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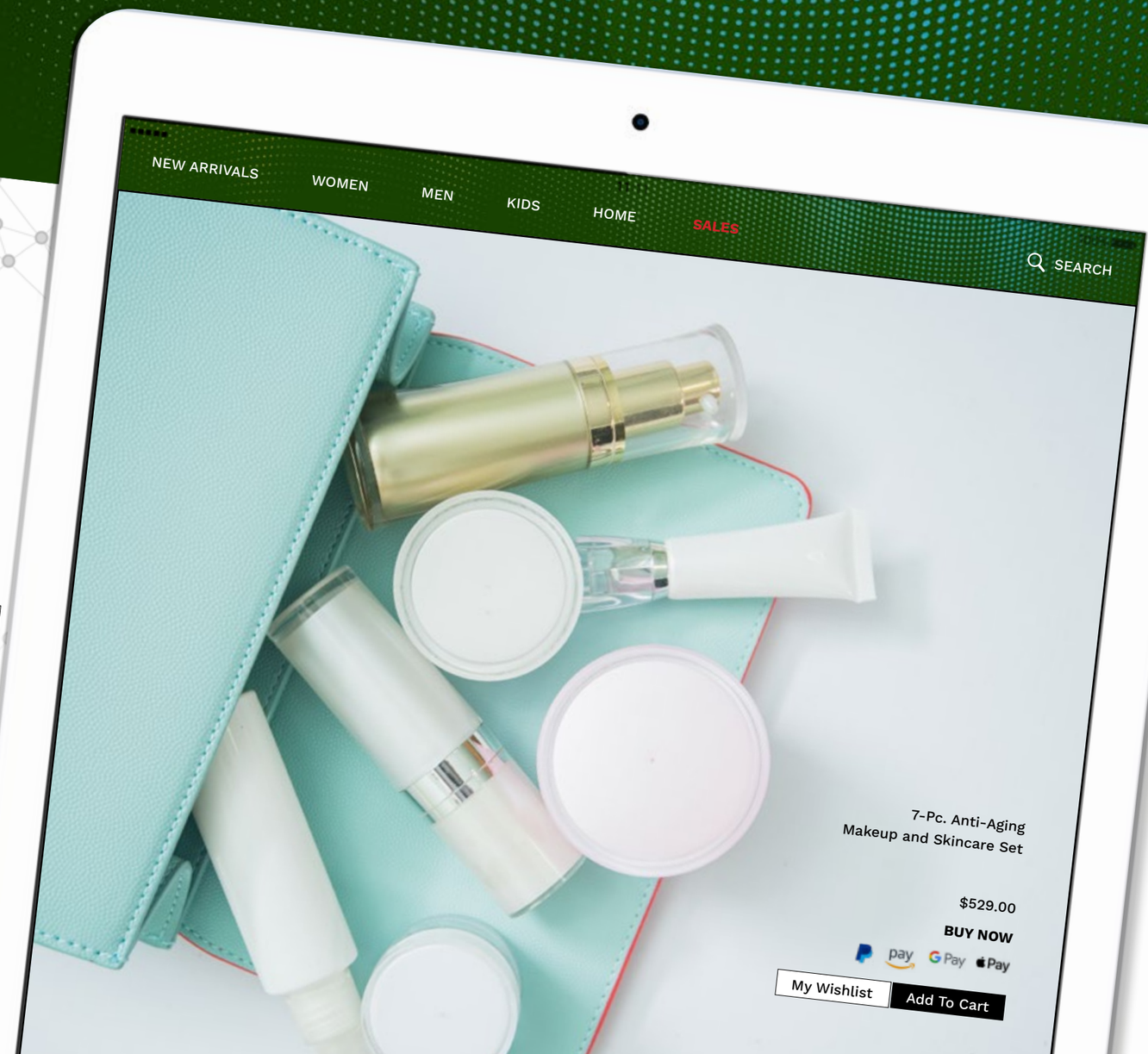
PYMNTS' Buy Button Report: Customizing Implementation To Boost Conversion examines more than 1,000 leading American eCommerce sites' recent and previous checkout process data to assess the evolution of buy button adoption rates. Our analysis considered several key factors — including average annual revenues and ticket prices of sites that offered buy buttons — to provide a comprehensive overview of the solutions' roles in the eCommerce ecosystem and how they are poised to change in the future.

BUY BUTTON REPORT

Customizing Implementation To Boost Conversion



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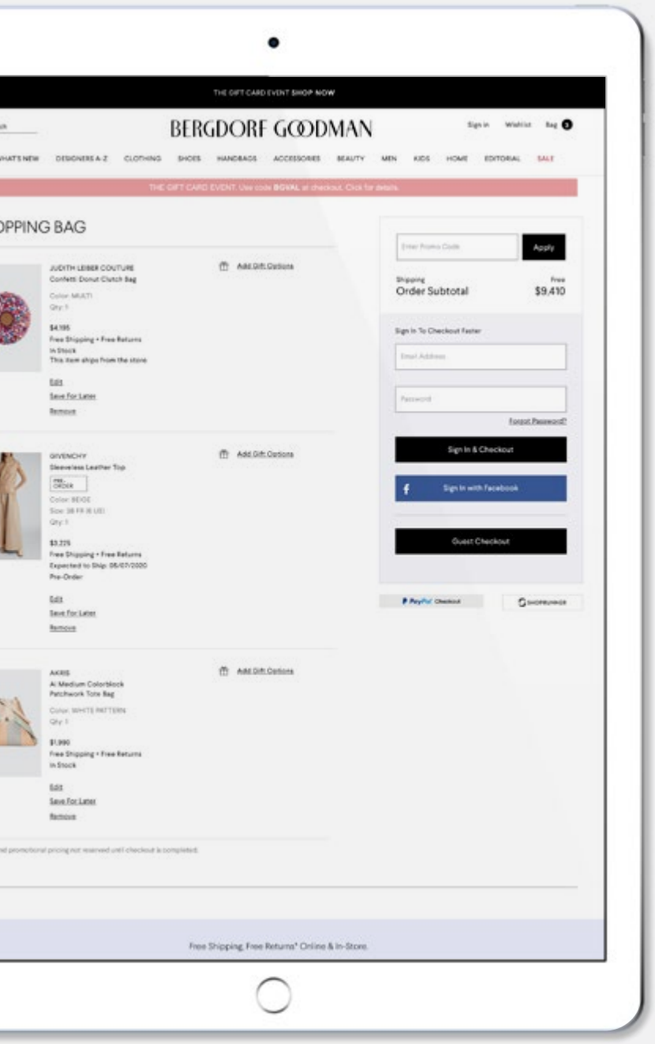
BUY BUTTON

Customizing Implementation To Boost Conversion

INTRODUCTION



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Consumers fill out 23 information fields to complete a single online purchase, according to Visa's global head of payments products. Every time consumers purchase the items in their shopping carts, companies ask for their payment information, names, dates of birth, shipping addresses, communication preferences and possibly even more.[1]

Requiring shoppers to enter so much information generates real risk. Online checkout processes are so long and complicated that eCommerce shoppers take about two minutes — 118.5 seconds, to be precise — to complete them. Each passing second increases the risk that online shoppers may abandon their carts, so two minutes is an eternity. This reality inspired firms to cut the 23-field checkout process to a single step and led to the proliferation of buy buttons on eCommerce sites.

PYMNTS has been studying buy button offerings since 2016, and this report analyzed 1,052 eCommerce sites' online checkout processes to track which retailers' sites provide which buttons and how those offerings compare in several key metrics, including sales revenue, average ticket price and the share of merchants' revenues generated by eCommerce sales.

We find that buy buttons can be highly effective tools when implemented properly. They reduce online checkout times by 39.2 percent on average.

The extent to which buttons speed up checkout can change dramatically, depending on factors such as companies' sectors, eCommerce sales revenues and whether their sites require customers to create guest profiles. Buy buttons reduce mass merchant sites' checkout times by as much as 54.1 percent, for example. Different buttons also alter sites' checkout speeds. Firms offering PayPal buttons experience 77-second checkout time decreases, while those offering Apple Pay buttons save users only 17 seconds. Even deciding between optional or mandatory profiles can affect buy buttons' effectiveness.

The number of factors at play means that a simple task — reducing checkout times — becomes extraordinarily complicated. How can retailers determine which buy buttons are best for their businesses and how to eliminate the most checkout friction?

Our latest research shows that proper buy button implementation is far more complex and nuanced than we initially imagined. The Buy Button Report: Customizing Implementation To Boost Conversion explores the factors influencing buy buttons' effectiveness and affecting how retail sites select buy buttons as well as how some retailers have implemented them as part of broader strategies to reduce checkout frictions and secure more eCommerce sales revenues.

[1] Anil, TS. Digital takes the "sting" out of paying for a Sting album. Visa. 2019. https://usa.visa.com/visa-everywhere/blog/bdp/2019/04/29/digital-takes-the-1556562299858.html. Accessed February 2020.

These are our key findings.

Buy buttons cut online checkout times by 39.2 percent.

It takes shoppers 118.5 seconds on average to complete eCommerce purchases without using buttons, but they spend only 108 seconds on sites that have the option to buy with buttons and even less time if paying via the buy button (77 seconds). This means that paying via buy button is an average of 31 seconds (39.2 percent) faster than paying without one among sites that offer them.

Average buy button **checkout time**

77 SECONDS

Average standard checkout time on **sites that offer buy buttons**

108 SECONDS

PayPal and Amazon Pay buy buttons save the most time.

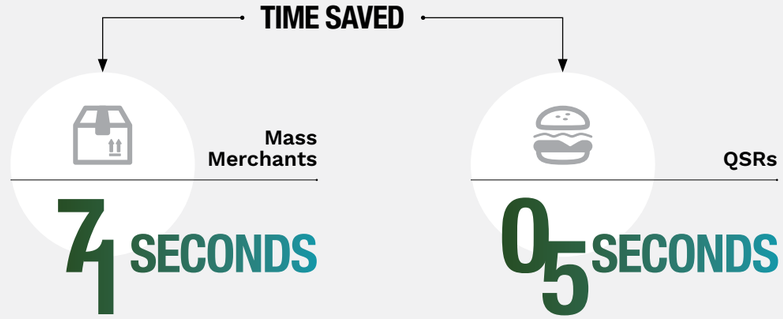
The PayPal and Amazon Pay buy buttons lead the pack in cutting checkout times, but their checkouts still take a long time to complete. eCommerce shoppers who pay with PayPal's buy button take 65 seconds to check out on average, and those using the Amazon Pay button take an average of 59 seconds to check out. It takes users who were offered but did not pay using these buttons 118 seconds and 105 seconds to check out without buy buttons on the very same sites, respectively. This means consumers save an average of 43 seconds (39.8 percent) paying with a PayPal buy button and 46 seconds (37.1 percent) paying with an Amazon Pay buy button — greater reductions than with any other buy button.

AVERAGE TIME SAVED USING BUY BUTTONS

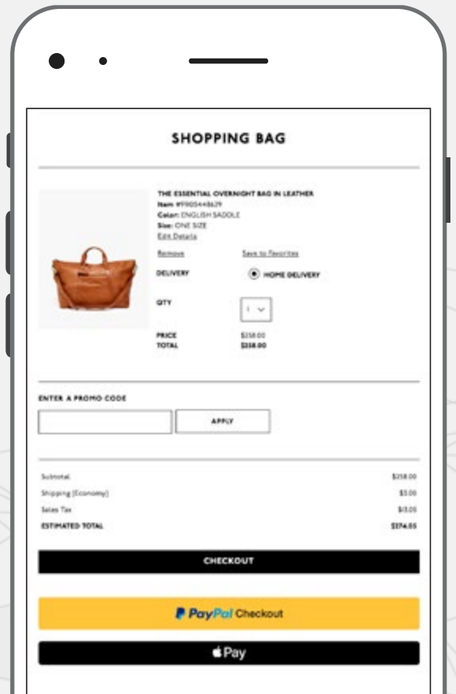
pay	**46 SECONDS**
PayPal	**43 SECONDS**
Pay	**19 SECONDS**

Buy buttons are game-changers for mass merchants but not for QSRs.

Retailers' industries influence how much buy buttons affect consumers' checkout experiences. Such options radically change mass merchant sites' customer checkout experiences, for example, but have less of an impact on consumers ordering from quick-service restaurants (QSRs). Buy buttons cut 71 seconds off mass merchants' checkout times on average but only reduce QSRs' checkout times by 5 seconds.



This difference is largely because purchasing items on mass merchants' websites is far simpler than placing orders on QSRs' websites, which often offer several customization options.

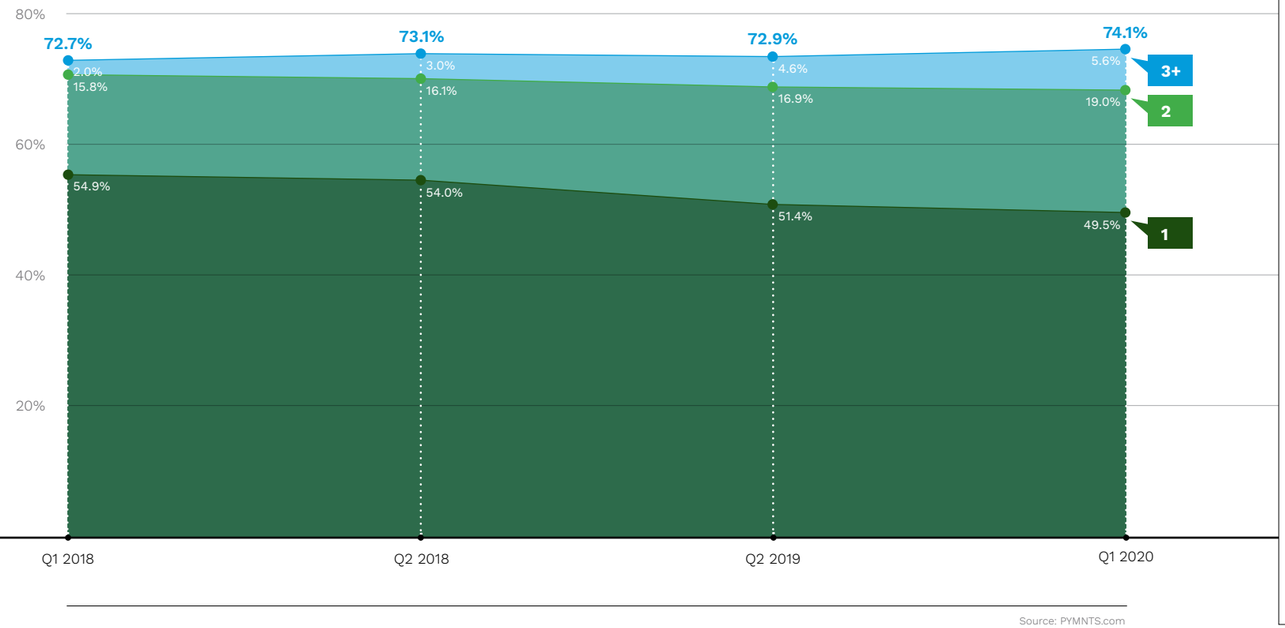


Retail sites are diversifying their buy button options.

The number of merchants that offer at least one buy button has decreased since Q1 2018, falling from 54.9 percent to 49.5 percent in Q1 2020, but the number of merchants that offer two or more buy buttons has increased for years. Our research shows that 24.6 percent of merchants provided two or more buy button options in Q1 2020, up from the 21.5 percent that did so in Q2 2019 and further up from the 19.1 percent that offered them in Q2 2018 and 17.8 percent that did in Q1 2018.

FIGURE 1:

Buy button adoption over time
Share of retailers offering different numbers of buy buttons on their sites, by time frame



Source: PYMNTS.com

Buy buttons coupled with optional profiles save shoppers more time.

Checkouts are fastest on retail sites that offer both buy buttons and optional user profiles. Shoppers spend 113.2 seconds to check out on these sites if they do not use buy buttons but only 60.8 seconds if they do. This means that buy buttons cut users' checkout times by 52.4 seconds — 46.3 percent — on sites with optional user profiles.

Other sites require shoppers to make profiles before completing purchases. Checking out without buy buttons on these sites takes less time than on sites that offer optional user profiles. The trouble is that adding buy buttons to sites with mandatory profiles negligibly affects checkout times. The average no-buy-button checkout time on sites with mandatory profiles is 105 seconds, which is 8.2 seconds faster than equivalent checkouts on sites that make profiles optional. The average checkout time using buy buttons on mandatory-profile sites is still 103.9 seconds, meaning buy buttons save their customers just 1.1 seconds — a total reduction of just 1 percent.

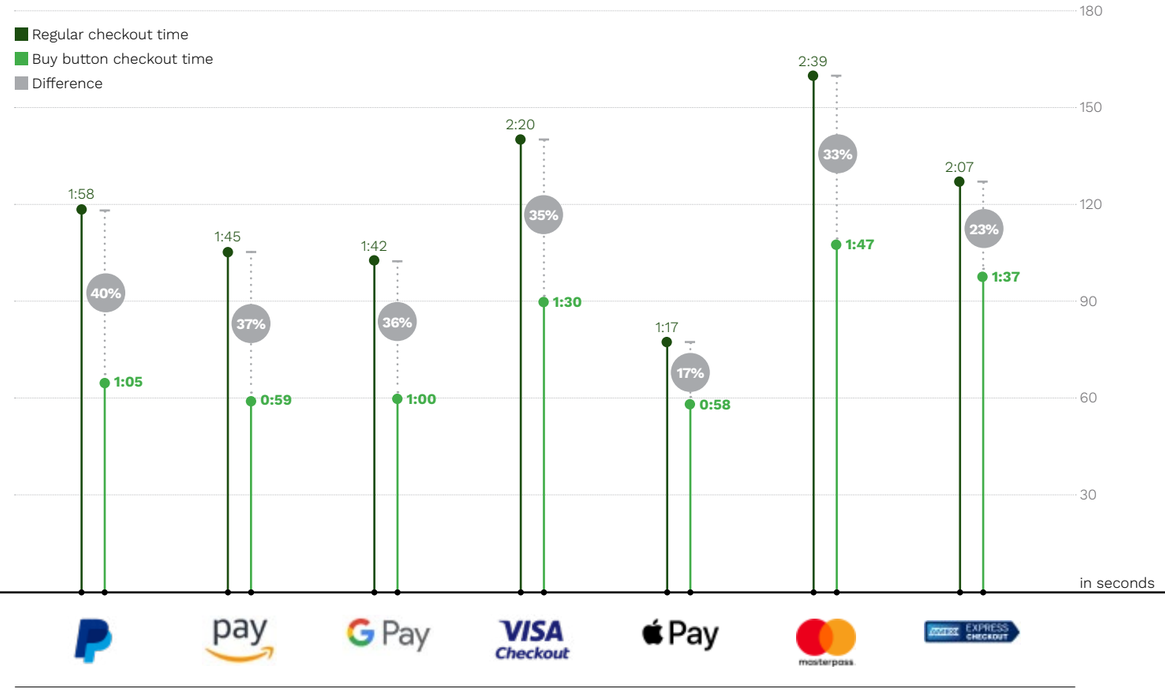
CUTTING CHECKOUT TIMES

All buy buttons aim to reduce frictions and speed up processes by filling in required information fields with a single click, but not all of them effectively do so. The PayPal and Amazon Pay buy buttons help reduce average checkout times by a greater amount than any other offerings, while the Apple Pay button saves less time than any competing option.

The PayPal button reduces checkout times by 53 seconds (39.8 percent) on average, while Amazon Pay does the same by 46 seconds (37.1 percent). This means PayPal and Amazon Pay buy buttons help enable the fastest checkout experiences on the web.

FIGURE 2:

Checkout times' relation to buy button offerings
Customers' average checkout times on sites offering buy buttons with and without using them, by brand of button



Source: PYMNTS.com

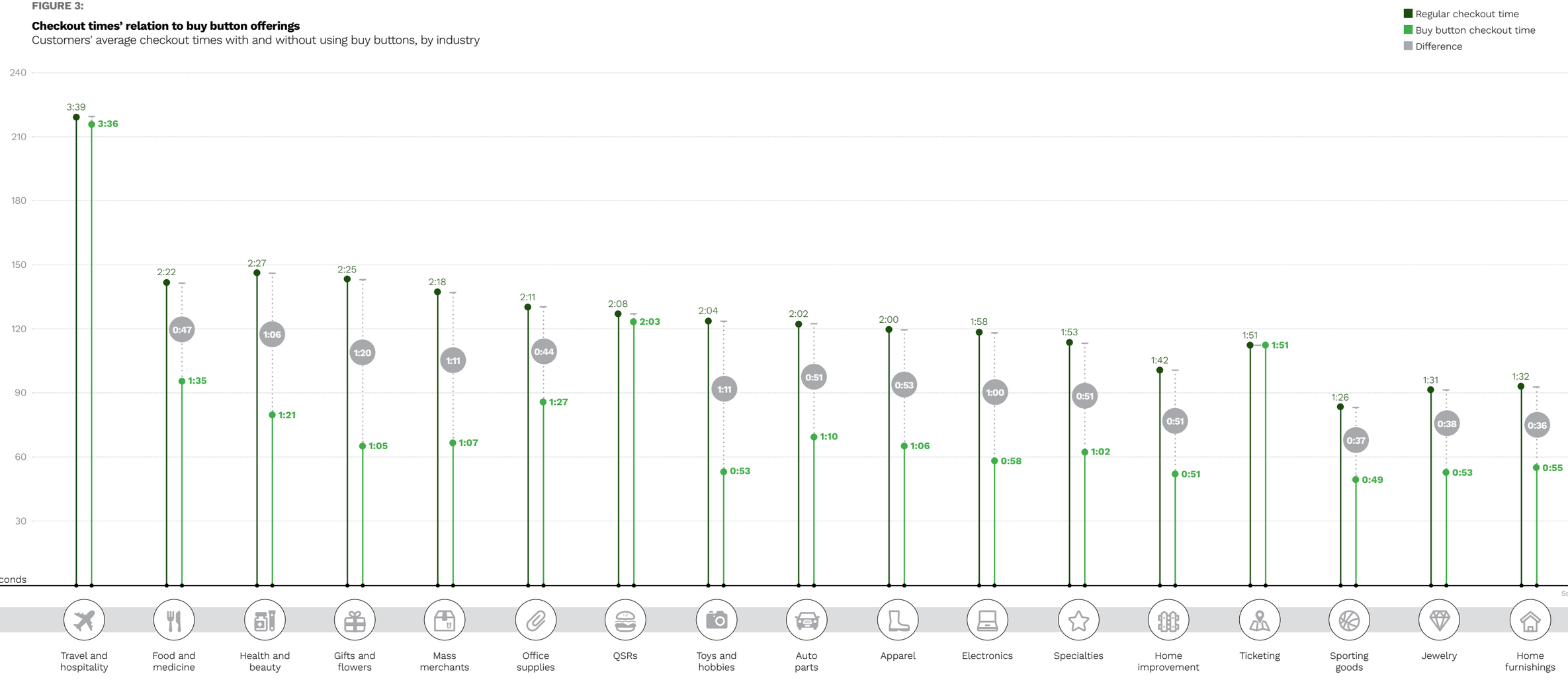
The Apple Pay button also reduces checkout times on sites supporting it, but not by nearly as much as either PayPal or Amazon Pay options. Consumers shopping on sites that offer the Apple Pay button spend 58 seconds on average to complete their purchases if they use it and an average of 77 seconds if they do not. The Apple Pay buy button only saves 19 seconds — a small improvement of just 17 percent.

Buy buttons drastically affect certain industries' checkout times. Shoppers take 138 seconds to complete purchases on the average mass merchant's site without buy buttons, for example. Checking out on the same sites takes only 67 seconds if shoppers pay via buy button, meaning the technology saves 71 seconds and cuts times by 51.4 percent.

FIGURE 3:

Checkout times' relation to buy button offerings

Customers' average checkout times with and without using buy buttons, by industry



Source: PYMNTS.com

CONSUMERS SAVE **AN AVERAGE OF 60 SECONDS** WHEN CHECKING OUT VIA BUY BUTTON ON RETAIL SITES THAT SELL **ELECTRONICS.**

QSR sites experience far less buy button impact, however. QSR customers using buy buttons spend an average of 123 seconds placing their orders, a difference of just 5 seconds (3.9 percent) from doing so without buttons.

This likely has less to do QSRs' buy buttons' effectiveness than with how consumers use QSR platforms. Products that mass merchant sites usually offer do not require any customization, so users can often complete purchases with single clicks, which is not the case for personalized food orders. Travel and hospitality platforms similarly often require customers to customize itineraries. One-click purchasing options thus do not shave off much checkout friction when that friction ensures that customers get what they want, regardless of sector.

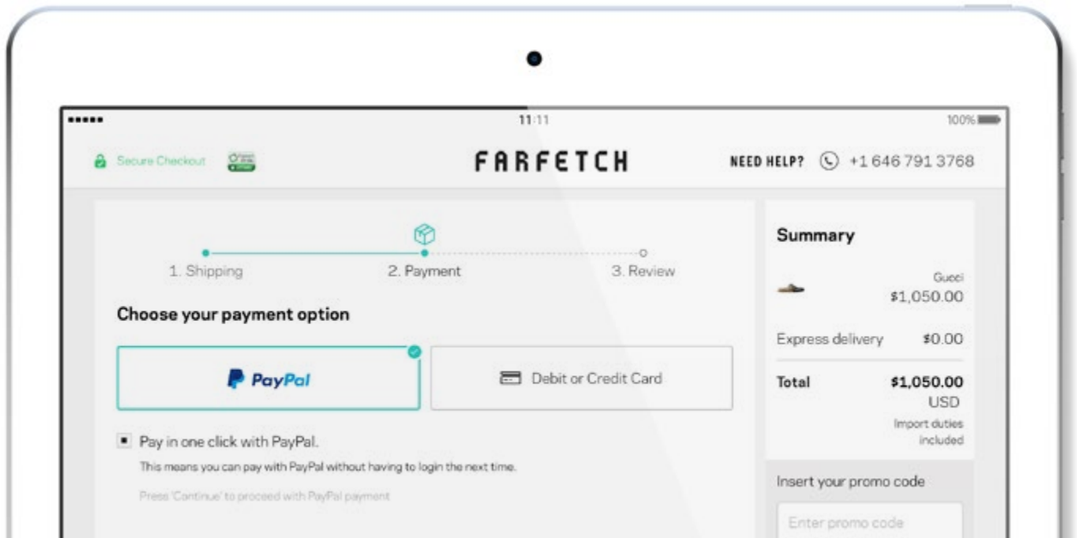
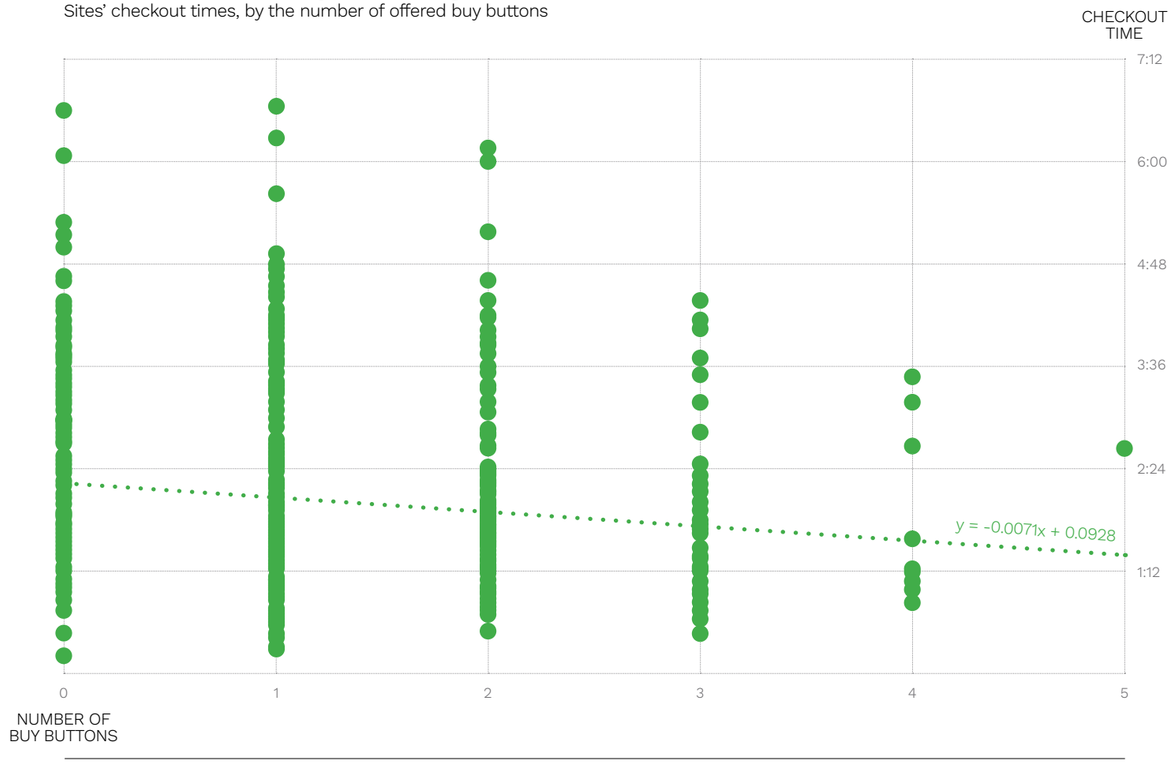


FIGURE 4:

Checkout times' relation to buy button offerings

Sites' checkout times, by the number of offered buy buttons



Source: PYMNTS.com

We find that the number of buy buttons retailers offer also influences consumers' checkout speeds. Greater numbers of buy buttons correspond to lower checkout times, with each new buy button reducing said times by 0.72 percent on average.

The evidence strongly suggests that implementing buy buttons will make eCommerce checkouts faster and easier. The question retailers need to answer, then, is which buy buttons they should add to their sites.

MERCHANTS' BUY BUTTON CHOICES

The buy buttons that reduce checkout times the most are also the two most common. PayPal and Amazon Pay buy buttons are currently offered by 71 percent and 15.8 percent of retail sites, while the second- and third-most common buttons (Google Pay and Visa Checkout) are offered by 5.5 percent and 4.4 percent, respectively.

Adoption rates significantly changed for both PayPal and Amazon Pay, but in very different ways. PayPal's adoption rate increased in Q1 2020 for the first time since Q1 2018, while Amazon Pay's adoption rate increased faster than that of any other button and to its highest point ever.

The share of merchants offering the PayPal buy button slightly decreased between Q1 2018 and Q2 2019, falling from 69.9 percent to 69.5 percent. Its subsequent increase to 71 percent marks an improvement, even if seemingly small.

TABLE 1:

The web's most common buy buttons
Share of merchants offering select buy buttons on their sites, by quarter

BUY BUTTON	QUARTER					
	Q2 2017	Q3 2017	Q1 2018	Q2 2018	Q2 2019	Q1 2020
PayPal	67.3%	68.9%	69.9%	69.8%	69.5%	71.0%
Amazon Pay	9.6%	11.1%	12.8%	13.6%	14.6%	15.8%
Visa Checkout	4.1%	4.4%	4.5%	5.2%	4.8%	4.4%
Google Pay	0.1%	0.1%	0.0%	0.9%	3.9%	5.5%
Masterpass	3.4%	3.7%	3.7%	4.0%	3.1%	2.5%
Amex Express Checkout	1.1%	1.2%	1.7%	2.2%	1.6%	1.6%
Apple Pay	0.1%	0.1%	0.3%	0.4%	1.2%	4.1%

Source: PYMNTS.com

95.7%

OF **HEALTH AND BEAUTY RETAIL SITES** PROVIDE AT LEAST ONE BUY BUTTON.

Amazon Pay continues to rise, as a greater share of merchants than ever offer it on their sites. Our research finds that 15.8 percent of retail sites support the Amazon Pay button, compared to the 14.6 percent that did so in Q2 2019. That number had been just 13.6 percent in Q2 2018 and 12.8 percent in Q1 2018. This makes Amazon Pay not only the second-most common button on the web but also the one that experiences the most consistent and long-term proliferation as well as the highest adoption rate since last quarter.

Adoption rates vary when we examine buy button offerings across retailers in different industries. PayPal is still the most commonly offered button in every industry, but American Express, Masterpass and Visa Checkout maintain a strong presence in some sectors. Visa Checkout and Masterpass are the second- and third-most commonly offered buy buttons among travel and hospitality merchants, for example, with 21.1 percent of all such sites supporting the former and 15.8 percent using the latter.

TABLE 2:

Buy buttons' distribution across industries
Share of retail sites that provide select buy buttons, by industry segment

BUY BUTTON	Number of sites with buttons	Any Buy Button	BRAND OF BUTTON							Any Digital Wallet
			PayPal	Amazon Pay	Visa Checkout	Masterpass	American Express	Google Pay	Apple Pay	
Toys and hobbies	32	97.0%	93.9%	30.3%	6.1%	0.0%	3.0%	6.1%	9.1%	12.1%
Health and beauty	44	95.7%	95.7%	19.6%	2.2%	2.2%	2.2%	2.2%	2.2%	4.3%
Jewelry	35	94.6%	91.9%	40.5%	2.7%	0.0%	0.0%	8.1%	5.4%	13.5%
Electronics	65	94.2%	88.4%	23.2%	7.2%	4.3%	2.9%	8.7%	5.8%	13.0%
Auto parts	30	93.8%	93.8%	21.9%	12.5%	0.0%	0.0%	9.4%	0.0%	9.4%
Apparel	191	91.8%	90.4%	15.9%	4.8%	3.8%	0.5%	6.3%	7.7%	13.0%
Mass merchants	41	89.1%	84.8%	19.6%	8.7%	6.5%	4.3%	2.2%	2.2%	2.2%
Specialties	45	88.2%	84.3%	13.7%	0.0%	2.0%	0.0%	2.0%	2.0%	3.9%
Home improvement	48	87.3%	83.6%	20.0%	3.6%	0.0%	0.0%	5.5%	0.0%	5.5%
Gifts and flowers	11	84.6%	84.6%	15.4%	15.4%	0.0%	0.0%	7.7%	0.0%	7.7%
Office supplies	16	84.2%	73.7%	36.8%	5.3%	0.0%	10.5%	15.8%	5.3%	15.8%
Ticketing	5	83.3%	83.3%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%
Sporting goods	40	81.6%	81.6%	18.4%	2.0%	2.0%	0.0%	2.0%	0.0%	2.0%
Home furnishings	60	76.9%	74.4%	24.4%	2.6%	1.3%	1.3%	3.8%	5.1%	5.1%
Food and medicine	18	72.0%	64.0%	8.0%	0.0%	0.0%	8.0%	8.0%	8.0%	12.0%
Travel and hospitality	10	52.6%	36.8%	0.0%	21.1%	15.8%	0.0%	0.0%	0.0%	0.0%
QSRs	12	22.0%	20.0%	2.0%	2.0%	2.0%	6.0%	2.0%	2.0%	4.0%

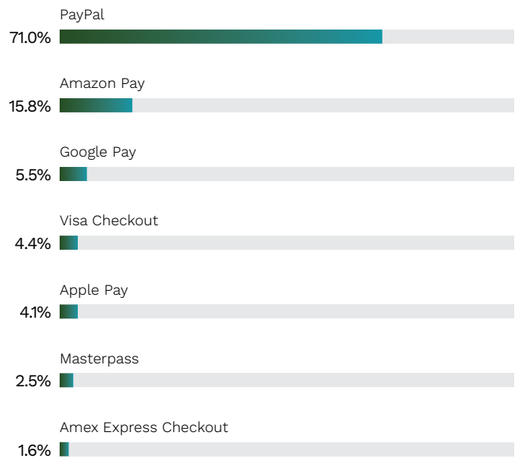
Source: PYMNTS.com

71%

OF RETAILERS PROVIDE **THE PAYPAL BUY BUTTON** ON THEIR SITES.

FIGURE 5:

Buy buttons offered by merchants[2]
Share of merchants providing select buy buttons



Source: PYMNTS.com

Amex Express Checkout is also notable for its popularity among ticketing merchants. It is the second-most commonly offered button among these retailers, as 16.7 percent provide it. This means its ticketing industry popularity exceeds even that of Amazon Pay.

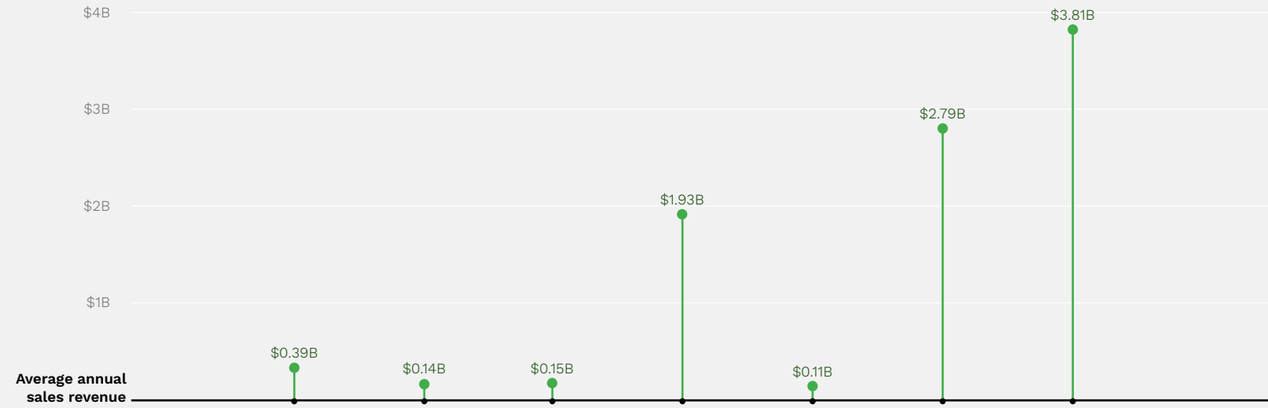
Other buy buttons that have managed to carve out industry niches for themselves include Google Pay in the office supplies sector and Apple Pay in the toys and hobbies sector. The former is offered on 15.8 percent of office supply retailers' sites, while the latter is offered on 9.1 percent of toy and hobby merchants' sites.

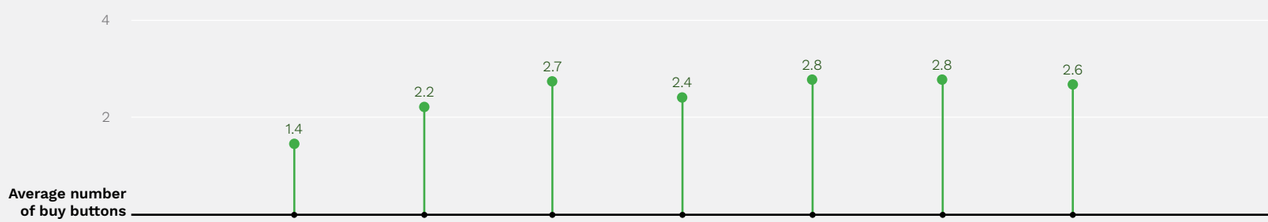
These percentages may seem low, but they represent the largest shares in each sector after PayPal and Amazon Pay, demonstrating exactly how ubiquitous these two buttons have become in eCommerce.

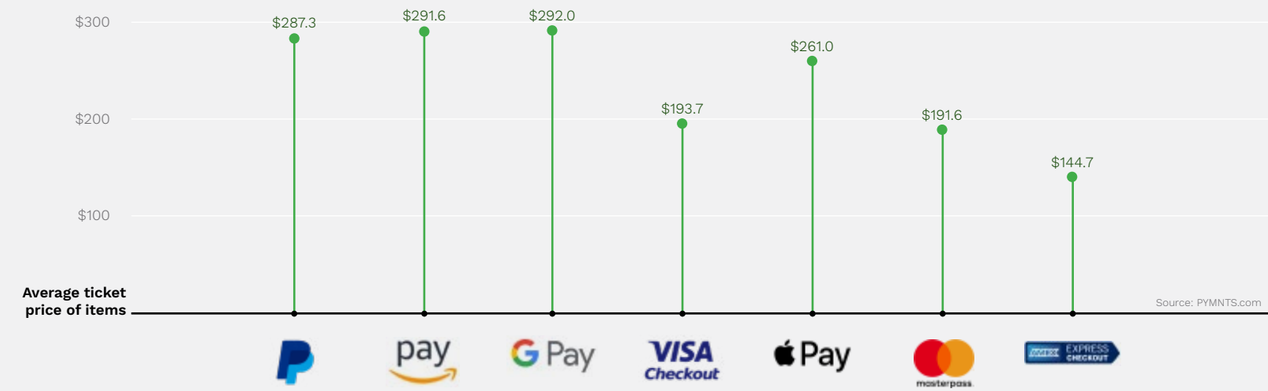
[2] Statistics concerning the Amazon Pay buy button shown in figures 5 through 7 exclude Amazon as a retailer.

FIGURE 6:

How site metrics relate to the buy buttons retailers offer
Average annual sales revenue, number of buy buttons offered, and ticket price of items sold on sites providing select buy buttons







That said, a buy button's ubiquity does not necessarily predict higher sales revenues for the sites that offer it. Amex Express Checkout and PayPal are the prime examples. Only 1.6 percent of retail sites support the Amex Express Checkout button, but those that do tend to generate higher average annual eCommerce sales revenues ($3,806,600). PayPal may be offered by 71 percent of all retail sites, but those merchants average less in annual eCommerce sales revenues (just $390,000).

We also notice that sites tend to provide more options when the buy buttons they offer are less common. Retailers that provide the PayPal button support an average of just 1.4 buy buttons, which is far fewer than sites that support Masterpass, which provide their customers an average of twice as many. This likely results from firms' realization that they need to provide more of these less ubiquitous buttons to capture consumer spend.

Merchants ultimately add buy buttons to boost their revenues — and the most successful sites in this regard have not

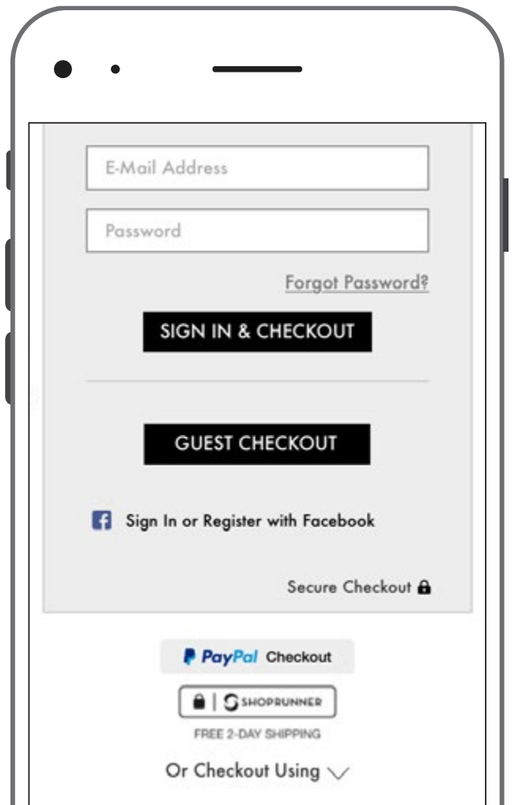
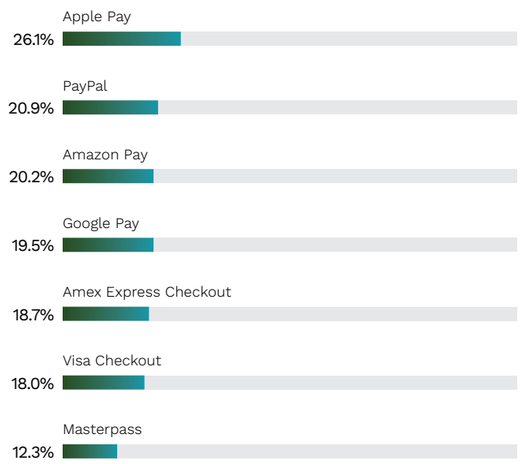


FIGURE 7:

Buy buttons by the numbers
Average web sales growth on sites providing buy buttons, from 2017 to 2018



Source: PYMNTS.com

SITES PROVIDING THE **APPLE PAY BUTTON** AVERAGED A YEAR-OVER-YEAR WEB SALES REVENUE INCREASE OF 26.1% FROM 2017 TO 2018.

necessarily been offering the buy buttons one might expect. Our research suggests that sites offering the Apple Pay buy button saw the greatest year-over-year growth between 2017 and 2018, with sites supporting it increasing their eCommerce revenues by an average of 26.1 percent in that time. PayPal- and Amazon Pay-supporting sites have also fared well, experiencing revenue growths of 20.9 percent and 20.2 percent, respectively.

Sites that offer Masterpass have seen the lowest year-over-year growth rate since Q2 2018. These sites' eCommerce revenues rose by just 12.3 percent.

These stats are likely to change drastically in the near future, however. January 2020 marked the beginning of a transition away from Amex Express Checkout, Masterpass and Visa Checkout to the new Secure Remote Commerce (SRC) — a buy button supported by American Express, Discover, Mastercard, Union Pay and Visa. Twenty-seven percent of the sites that had supported any of these buy buttons have replaced them, and the rest are either in the process of replacing them with the SRC symbol or planning to.

It is unclear exactly what merging so many buy buttons into a single solution will do to the buy button ecosystem and how far-reaching those effects will be, but the rollout will undoubtedly make an interesting topic of further study for the next edition of our Buy Button Report.

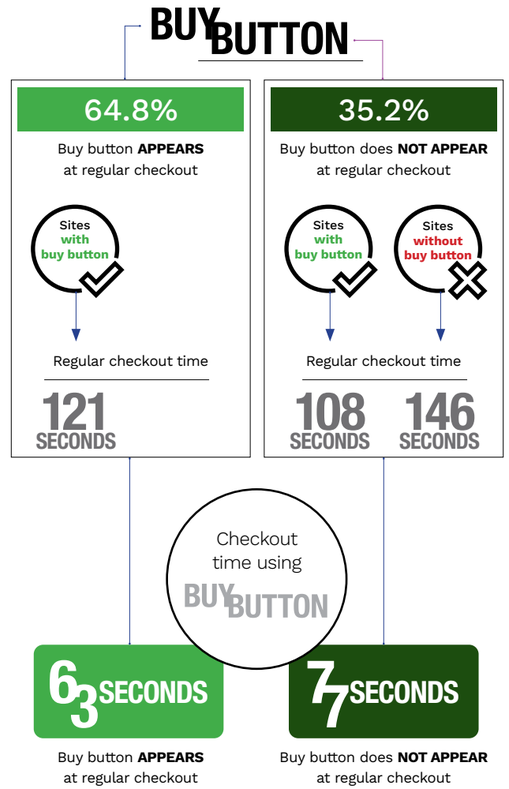
Having buy buttons is simple enough in theory, but implementing them so online shoppers easily find and use them is another task. If sites' designs do not prominently display buy buttons, companies risk customers potentially overlooking them. These customers would then be forced to fall back on sites' standard checkouts, increasing the likelihood they will abandon their carts before completing their purchases.

We might expect retail sites to be attuned to this risk, but a far greater portion than one might expect fail to display their buttons in ways that encourage shoppers to use them, sometimes placing them on only one of the 6.8 pages consumers must engage with on average to complete purchases. Our research shows that 35.2 percent of retailers in our study have buy buttons on their sites but make the buttons appear onscreen during only one step in their checkout processes. This compares to the 64.8 percent of retailers that display their buy button options on every checkout page.

Showing buy buttons every time shoppers need to submit part of a form provides consumers more opportunities to notice and explore those buy buttons and also

FIGURE 8:

How checkout button implementation affects checkout times
Share of retail sites on which buy button options appear on every page during checkout, by site buy button availability and usage



Source: PYMNTS.com

helps sites get more use out of those they have. Sites displaying their buy button options on each page of a form benefit from more reduced checkout times due to buy button usage. Consumers who shop on these sites need 121 seconds to complete

their purchases using standard checkout systems without buy buttons on average. Using the buttons on these sites lowers the needed time to just 63 seconds. Displaying buy buttons on every page reduces sites' average checkout time by 58 seconds (47.9 percent).

This is a far greater time difference than that observed on sites not offering buy buttons on each page of their checkout systems. Those sites' customers spend 108 seconds to complete purchases without buy buttons and 77 seconds to do so with buy buttons. That time difference is just 31 seconds, a 28.7 percent reduction.

Why does having buy buttons on every submittable form reduce the overall time to complete checkouts, even when using buy buttons? It may have to do with consumers not needing to spend extra time navigating the site looking for a buy button, as the button is always visible and available to use. Such customers have an easier time fast-tracking their eCommerce purchases if they want.

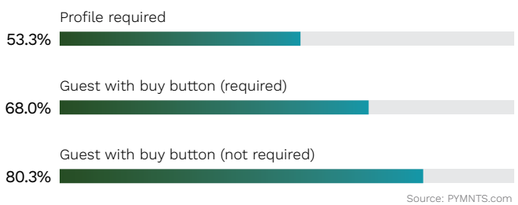
Sites that display their buy button options on every checkout form, boosting their checkout systems' ease and speed, tend to be very good at implementing another friction-reducing feature: Guest checkout.

Many retail sites do not required their customers to create site profiles that save information to facilitate repeat purchases, but those most likely to display their buy button options on each checkout form also make profiles optional, allowing guest checkout. Our research shows that 80.3 percent of such sites display buy buttons on every page of their checkout processes, compared to the 53.3 percent that do so while making profiles mandatory.

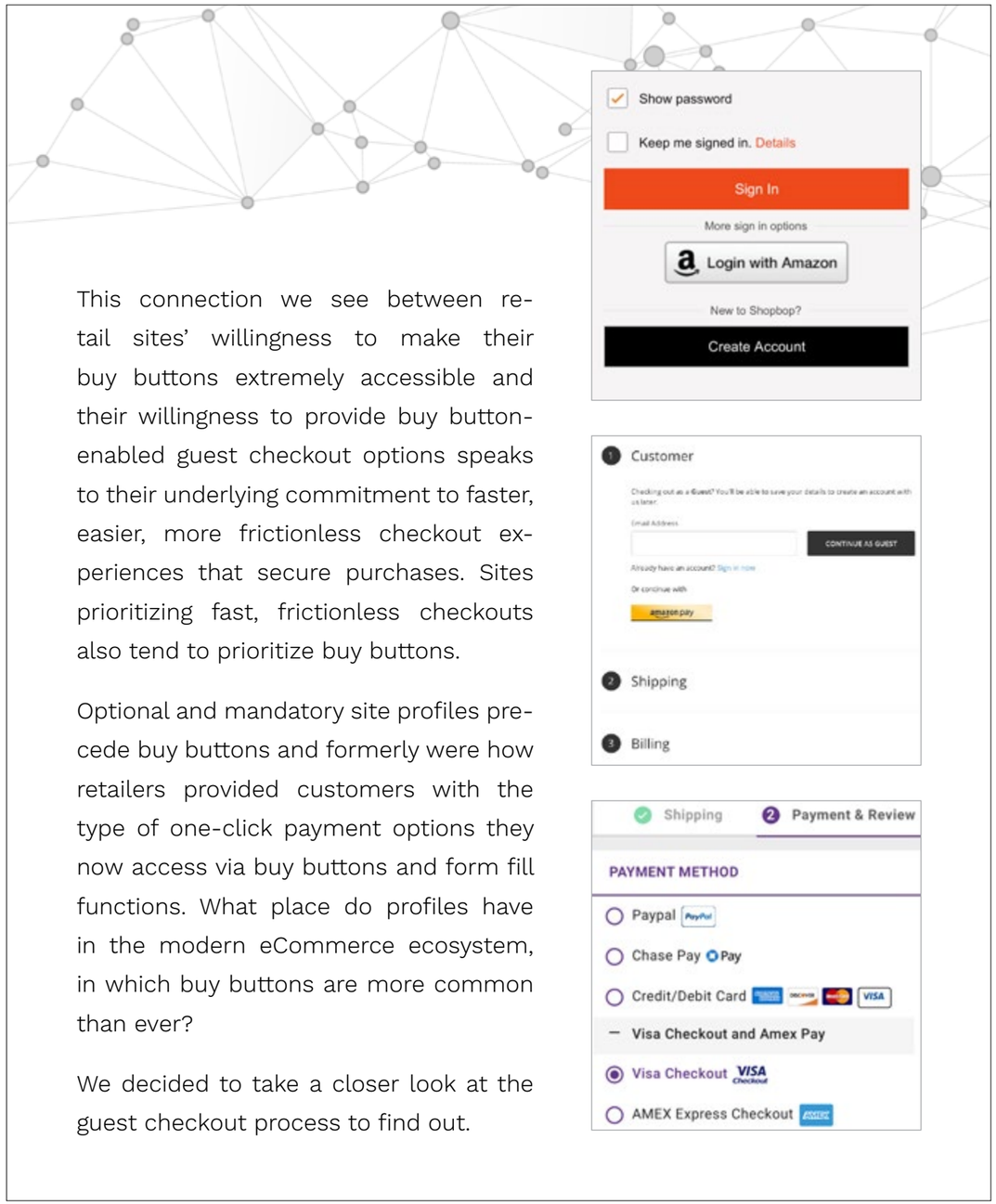
FIGURE 9:

Sites displaying buy button options at every step of the checkout process

Share of sites that display buy button options on every checkout page



Source: PYMNTS.com



This connection we see between retail sites' willingness to make their buy buttons extremely accessible and their willingness to provide buy button-enabled guest checkout options speaks to their underlying commitment to faster, easier, more frictionless checkout experiences that secure purchases. Sites prioritizing fast, frictionless checkouts also tend to prioritize buy buttons.

Optional and mandatory site profiles precede buy buttons and formerly were how retailers provided customers with the type of one-click payment options they now access via buy buttons and form fill functions. What place do profiles have in the modern eCommerce ecosystem, in which buy buttons are more common than ever?

We decided to take a closer look at the guest checkout process to find out.

DEEP DIVE:

GUEST CHECKOUTS

It is impossible to discuss buy buttons' impacts on eCommerce checkout times without examining guest checkouts. Retailers' guest checkout options can profoundly influence buy buttons' effectiveness. Requiring first-time shoppers to create site profiles before making purchases hampers those buttons' abilities to cut checkout times, and creating and saving these profiles takes time that many consumers may not be willing to spend, leading some to abandon their carts before ever seeing a buy button option.

Most merchants seem to understand that mandatory profiles create more checkout friction than shoppers are willing to deal with and make profiles optional. Our research shows that 59.4 percent of leading retail sites allow consumers to create site profiles but also allow guests to pay via buy button — or manual information entry — without registering. Another 12.6 percent provide buy button-enabled guest checkout experiences but do not offer site profiles of any kind. This means that 72 percent of eCommerce retailers allow consumers to checkout as profile-free guests.

TABLE 3:

Guest checkout processes on various retail sites
Share of sites providing guest checkout experiences, by size

BUY BUTTON		PROFILE REQUIRED	GUEST		
			With buy button (required)	With buy button (not required)	Without buy button
Overall		**12.7%**	**15.2%**	**59.4%**	**12.6%**
BUSINESS SIZE	Annual eCommerce sales revenue				
• **Small**	$30M–$43M	15.1%	29.5%	22.4%	0.0%
• **Small-medium**	$44M–$66M	22.1%	8.6%	24.7%	23.9%
• **Medium**	$67M–$109M	12.8%	12.4%	17.5%	47.8%
• **Medium-large**	$110M–$320M	15.1%	21.0%	17.1%	3.0%
• **Large**	$321M–$179B	34.9%	28.6%	18.4%	25.4%

Source: PYMNTS.com

Guest checkout options are industry standard, but a relationship emerges between retailers' guest checkout offerings and their sizes. Our research shows that 12.7 percent of retailers offer no guest checkouts of any kind. These merchants tend to be on the larger side, with 34.9 percent generating more than $321 million in annual revenue. The remaining 15.2 percent of retailers that provide buy button options but require shoppers to create profiles before accessing them are also likely to be bigger, as 28.6 percent generate more than $321 million in annual revenue.

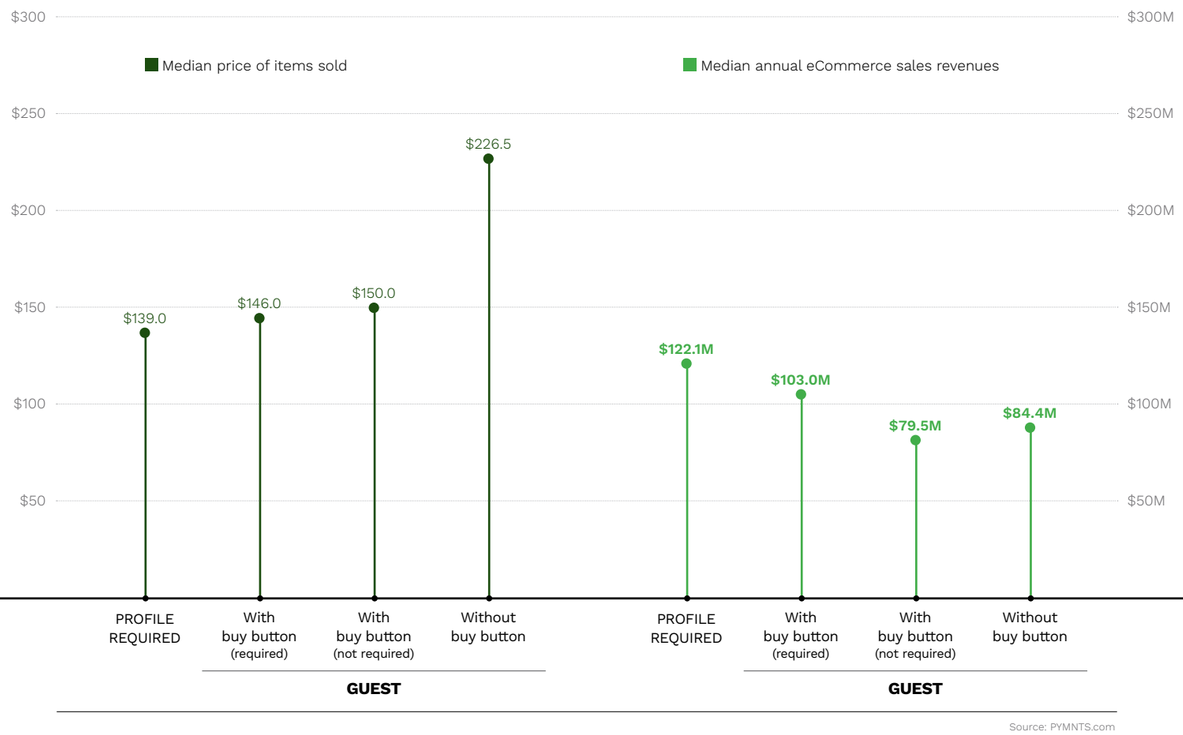
Retail sites' guest checkout options tend to vary by other key site indicators, as well. Sites that provide neither buy button nor guest checkout options have the lowest median product price of goods sold on their sites of all ($139), while those that allow guest checkouts but lack buy button options have the highest ($226.50).

These two groups' rankings are almost reversed when looking at median annual revenues, however. Sites lacking profile and guest checkout options have the highest median annual revenues ($122.1 million), and those providing guest checkout options but not buy buttons have the second lowest, at $84.4 million. It therefore appears that sites requiring consumer profiles tend to sell lower-valued items in greater volumes, while those offering guest checkouts without buy buttons sell more expensive items at lower volumes.

Retailers' eCommerce sales reliance also appears to influence whether they offer guest checkouts and provide buy buttons. Those most likely to provide both guest checkouts and optional site profiles tend to be the most reliant on eCommerce sales, which constitute 66.7 percent of their annual revenues. They would

FIGURE 10:

Sales generated by sites that do and do not offer guest checkouts and buy button options
Median price of items sold and annual eCommerce sales revenues of retail sites with select guest checkout options



Source: PYMNTS.com

SITES THAT PROVIDE **BUY BUTTONS AND OPTIONAL PROFILES** GENERATE MEDIAN ANNUAL REVENUES OF $79.5 MILLION.

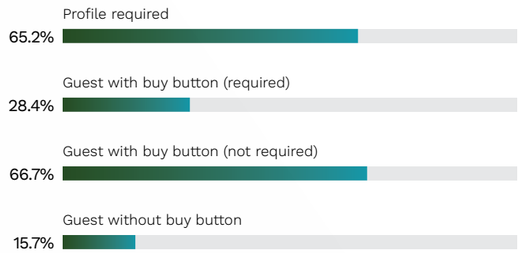
logically want to minimize cart abandonment by eliminating as many checkout barriers as possible.

The inverse holds true, as well: Merchants with the most checkout barriers in place are those least reliant on eCommerce sales. Online sales generate only 28.4 percent of these merchants' annual revenues, so they feel less pressure to reduce online checkout frictions.

Another key consideration is how different retail sites tailor their checkout experiences to first-time customers versus returning ones. Forcing consumers to create profiles before making purchases may seem counterproductive for retailers looking to encourage first-time customers, but profiles can be very useful for fostering returning customers' purchases. Once consumers have created and saved their information into retailers' systems, they can often make purchases with a single click. Saved profiles allow sites to provide returning customers with the fast, seamless checkout experiences of buy buttons without actually hosting them.

FIGURE 11:

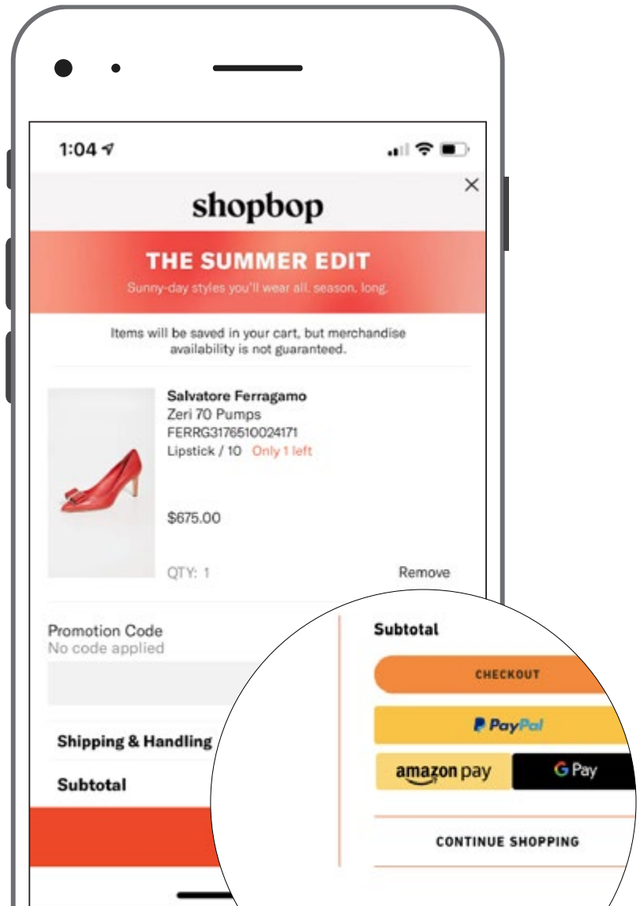
Retailers' reliance on web sales
Median share of annual revenue generated on retail sites with select guest checkout options



Source: PYMNTS.com

SITES THAT PROVIDE **BUY BUTTONS AND OPTIONAL PROFILES** GENERATE A MEDIAN SHARE OF 66.7% IN ANNUAL REVENUES.

Such benefits do not convince new customers to create profiles, however. Our research shows that requiring first-time customers to create profiles essentially erases the checkout time reduction buy buttons deliver. First-time shoppers on sites requiring user profiles take an average of 181.6 seconds to complete checkouts without buy buttons and 118.5 seconds for returning consumers with buy buttons, meaning buy buttons save them 63.1 seconds but still lead to long checkout processes. First-time shoppers on sites that require profiles and provide buy buttons at checkouts need an average of 105 seconds to complete their regular checkouts and 103.9 seconds to



check out with a buy button, meaning the offering saves them only 1.1 seconds.

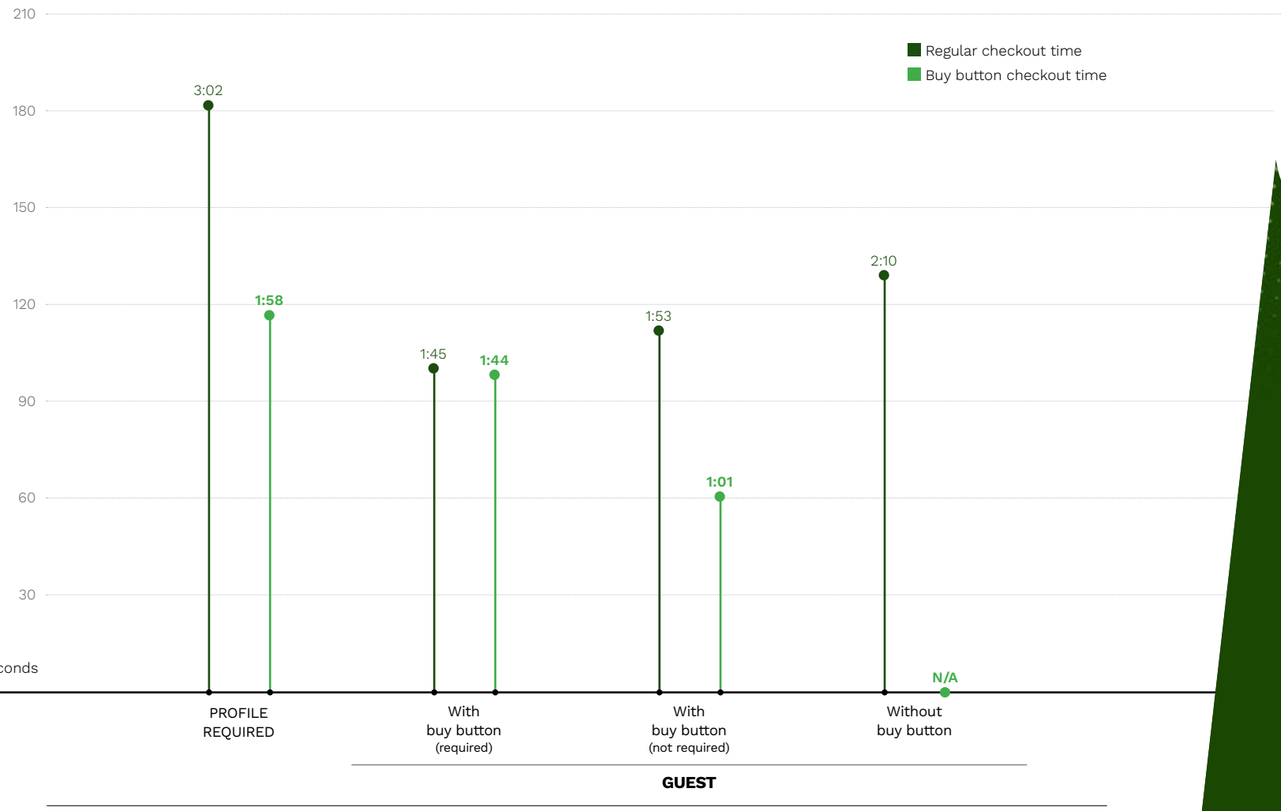
The easiest way to reduce checkout times for both first-time and returning customers is to allow guest checkouts, as well as provide one or more buy button options.

This facilitates faster, smoother purchases for all visitors, as one might expect. Shoppers on sites offering all these options need only 60.8 seconds to complete such guest checkouts, the fastest overall checkout speed of all.

FIGURE 12:

How retailers' first-time guest checkout offerings affect checkout times

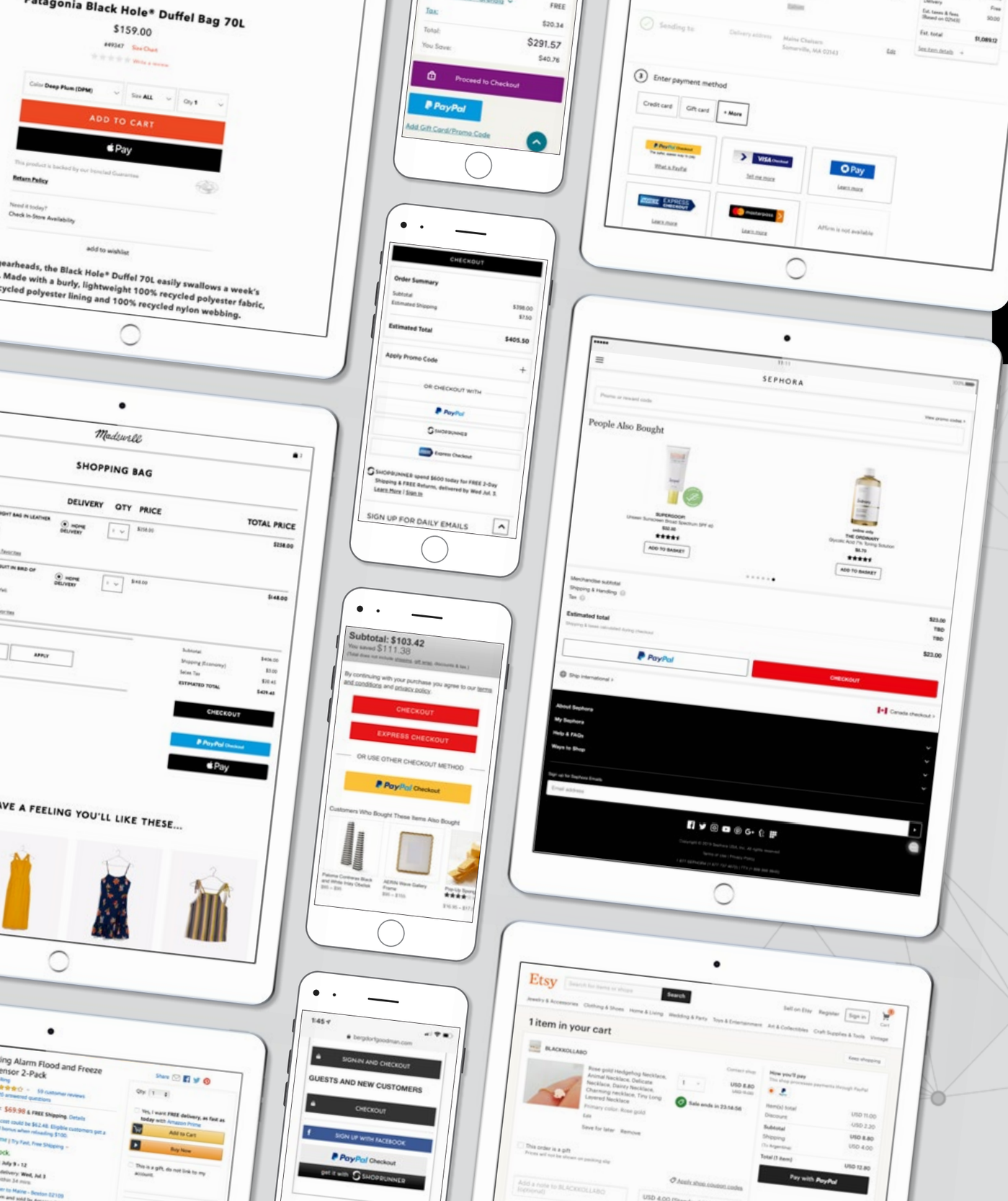
Average checkout times on retail sites providing select guest checkout options, by buy button usage



Source: PYMNTS.com

CONCLUSION

Buy buttons are a deceptively simple technology. Retailers often consider them quick and easy ways to streamline eCommerce checkout systems, but the implementation process can be anything but. Choosing the right button can be difficult, and retailers must consider nearly every aspect of their online businesses to understand how to make buy buttons boost their bottom lines maximally. Even seemingly unrelated factors such as how often firms display these buttons can dramatically and unexpectedly influence their effectiveness. These findings highlight the importance of preparing a comprehensive, sitewide design and implementation strategy before employing buy buttons.



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. We compiled each subsequent report 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 Buy Button Report: Customizing Implementation To Boost Conversion sample includes the same 1,052 eCommerce merchants that we had included in our Q2 2019 study. We had previously removed 25 of the original websites when conducting our analysis to maintain comparability between results.

ABOUT

PYMNTS.com

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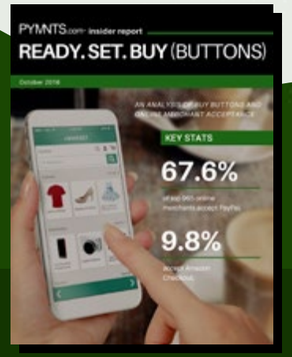

BUY BUTTON **2016**

BUY BUTTON **2017**

BUY BUTTON **2019**

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