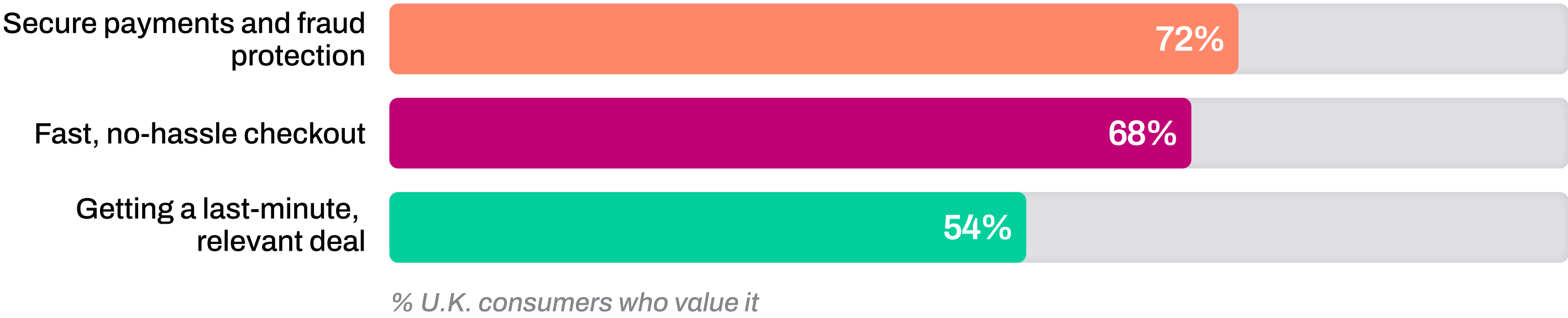


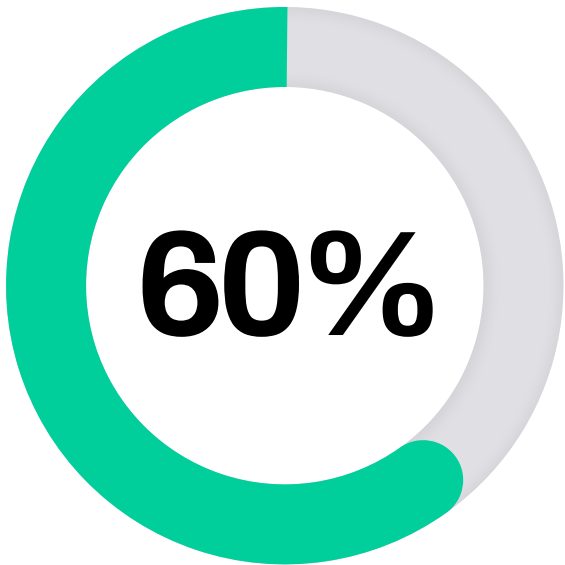
Trust and Simplicity Make
a Better Checkout

Top priorities for U.K. consumers

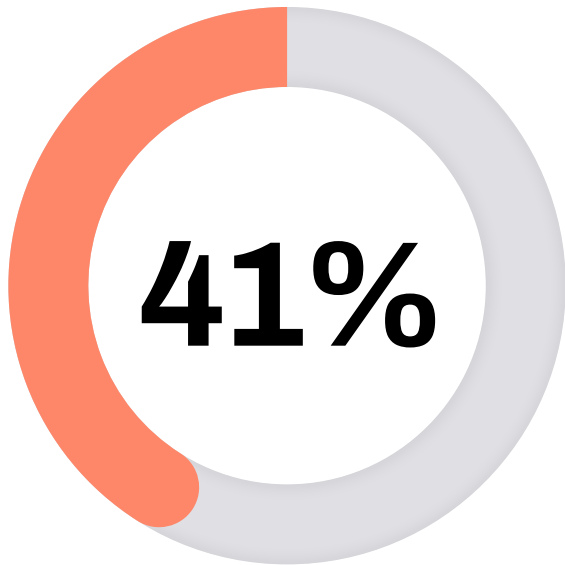
Top checkout priorities for U.K. consumers



Relevance enhances loyalty





of U.K. shoppers want brands to tailor offers to their interests.




will choose brands with a friction-free checkout over competitors.

In summary

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Security and fraud protection rank highest in the U.K., showing a need for trust-focused messaging.
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Fast checkout is still important but not as dominant as in the U.S.
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Relevant last-minute deals work, but not as effectively as in other regions.