**Worldwide business-to-consumer (B2C) e-commerce sales will increase by 20.1% this year to reach a whopping $1.5 trillion**

Forester Research 2016

**$260 Billion is recoverable through Check-out Optimizations**

Baymard Institute 2016

**Global Ecommerce expected to top $4 trillion by 2020**

$8.6% is the average shopping cart abandonment rate

Baymard Institute September 2016

**ECOMMERCE**

The number of consumers browsing and buying online will hit 270 Million by 2020

Online sales in the United States are expected to reach $523 billion in the next five years, up 56% from $335 billion in 2015

Emarketer 2016
[https://www.emarketer.com/Article/Worldwide-Retail-Ecommerce-Sales-Will-Reach-1915-Trillion-This-Year/1014369](https://www.emarketer.com/Article/Worldwide-Retail-Ecommerce-Sales-Will-Reach-1915-Trillion-This-Year/1014369)

**TOP REASONS FOR ABANDONMENT**

Extra costs too high (shipping, tax, fees) 61%

Site wanted me to create an account 35%

Too long/complicated check out process 27%

Ecommerce sites can gain 35.25% increase in online conversions though better checkout design

Shoppers are making more and more purchases online every year. From browsing your site to checking out, the full shopping experience in your online store should be simple and fast for customers and encourage repeat purchases.

Global Payments is a forward-looking, global commerce company focused on delivering quality services driven by customer needs around the world. As a leading provider of payment technology services, our worldwide partnerships and expertise enable us to provide a broad range of products and services that help businesses innovate and grow.