

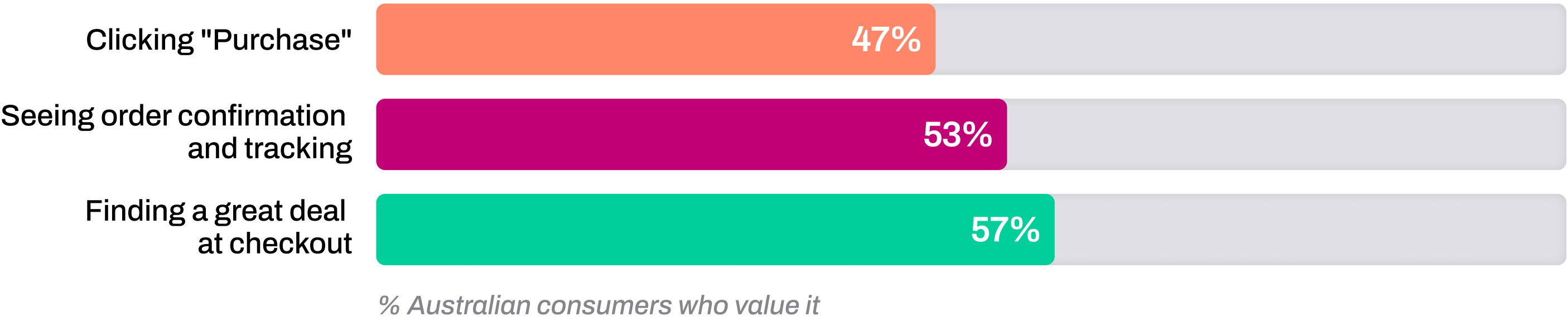


Australia, New Zealand

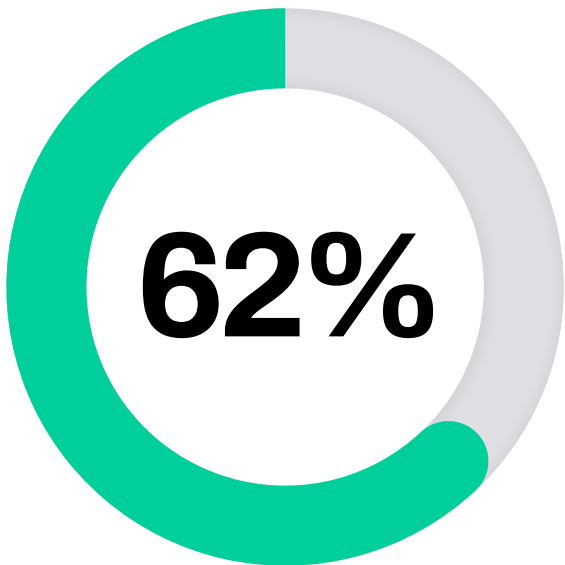
# The Thrill of the Checkout Down Under

Why Australians get excited about online shopping

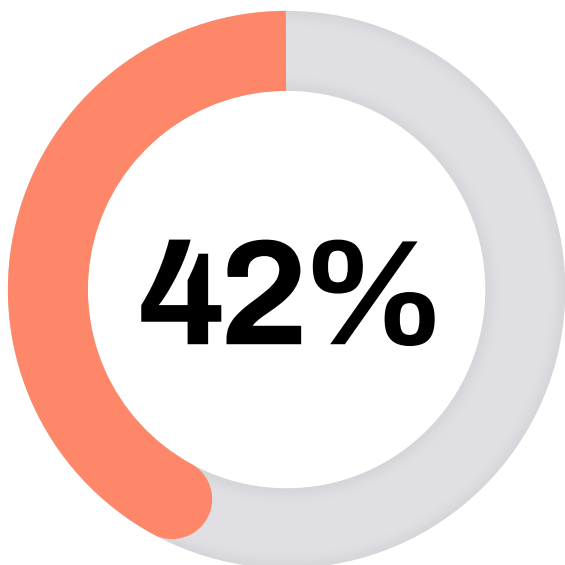
## What drives checkout joy



## How relevance builds loyalty

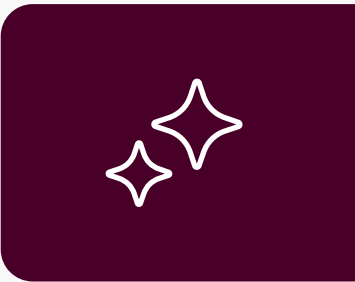
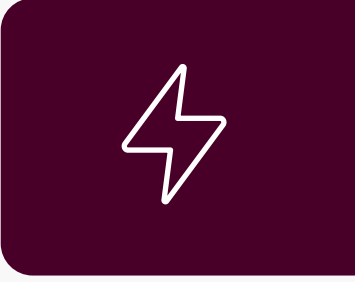



62% of Australian consumers prefer shopping with brands that provide relevant recommendations.



42% will return to brands that personalize checkout experiences.

## In summary

-  Australians love the emotional excitement of checkout.
-  Deals drive impulse buys, particularly among younger generations.
-  Fast checkout and clear tracking are key to long-term loyalty.