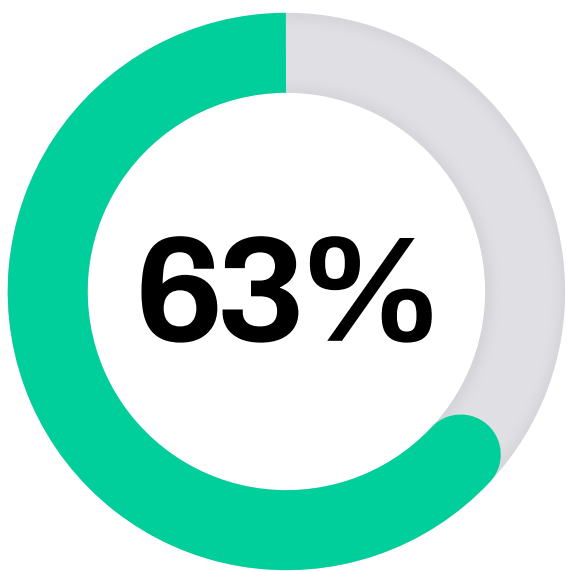
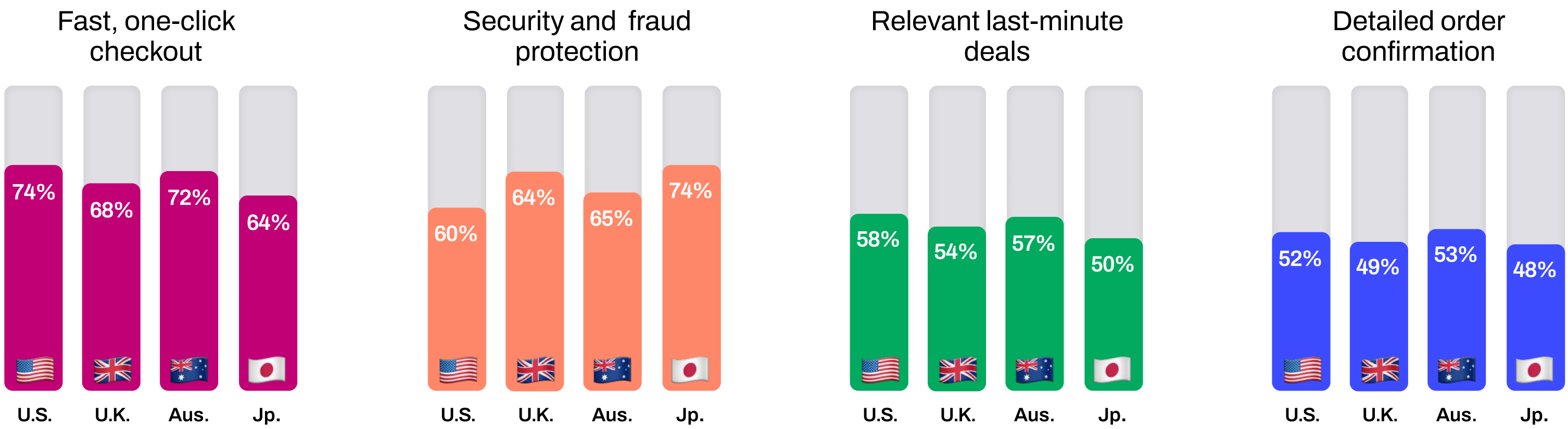


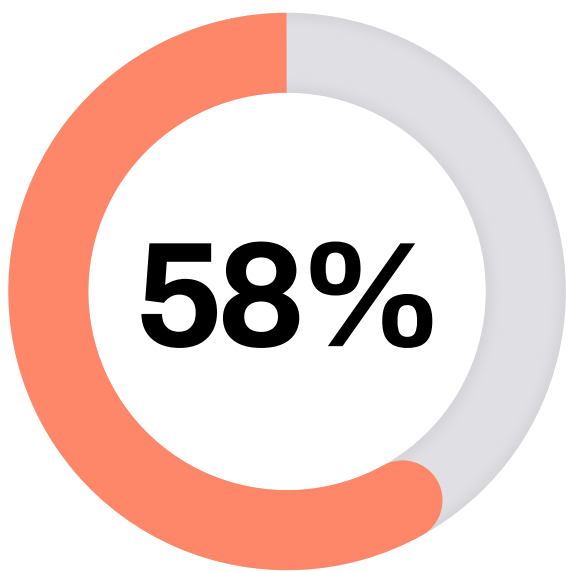
Checkouts from
Around the World

What drives conversions and loyalty in every market

Top checkout priorities by country



of global consumers say they will spend more with brands that personalize and enhance checkout.



say they'll abandon a cart if checkout isn't seamless.

In summary



U.S. and Australia

Speed leads to satisfaction

- Fast, seamless transactions drive the most joy in these markets.
- Last-minute deals significantly impact conversions, making checkout an opportunity for **upselling and impulse purchases**.



U.K. and Japan

Security builds trust

- Fraud protection and secure payments **are the highest priorities**.
- Consumers in these regions **value transparency over speed**, preferring clear order details and reliable confirmation pages.



The global takeaway

Relevance is key

- Across all markets, **relevant experiences keep shoppers engaged**.
- The right offer at the right time can turn a routine checkout into a **loyalty-building moment**.

What brands should do with this insight



Customize checkout experiences by region—prioritizing speed and **last-minute offers** in the **U.S. and Australia**, while emphasizing **security and transparency** in the **U.K. and Japan**.



Eliminate friction at checkout to reduce cart abandonment and increase customer satisfaction.



Leverage personalization strategically—whether through **AI-driven recommendations**, **contextual discounts**, or **payment options tailored to user preferences**—to **maximize engagement and retention**.