

In terms of what makes online shoppers abandon a cart, checkout surprises are the main

culprit, with costs being the greatest deterrent. Respondents will abandon a cart when

discovering that the delivery costs are too high (57%), when they find product stock issues

(27%), or when they have no way to reach support (22%).

Reasons to abandon a cart

35%

Delivery costs too high

Inaccurate stocks or product availability

No option to reach support for clarifying information

No option to pay with my favorite payment method

57%

22%

21%

I appreciated the

It was an easy,

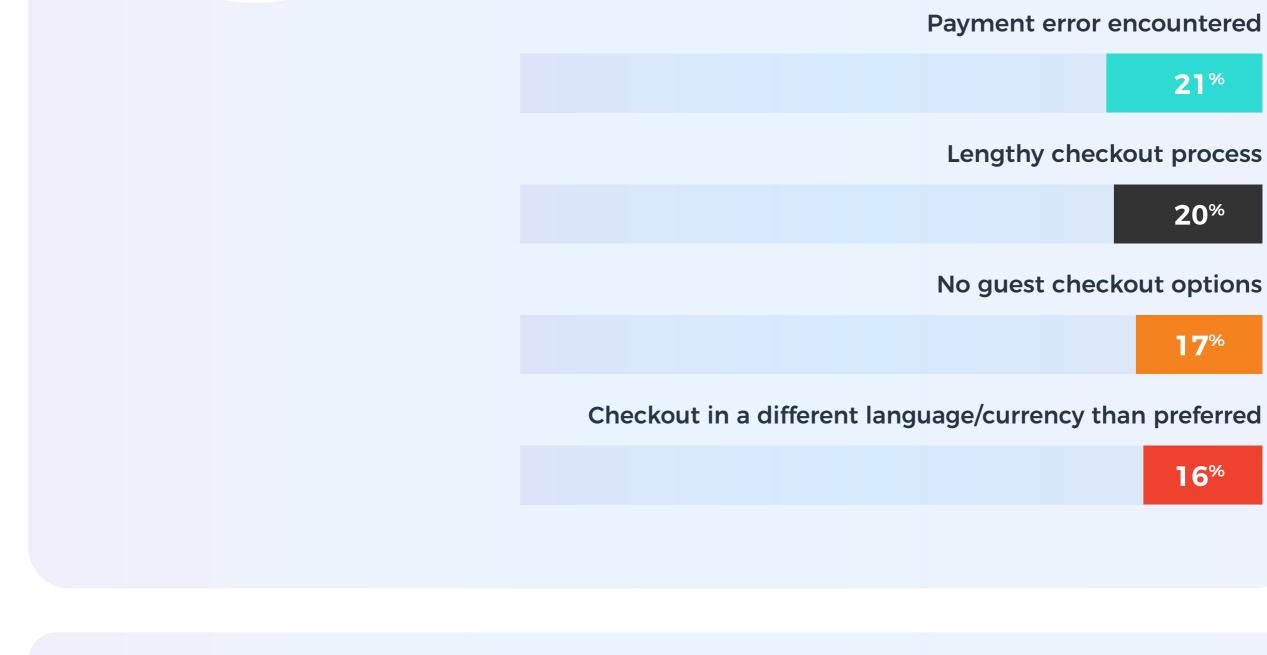
49%

39%

Buy online, return in store

Buy online, collect at pick-up point/locker

extra security



Impact of authentication flows

Questioned about their experience with having to authenticate payments, 70% of surveyed

European shoppers recall having a positive experience with 3DS flows. It seems online

shoppers have adapted quite well to the extra security features demanded by PSD2. A

smaller minority (16%), however, was left frustrated by the length of the process.

Experience with payment authentication in the past 12 months

I was frustrated by

how long it took to

I don't remember

having to authenticate

any online purchase

complete the process

Buy online, collect in-store

Omnichannel experiences

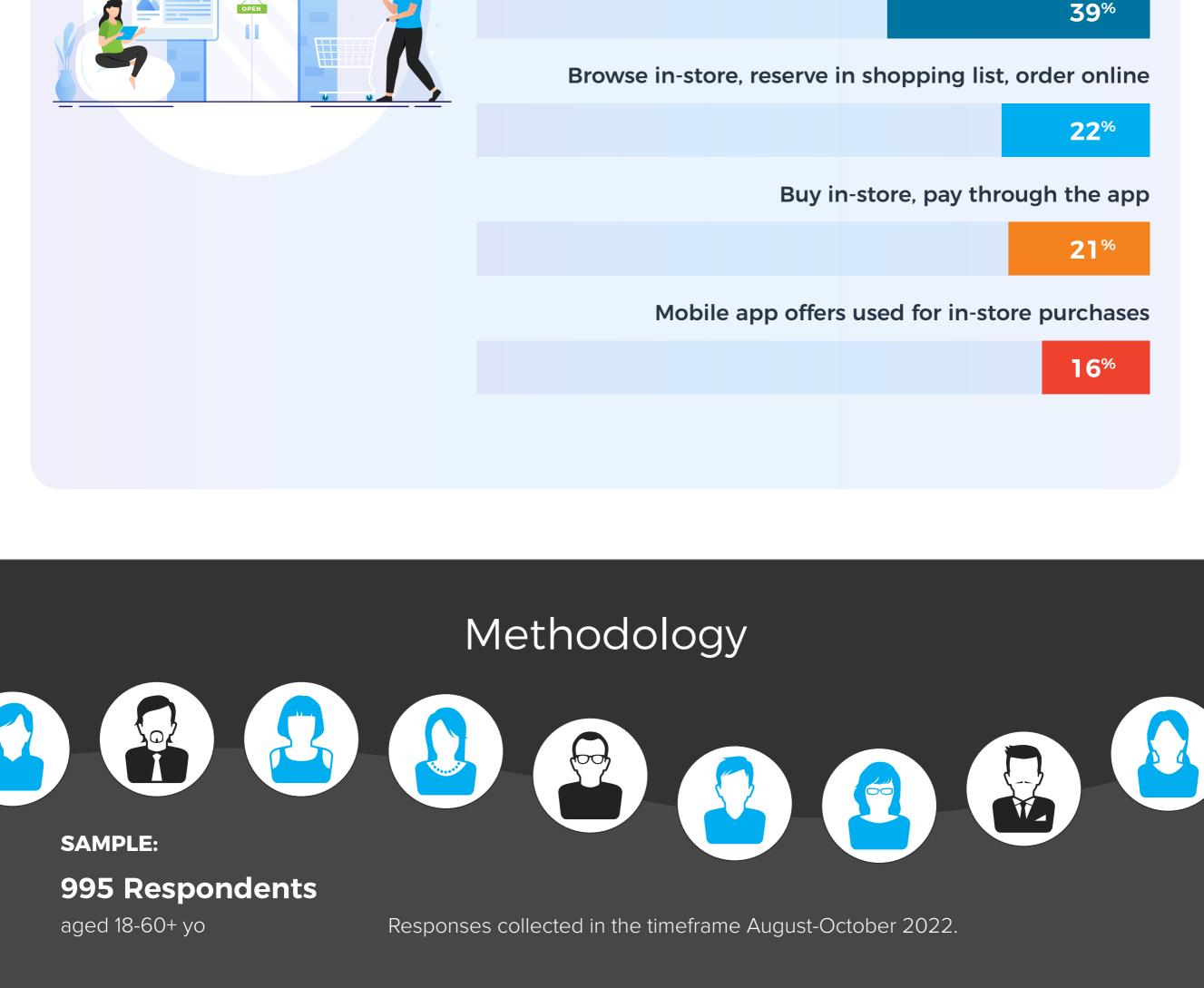
More and more shoppers have started crossing channels, merging their online experience

with on-premise touchpoints. Among omnichannel scenarios, most respondents have

experienced in-store collections of online orders (49%), pick-up point collection of

orders (39%), and online orders returned in store (39%).

Cross-channel scenarios experienced in the past 12 months



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