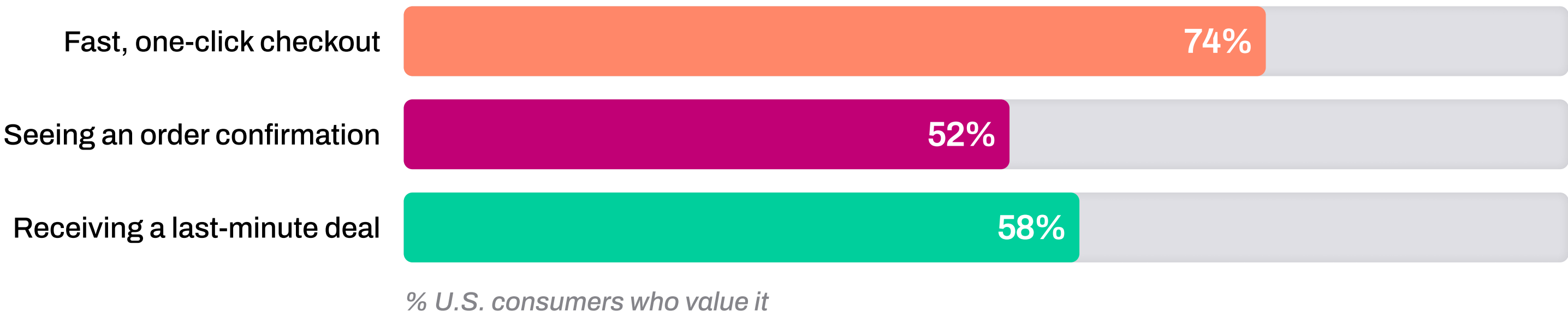


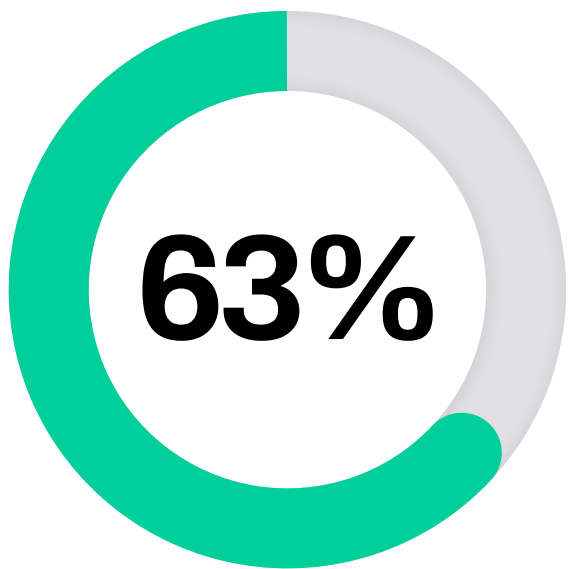
# Seamless checkout: The American shopping experience

Where speed and simplicity  
create joy at checkout

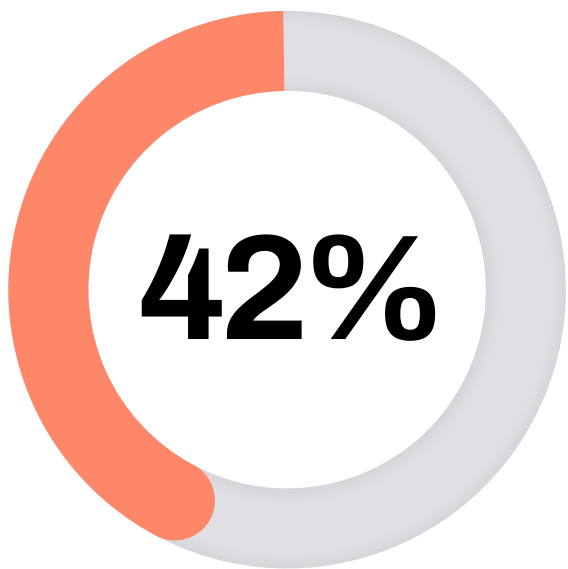
What U.S. shoppers value the most at checkout



Relevance enhances loyalty

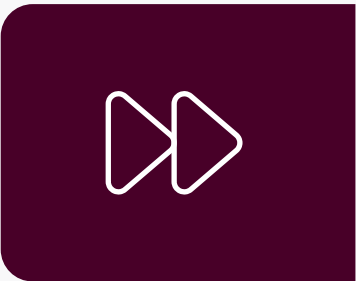
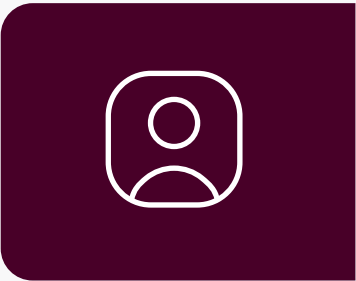



of U.S. consumers say they will spend more with brands that personalize checkout.



say they are more likely to return to brands that tailor their offers.

In summary

-  Checkout speed is the top priority for U.S. shoppers, even more than security.
-  Personalization plays a major role in brand loyalty, driving higher spend.
-  Last-minute deals work well, especially for impulse buyers.