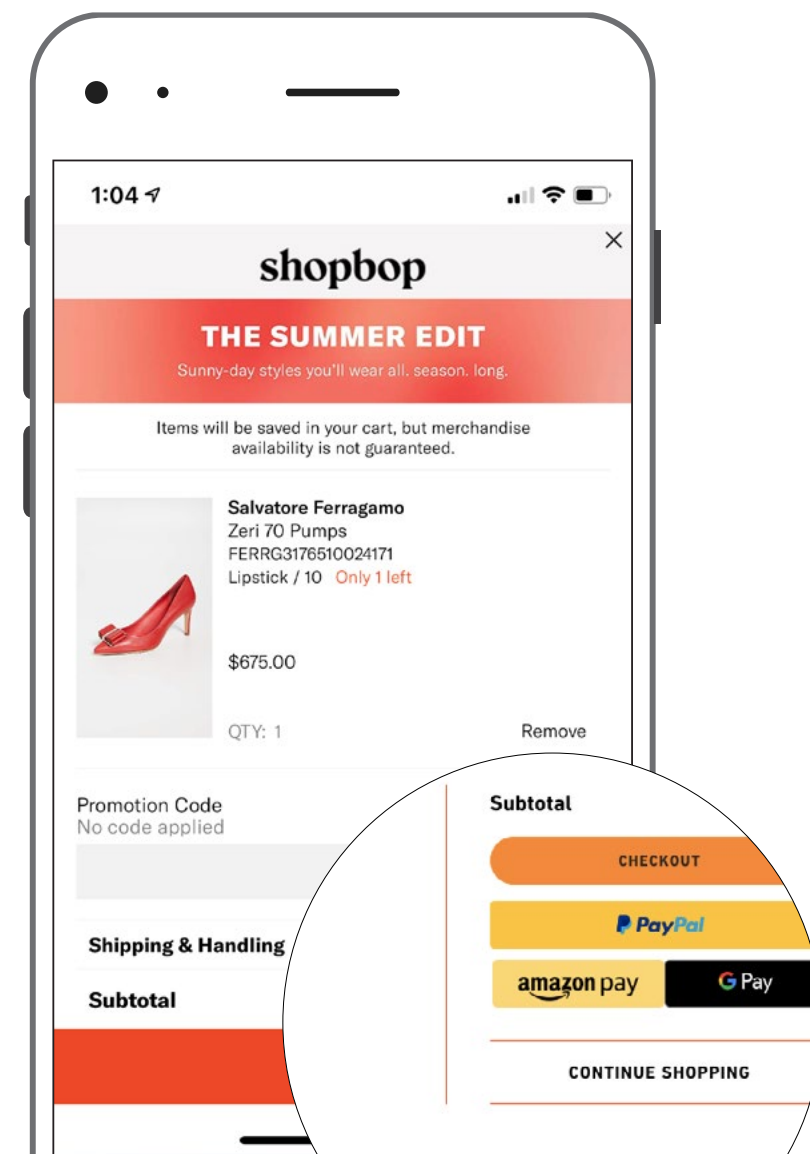
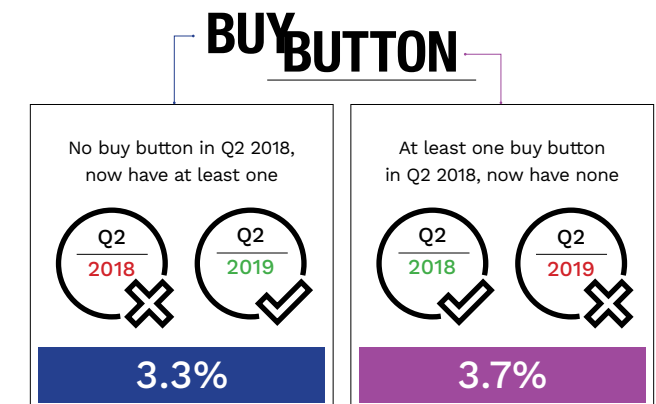
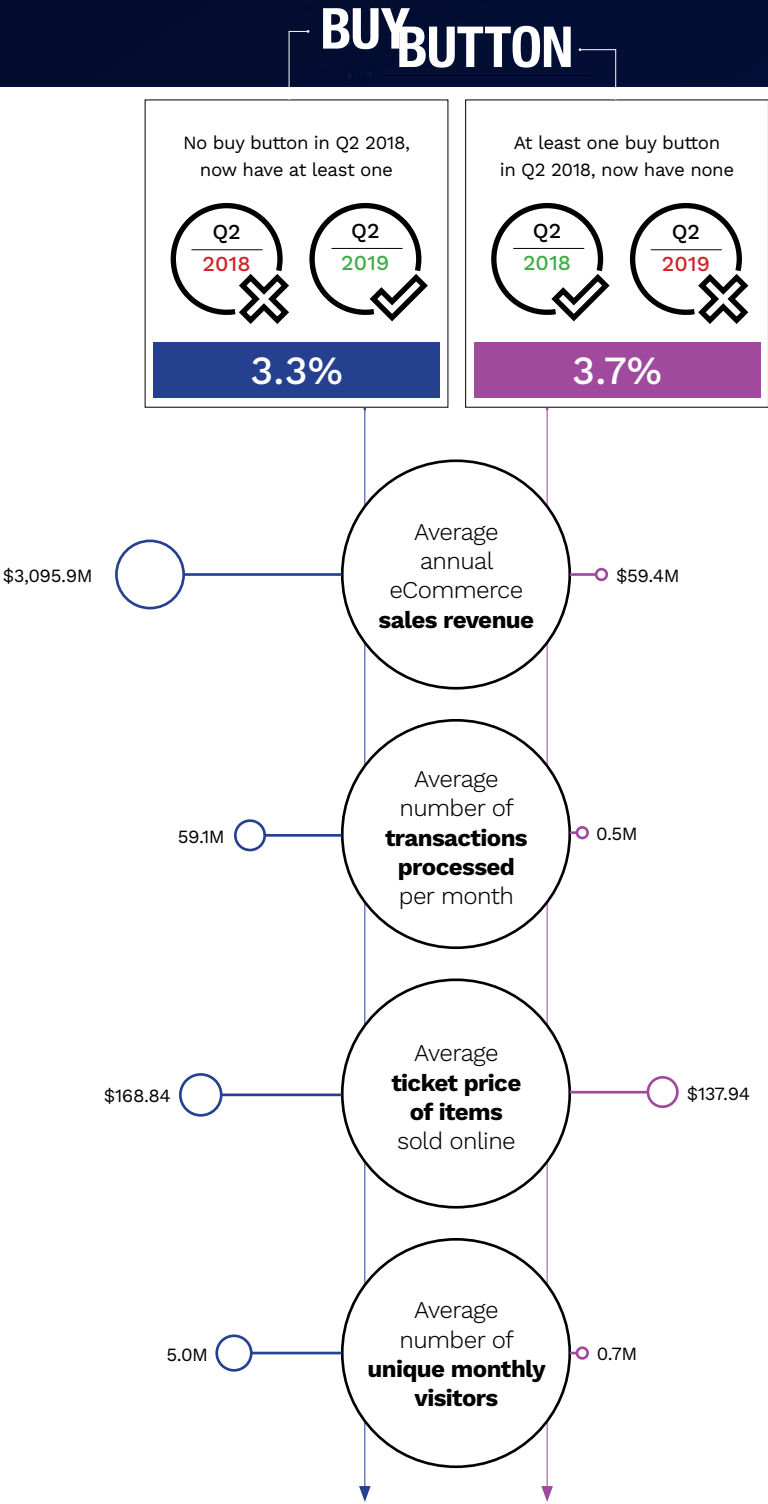


FIGURE 6:
Metrics for sites that added or removed buy buttons between Q2 2018 and Q2 2019
Average sales revenue, number of transactions, ticket price of items sold online and unique monthly visitors



removed buy buttons between Q2 2018 and Q2 2019 tend to have lower annual revenues, transaction volumes, average ticket prices and unique monthly visitors than sites that added buy buttons in the same time frame.

Websites that had no buy buttons in Q2 2018 but added at least one in Q2 2019 enjoyed an average annual revenue of approximately \$3.1 billion. This figure was just \$59.4 million for those that had at least one buy button in Q2 2018 but had removed them all by Q2 2019.

Websites that removed buy buttons did not fare much better in the number of transactions processed each month, at 0.5 million compared to the 59.1 million processed by those that added buy buttons since Q2 2018. An examination of average ticket prices and unique monthly visitors told similar stories. Merchants that added buy buttons in Q2 2019 sell

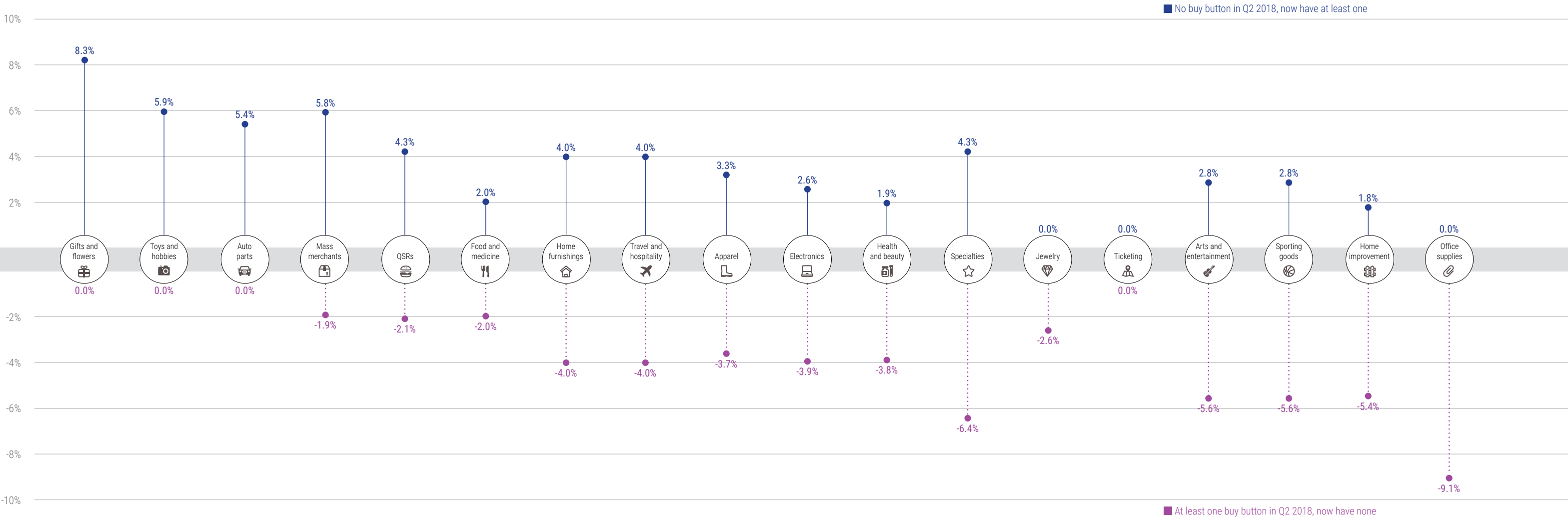
items at an average ticket price of \$168.84 and attract 5 million unique visitors per month. Those sites that removed all buttons by Q2 2019 sell at an average ticket of \$137.94 and attract just 0.7 million unique monthly visitors.

No matter how we measure these sites' successes — in annual sales revenues, yearly transaction volumes, average ticket prices or unique monthly visitors — our data supports the same narrative: Successful eCommerce sites added buy buttons between Q2 2018 and Q2 2019 while unsuccessful ones removed them.

That said, merchants' likelihood of having added or removed buy buttons in this span varies by industry. Those selling flowers or gifts are the most likely to have added buy buttons, with 8.3 percent of them doing so between Q2 2018 and Q2 2019.

\$3.1B
AVERAGE
ANNUAL REVENUE
OF eCOMMERCE
SITES THAT
SUPPORTED
NO BUY BUTTONS
IN Q2 2018
BUT ADDED
AT LEAST ONE
BY Q2 2019

FIGURE 7:
The most-added and dropped buy buttons of Q2 2019
Share of eTailers that added or removed buy buttons, by industry



Online merchants in the toys and hobbies and automotive parts and accessories sectors are the second- and third-most likely to have added buy button options between Q2 2018 and Q2 2019 at 5.9 percent and 5.4 percent, respectively. These three industries are the only ones out of

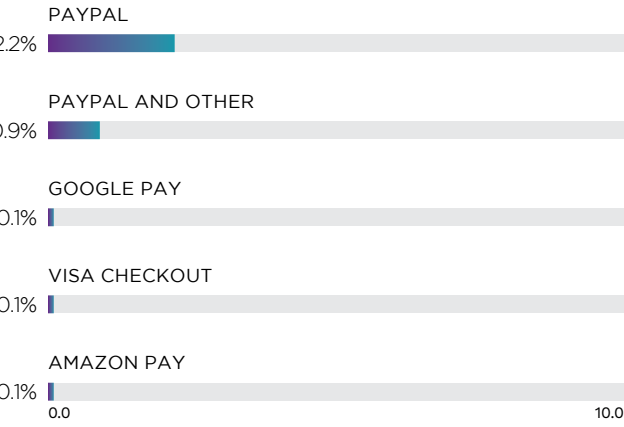
the 17 we studied in which not a single eTailer removed buy button options. Conversely, jewelry (2.6 percent) and office supplies (9.1 percent) are the only two in which eTailers removed buy buttons but did not add them.

Even more interesting is the buy buttons merchants are adding and removing. PayPal was both the most-added and removed button of all, with 2.2 percent of all eCommerce sites in our study adding it and 0.9 percent adding it alongside another buy button since Q2 2018. By

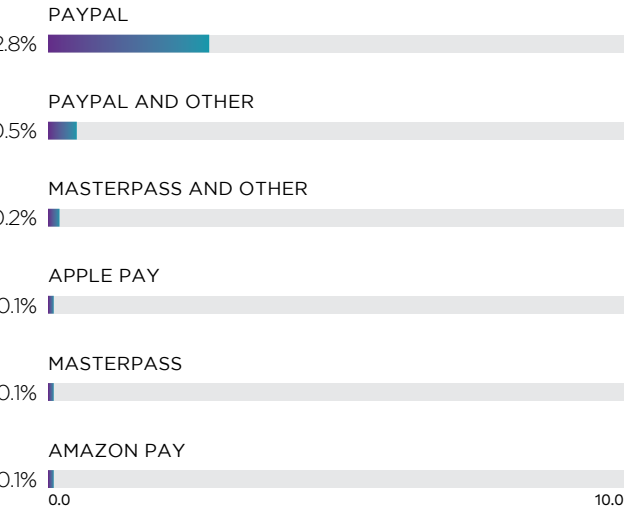
comparison, 2.8 percent removed PayPal and 0.5 percent removed it and another buy button.

This may seem small, but it is necessary to remember that the next most-added offerings were Amazon Pay, Google Pay

FIGURE 8:
The most-added and dropped buy buttons of Q2 2019
Share of sites that have added select buy buttons



Share of sites that have removed select buy buttons



and Visa Checkout — each of which was added by just 0.1 percent of the eTailers in our study. This is yet another indication of how many more websites have adopted the PayPal buy button compared to others on the market.

Meanwhile, the shares of merchants that adopted or removed the Amazon Pay, Google Pay or Visa Checkout solutions between Q2 2018 and Q2 2019 effectively cancelled each other out. The portion that added or removed these three buy buttons was the same: 0.1 percent.

All this movement tends to get overlooked at the micro level when viewing the wider buy button market, but shows just how complex eCommerce dynamics can be. These merchants are adding, removing and switching buy buttons as they please, and there is no telling which they might add or remove next. This makes it all the more difficult for the average seller to predict which solutions might best suit its unique business plans.

CONCLUSION

Buy buttons can be an attractive feature for eCommerce merchants looking to streamline purchasing, but adoption began to slow in Q2 2019. The overall share of eTailers offering them decreased since Q2 2018, but many merchants still appear to be testing the waters by adding, removing or even switching their buy button offerings.

These changes speak to how merchants from varying sectors see buy buttons: as a way to improve their checkout processes. Our data makes it clear those views can shift over time, however, and that different options might become more or less right for a specific merchant’s strategy as time goes on.



BUY BUTTON METHODOLOGY

PYMNTS researched the checkout processes and buy button offerings of 1,077 leading American eCommerce sites for the original Q4 2016 Buy Button Index. Each subsequent report was compiled using information collected from this original sample, with the exception of eTailers that have since ceased to operate. We remove these merchants from our sample as they become unavailable.

Our Q2 2019 Buy Button Index sample included 1,052 eCommerce merchants, representing a decrease of 25 since Q4 2016. We retroactively removed these 25 websites from our previous samples when conducting our current analysis, thus ensuring the results are comparable with those from past quarters.

ABOUT

PYMNTS.com

PYMNTS.com is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

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