






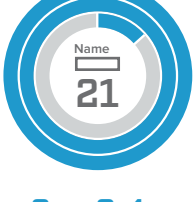

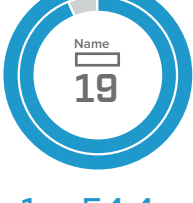
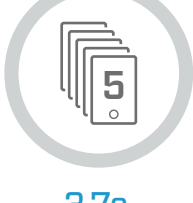
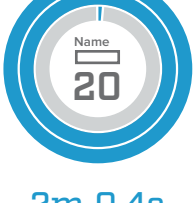
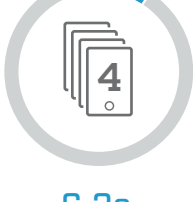
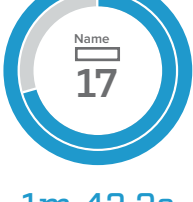
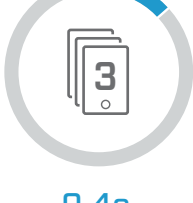
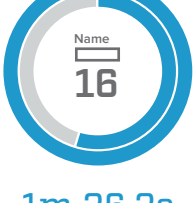
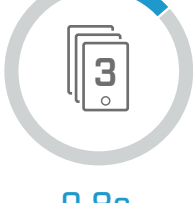
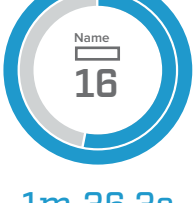
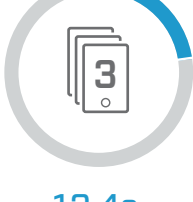
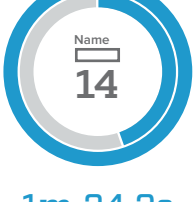
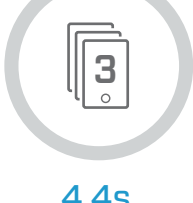
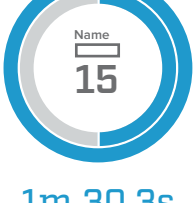
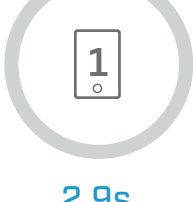
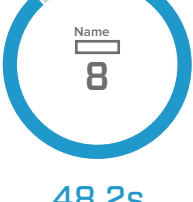
# WHY TOP RETAILERS ARE LOSING CUSTOMERS AT CHECKOUT

More than **2** of every **3** mobile shoppers abandon their carts, resulting in billions of dollars of losses.

Source: Baymard Institute

The average online shopper has well over one minute before getting to the purchase confirmation page.

See how the experience compares to Apple Pay on the web.

	Total pages and download time* (seconds)	Total forms and time to fill out (minutes/seconds)	Total time to checkout (rounded down)
APPLE PAY	 1 page / < 10s	 0 forms	< :10
Defaults to information saved in user's account, streamlining the process with 1 page and pre-filled fields.			
WALMART	 4.53s	 2m 30.5s	2:35
BEST BUY	 4.3s	 2m 6.4s	2:10
SEARS	 19.1s	 1m 54.4s	2:13
NORDSTROM	 3.7s	 2m 0.4s	2:04
GAP	 6.2s	 1m 42.3s	1:48
WALGREENS	 9.4s	 1m 36.3s	1:46
LOWE'S	 9.8s	 1m 36.3s	1:46
TARGET	 13.4s	 1m 24.3s	1:38
WILLIAMS SONOMA	 4.4s	 1m 30.3s	1:34
TOYS 'R' US	 2.9s	 48.2s	0:51

\*Load times may vary depending on network connection