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Minor adjustments

Greater impression.

Untap greater payments performance by optimizing key areas of the retail payments flow.

Payments performance | Retail



Sections | Click to explore

01 **Welcome**

02 **Take more payments**

03 **Optimize payments**

04 **Make memories**

05 **Closing thoughts**

06 **Key takeaways**

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01

Payments performance is an art

Welcome

8.2/10 | **Consumers rate the payments part of their shopping journey 8.2 out of 10 in importance.**

At Worldpay, we're passionate about doing payments right. It's only when merchants start looking at every part of the payments flow that they realize how much more success might be unleashed by optimizing payments performance.

Small tweaks can make big differences to annual revenue numbers, which is even more powerful when improvements are made right across the payment journey. One of our most valued roles is to help merchants realize that **optimizing their payments strategy** – something they all utilize to take payments every day – is like finding there is gold to be sifted from your river. **Why not turn your payments gold?**

In today's highly competitive market, customers expect nothing but the best user experience. But with technologies rapidly advancing and fraud rising, it can be difficult to know **where to prioritize and invest** when it comes to payments and new retail models.

Optimizing payments performance is an art. Our report goes straight to the heart of what both the customer and experts think, providing a blueprint for approaching payments the Worldpay way.

Making the most of every part of the payments journey can help build more business success, right now.



Pinar Koygun, Senior Director, Retail – Worldpay

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About this report

Payments Performance is a new suite of thought leadership that offers insights to **empower merchants and drive revenue growth through optimized payment strategies.** Our vertically curated reports, backed by extensive consumer research and our own industry expertise, provide practical and actionable how-tos for harnessing the power of payments. Gain valuable perspectives from industry leaders across the payments ecosystem and learn from real-world success stories.

Worldpay is committed to powering global commerce by providing exceptional payments technology and expertise to businesses everywhere.

> Providing shoppers with an experience that keeps them returning is fundamental to business growth. Ten years ago, this was largely driven by marketing. Today, it's about UX, of which the payments piece is a crucial part.

Tom Essenhigh, VP, Retail – Worldpay

02

Taking more payments:

From good to gold



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Complexity out, payments in

Convenience first

We are in a new shopper era, in which global and demographic trends are homogenizing and accelerating.

Based on our previous research[1], there are no longer as pronounced differences between how generations feel about new technologies, shopping models or even the environment. The impact of demographic alignment in expectations is that **shoppers everywhere demand impeccable user experiences regardless of channel**. Their choices are largely driven by price and convenience as they're often shopping in different ways to suit their needs on any given day.

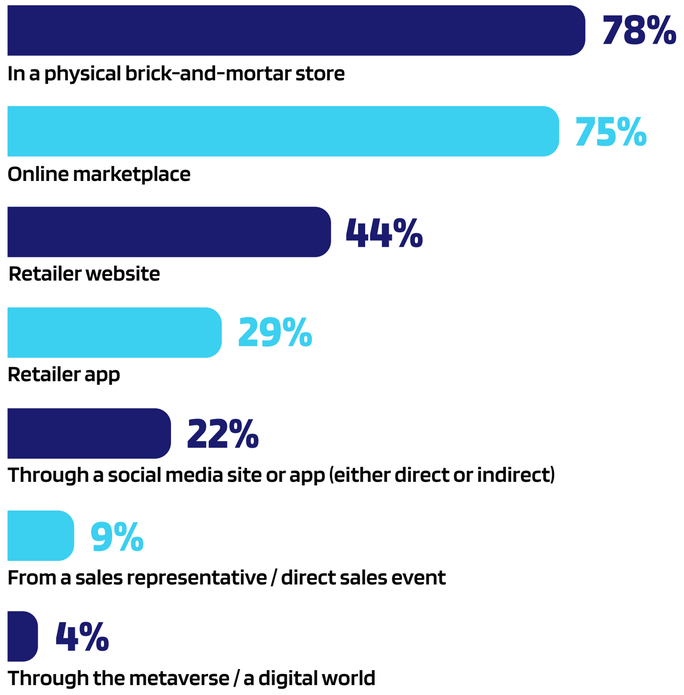
Fifty-one percent of shoppers say **convenience** is the #1 or #2 **driver** for them selecting their favorite channel through which to shop; 18% select their preferred channel because they can pay with one click.

The outlier: 31% of respondents who most like to shop through the metaverse or digital worlds do so because they like the experience best.

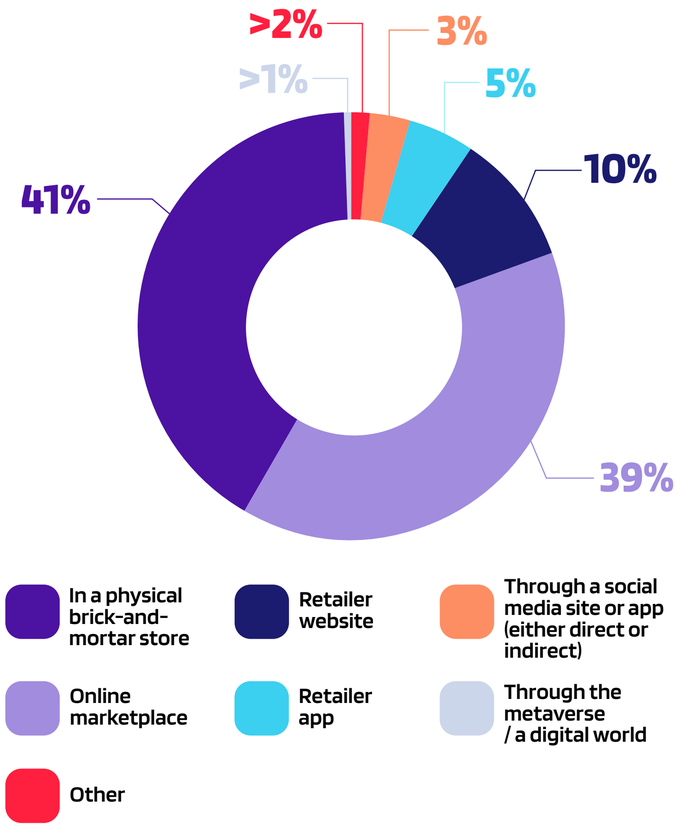
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1. Worldpay (2024) "Future Shoppers Report".

Which channels have you made a retail purchase through in the last year?



What is your preferred channel to make a retail purchase?



Preferred shopping channel by country:

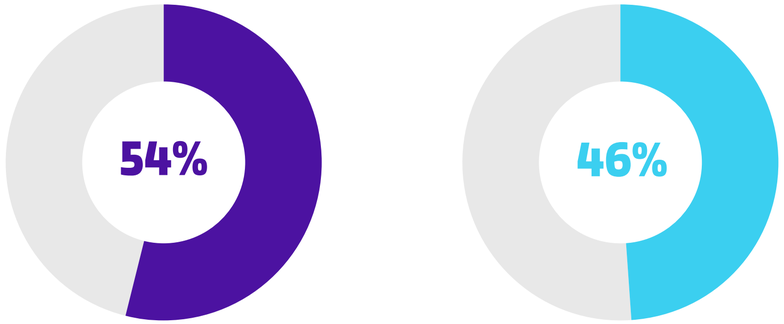
	Online marketplace	In a physical brick-and-mortar store	Retailer website	Retailer app	Through a social media site or app (either direct or indirect)
South Korea	61%	32%	2%	2%	2%
Brazil	52%	26%	7%	4%	10%
China	52%	23%	6%	8%	8%
Japan	38%	56%	3%	1%	1%
US	38%	38%	11%	10%	1%
Spain	34%	54%	6%	2%	4%
UK	28%	39%	20%	10%	1%
France	24%	56%	12%	5%	1%
Australia	21%	46%	23%	6%	1%

Save time by checking out and paying in one click

Instant payment closes the gap between browsing and paying, capitalizing on the moment a customer decides to purchase. With one-click checkout being near-synonymous with convenience, it's unsurprising that **84% of surveyed shoppers think having the option to check out and pay with one click is important.**

Storing payment details to enable speedier purchasing can also help keep payments swift and customers happy.

Generally, do you prefer to create an account or check out as a guest?



Create an account

Check out as a guest



Tip: Make payment pages short, clear and easy to use for a convenient experience with less chance of drop-off. For in-store, consider how to speed up and simplify store layout and checkout.

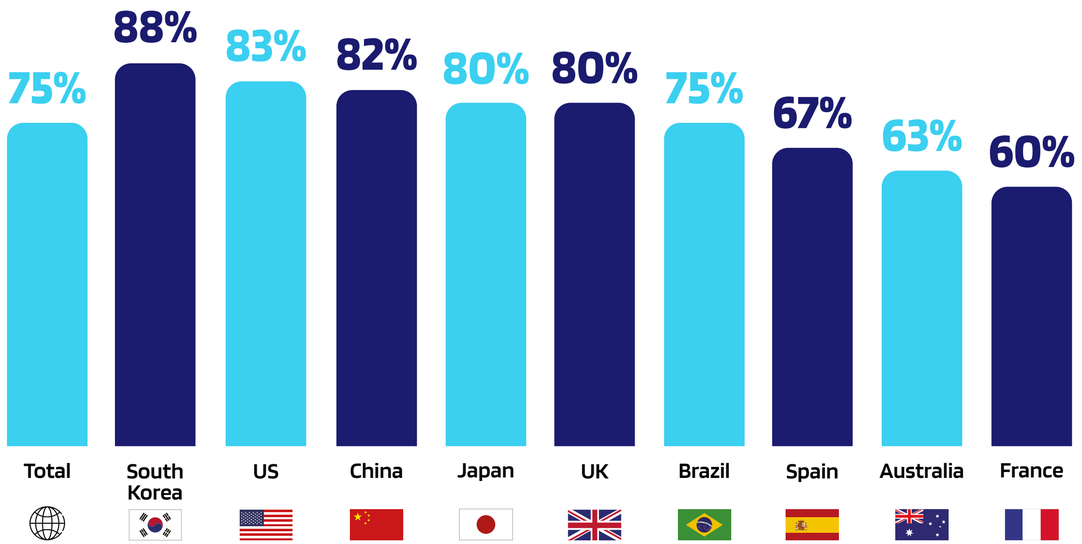
In the market for convenience

In the last year, we've seen the popularity of marketplaces grow – now almost level with the popularity of in-store. Marketplace popularity is largely **driven by convenience** (58%), with the ability to pay in one click (38%) and the perception that it's where customers can find the best deals (53%) also being primary drivers.

Convenience does still feature (44%) in motivations for shopping **in-store**, but is sandwiched between habit (50%) and enjoying the experience best (42%). Later in the report, we'll look at how in-store has changed to be more experiential.

Tip: If brand websites can **match** the online marketplace experience in **price, speed of shipping, and convenience,** they have the opportunity to regain some market share. Shopping directly with a brand would **be the preference of 37% of shoppers**, if the experience was as good[2].

Marketplace stats by country: Have shopped through a marketplace in the last year



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2. Worldpay (2024) "Future Shoppers Report".

Be social: meet shoppers where they love to spend time

Enabling improved shoppability through social channels can be the next step for retailers who want to meet shoppers in their community spaces. Social shopping not only allows for curated experiences with both brand and item, but also mixes leisure and commerce in a **highly emotive and flexible way.**

Of those who sometimes make impulse purchases (85%[3]), seeing a discount on a social channel (36%) or showcased attractively (35%) were almost on par with the influence of friends and family (37%).



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3. Worldpay (2024) "Future Shoppers Report".

Social shopping hasn't yet reached its full potential

The number of global respondents purchasing through social channels remains consistent (22% in 2023[4]; 22% in 2024). Regionally, shoppers in China are more likely to purchase via social media. Brazil, big smartphone adopters with a similar mobile-first digital trajectory, have the second-most respondents who shopped via social in the last year.

The countries with the lowest number of people shopping through social were France (10%) and Japan (9%).

63% | **of shoppers are open to shopping via social in the future.**



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4. Worldpay (2024) "Future Shoppers Report".



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Enter the influencer

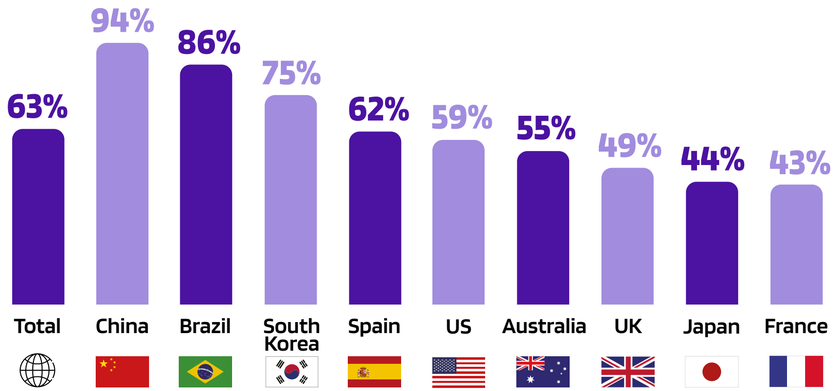
Retailers can harness the power of social by working with influencers, building trust with audiences through socially-active employees, and showcasing items attractively. **Crucially, enabling shoppable content reduces the steps between seeing and purchasing an item, driving conversions.**

The integration of digital wallets and improved functionality has improved the experience of paying via social with either **no, limited or smooth redirects** to a brand site, decreasing the risk of transaction abandonment.

Good to know: By 2027, the revenue generated through social shopping globally is **estimated to reach just under $1 trillion, surpassing it in 2028**[5]**.**

63% | **of shoppers are open to shopping via social in the future.**

Open to shopping via social channels by country:



5. Statista (accessed August 2024). "Social commerce revenue worldwide from 2018 to 2028".

Choice trumps all

94% of shoppers think having a range of payment methods to choose from is important. Retailers can effectively optimize payments ensuring shoppers can pay how they want, when they want.

With respondents rating the payment experience as **8/10** for importance as well as knowing **44%** of transactions are at risk when a store does not accept shoppers' preferred payment methods[6], getting payments right can save the cost of replacing lost shoppers.

The rise of digital wallets, changing attitudes and expectations towards split payments, improved cross-border e-commerce, new technologies and economic pressures all compound the need for **choice in how people pay**. Offering localized options on a global scale, as well as flexibility for customers, can drive them through the checkout where they may otherwise bounce, and **even improve authorization rates**.

The need for a tailored and optimized payments strategy is multifold. When expanding globally, local payment methods (LPMs) customized to shopper geographies should be available at checkout. Our Global Payments Report[7] demonstrates how preferences and options for international shoppers are varied. Merchants wanting to attract shoppers in new markets need to understand nuances and norms as well as offer the right menu of payment options.

In an environment where people are travelling again – including to shop – a great payment experience lets individuals pay how they want, wherever they are. Similarly, as shoppers are embracing several retail channels, they also **expect to make payments a variety of ways depending on their circumstances.**

6.Worldpay (2024) "Future Shoppers Report".
7. Worldpay (2024) "Global Payments Report 2024".



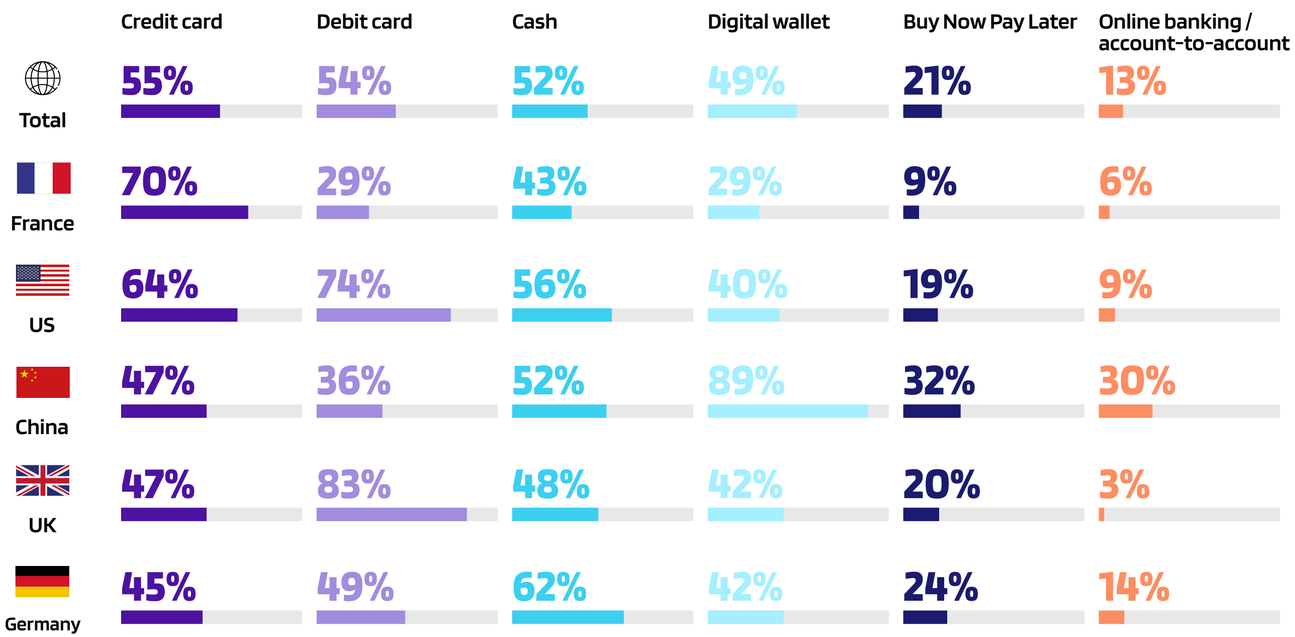
Newsflash:

Payments can attract new customers

57% | **of shoppers say they've selected a retailer because of the payment methods they accept.**

New Insight: 57% of shoppers said they had **selected** a retailer because of the payment methods they accept, showing that payments **can also attract new customers**. Quite often, this might be from scanning accepted payment types at the bottom of the homepage (**46%**) or at the point of checkout (**48%**), but **24%** who had shopped with a retailer based on accepted payment methods said **they arrived at the retailer via a BNPL app or equivalent**.

Which of the following payment methods have you used (at all) in the last 12 months[8]?



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8. Worldpay (2024) "Future Shoppers Report".

Top three reasons for using credit cards online:

63% Convenience

41% Points & Rewards

32% Security

Top three reasons for using debit cards online:

71% Convenience

35% Security

21% It's the only one I have

Top three reasons for using digital wallets online:

68% Convenience

61% Security

26% Points & Rewards

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> Today, shoppers expect flexibility. Offering choice is no longer a nice-to-have, but essential in keeping savvy shoppers happy, and most importantly, shopping with you rather than a competitor.

Pinar Koygun, Senior Director, Retail – Worldpay

Buy Now Pay Later – here for now and later

Though relatively few shoppers cite Buy Now, Pay Later (BNPL) as their **preferred** payment method, **21%** of shoppers surveyed had used BNPL in the last year, including **30%** of 27-35 year-olds. Additionally, **66%** of global respondents said **they would be open** to using BNPL in the future.

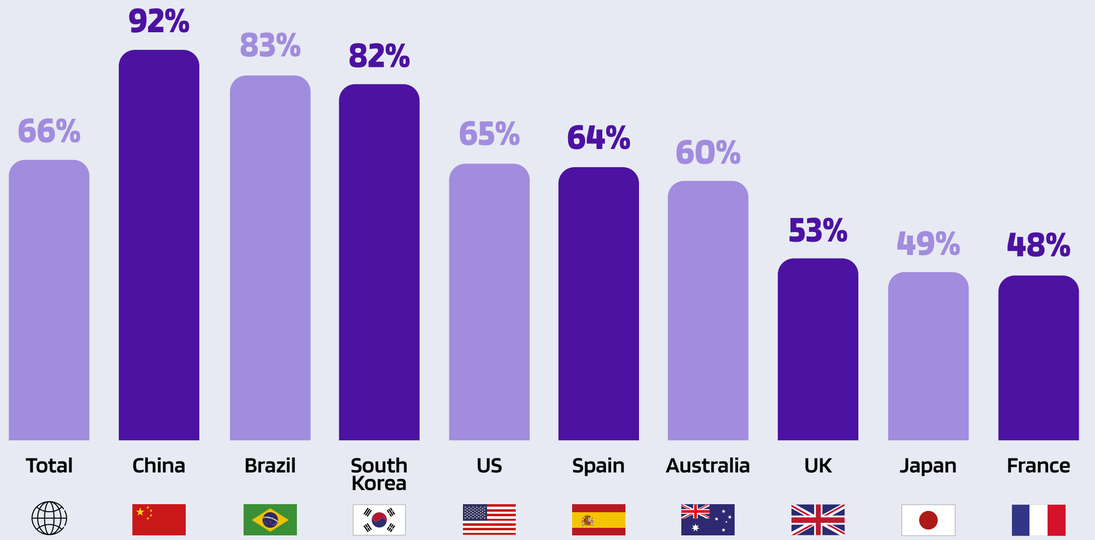
Shoppers opt for BNPL for many reasons, with the largest motivation being **convenience (62%)**, followed by being able to **split the payments (48%)**. The friction-free experience some BNPL options provide can make it the fastest option at checkout.

Furthermore, 32% of respondents who favor BNPL cited **loyalty schemes and rewards as their main motivation**, showing BNPL may give credit cards competition when it comes to perks. Certain BNPL apps allow buyers to see transaction history and set budget limits, link bank accounts, and shop deals directly.

While convenience was the most common driver for using BNPL, 57% of shoppers say they're more likely to use BNPL when under financial pressure[9]. Ultimately, allowing shoppers the flexibility to split payments **has become a valued option for retail shoppers across the globe**.

65% | **of shoppers in the US are open to using BNPL; and 53% of shoppers in the UK.**

Open to using Buy Now Pay Later in the future:



9. Worldpay (2024) "Future Shoppers Report".

Open up a world of shopping possibilities

Shopping cross-border for retail has become so easy that sometimes customers are not aware a merchant is based abroad. However, in other cases, shopping overseas can be wrought with hidden costs and friction that can impact conversion rates, as well as incur costs and complications when accepting multiple currencies, handling fluctuating exchange rates, and shipping.

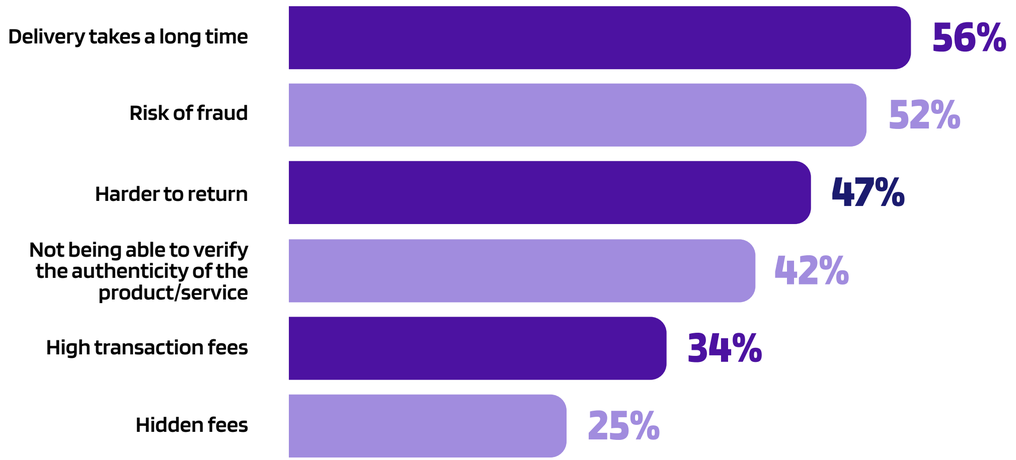
Enabling frictionless cross-border shopping that feels local can provide great opportunities for retailers to grow.

Checklist for a great cross-border experience:

- ✓ No hidden fees – show taxes up-front
- ✓ Allow customers to shop and pay in their own currency
- ✓ Have clear, reassuring communication at every point of the shopper journey
- ✓ Get items to customers fast, possibly using local warehousing solutions
- ✓ Offer free and fast returns that replicate a local shopping experience

94% **of shoppers who have shopped cross-border expect to pay in their local currency; and 99% think it's important to pay with their preferred payment method.**

Reasons that might prevent shoppers from purchasing overseas:



Use case 1

Hitting the right currency notes turns up the sales volume

A global retailer identified a high volume of card transactions from shoppers in Australia and Canada transacting in USD. Worldpay enabled Australian Dollar (AUD) and Canadian Dollar (CAD) as accepted currencies. Within three months post-enablement, the retailer experienced a 48% increase in approval rates as well as 1603% sales volume uplift.

Tip: Getting the right payment methods mix can increase conversion rates but getting it wrong can also have a detrimental impact. A data-driven approach that balances cost and conversion will help retailers map their optimal global approach.







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Everything, everywhere, all the time

We're now in an omnichannel era. People are shopping through more channels than ever before.

With **76%** of shoppers saying an omnichannel experience of both transactions and personalized offers is important (rising to **85%** when spending loyalty benefits across channels), we are squarely in an omnichannel era where **customers demand a joined-up shopping experience.**

Omnichannel isn't new but relatively few merchants have reached its full potential as we move into its next iteration forged by retail leaders and innovators. Because shoppers are already exposed to great omnichannel experiences, retailers may feel under pressure to speed up their development roadmap.

For merchants with both online and brick-and-mortar stores, effective omnichannel can be synonymous with **improved payments performance** due to the myriad **benefits offered by a consistent and unified approach**.

Tip: Consider speeding up your omnichannel roadmap to avoid lagging behind the competition.

The benefits of omnichannel: Customer love and increased revenue



Deepen your relationship with shoppers

Build tailored experiences that keep them loyal.



Know your customers

With insights across channels, it's easier to make the right decisions.



Increase conversions

Using multi-channel data, you can guide shoppers to what they will love most.



Increase basket-size

25% of shoppers said they'd spend more if offered a great personalized experience.



Retain customers

With a seamless omni-experience, customers have a better time shopping.

Learn more about customer types in our Future Shoppers report

"In today's fast-paced digital landscape, customers expect to interact with brands effortlessly, whether they're online, in-store, or on mobile. By getting omnichannel right, businesses can not only meet these expectations but also build stronger relationships, foster loyalty, and drive long-term growth."

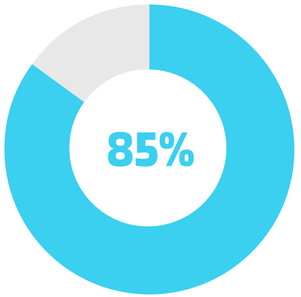
Barry Stearn, VP – FreedomPay



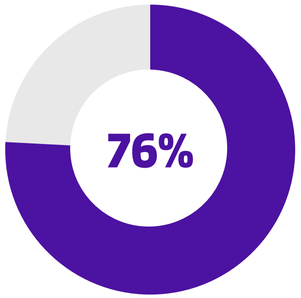
It's not always easy

The cost of working with multiple partners and integrations, extracting data from multiple sources, vastly differing geographic requirements and the need for secure solutions can pose challenges for omnichannel integration. **Working with payment providers who offer end-to-end solutions can dial down the complexity and dial up success.**

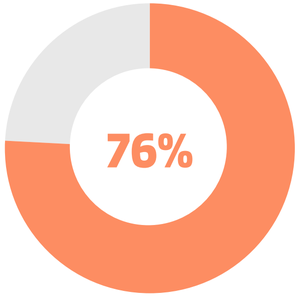
Omnichannel fast facts:



Believe it's important that benefits can be accumulated and spent across channels



Believe it's important that all transactions are joined up in one account view



Believe personalized digital offers should take in-store and online activity into account

How Worldpay can help

The pressure for retailers to keep up with the demands of savvy shoppers, new payment methods and changing expectations can be confusing.

With our verticalized approach to payments, we help merchants stay abreast of what matters to shoppers as well as how to improve payments performance. That frees merchants up to concentrate on other things.

Using Worldpay as a payment partner, you can unlock a world of retail opportunities. Our platform provides access to 190 markets through a single connection. With domestic processing licenses in 68 e-commerce markets, we can enable international expansion and local payment processing.

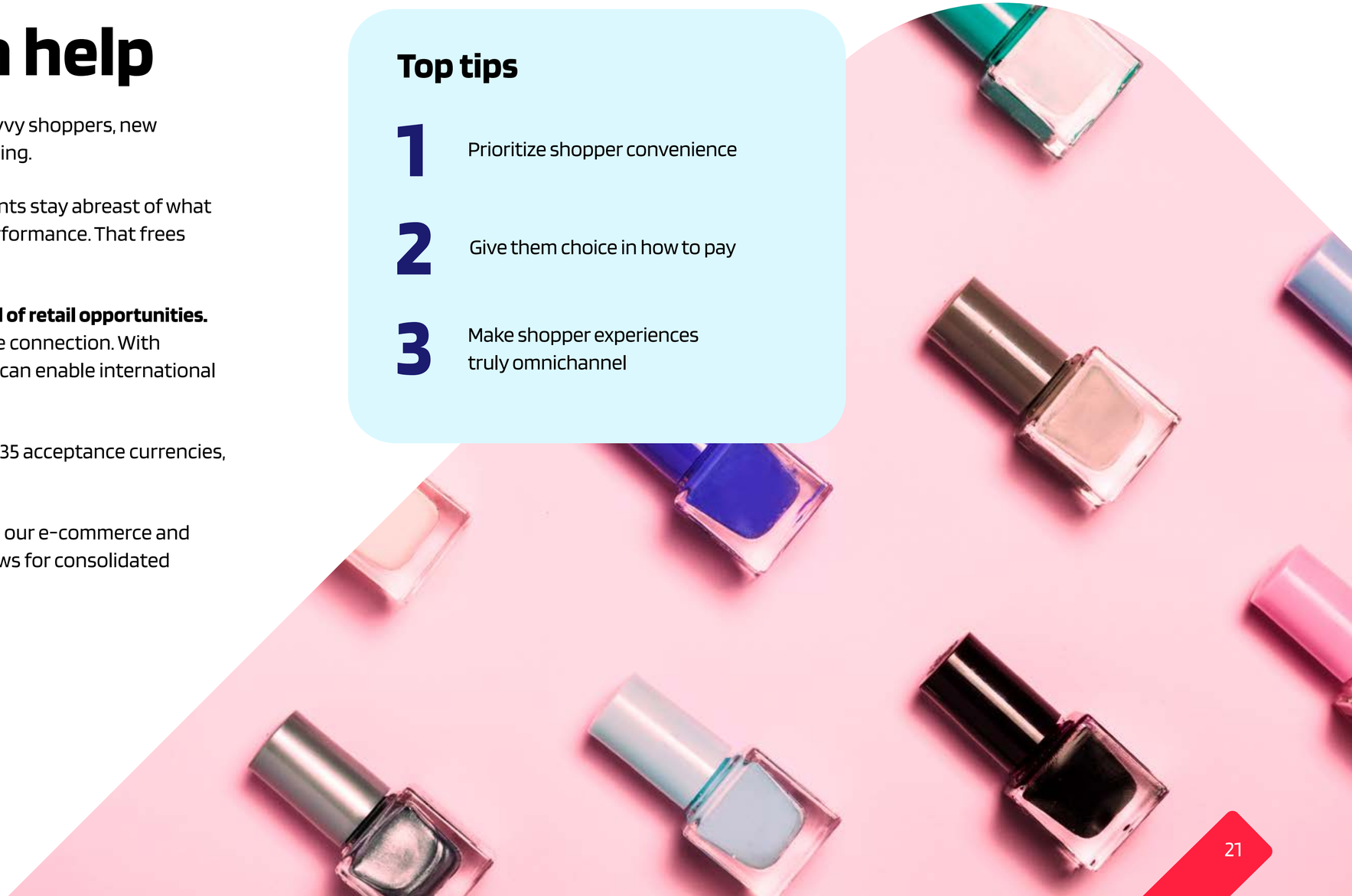
We offer 60 alternative payment methods (APMs) and up to 135 acceptance currencies, allowing for customization of payment options.

For businesses looking to create an omnichannel experience, our e-commerce and in-store capabilities are available across 37 markets. This allows for consolidated payment operations through a single provider.

Everything, everywhere, all the time.

Top tips

1. Prioritize shopper convenience
2. Give them choice in how to pay
3. Make shopper experiences truly omnichannel



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03

Optimize payments:

Tailored for retail



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Small tweaks, bags of success

When every sale counts, revenue grows. When genuine transactions fail, customers may not only be lost on that occasion, but sometimes for good.

Addressing payment declines yields operational efficiencies. Manual interventions to resolve declined payments can be time-consuming and resource-intensive, adding unnecessary costs.

Authorization rates are a measure of business success and fall into categories **both within and outside of the merchant's control**. Whilst you can't ensure a customer has funds to pay, a combination of choice at checkout, appropriate detection tools, harnessing data and continuously tweaking **can help both authorization rates and revenue rise**.

Good to know:

Worldpay strives to keep authorization rates as high as possible by continuously monitoring acceptance across the globe. This means we have strong performance, including authorization rates of 97.3% for supermarkets.

73%

of shoppers think their card details updating automatically is important.

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Five things to get right for increased payment performance:

1. Harness sophisticated data and insights in decision-making models
2. Allow consumers to pay in their local currency
3. Get the payment mix right
4. Use a market-leading payment provider with the breadth and reputation to inform smarter decision-making, routing and acceptance
5. Automatically update expired or invalid card details



Use case 2

Token scenario

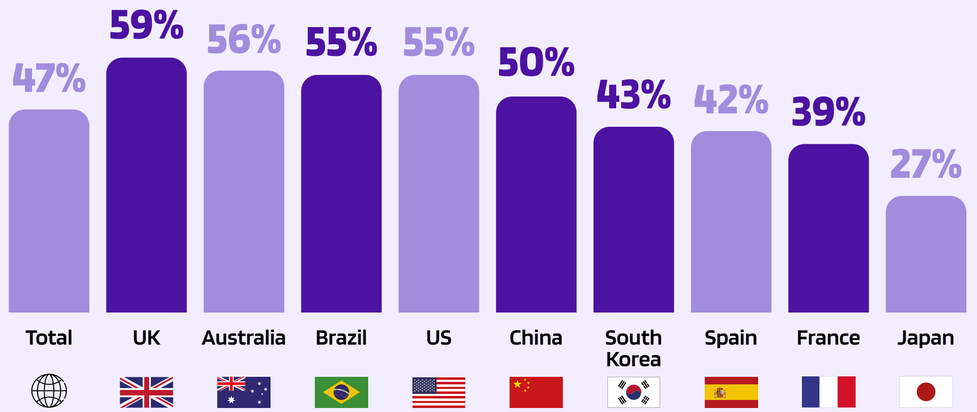
A leading global supermarket began using Worldpay's Revenue Boost capabilities to improve payment performance. In only a few months, more than 17 million Network Payment Tokens were provisioned and stored ready for use. In the scenario that a transaction using a Network Payment Token declines, no problem – it's retried with PAN to ensure maximum transactions are converted.



Tip: Improving authorization rate with Network Payment Tokens

Network Payment Tokens are linked both with higher authorization rates and improved customer experience. They allow transactions to go through immediately thanks to unique digital identifiers from the card schemes, cutting out friction from SCA requirements.

Percentage of shoppers who would abandon a transaction if it needed multiple attempts to go through:



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Protecting retail revenue: sophisticated security pays

Four major types of Retail Fraud to be aware of:

1 First-party misuse/ friendly fraud

First-party misuse refers to fraud being perpetrated by a shopper, for example intentionally initiating a chargeback and keeping the items, returning counterfeit items or disputing a real transaction. The wider term 'friendly fraud' may be due to misunderstandings, unclear billing descriptions or forgetting a transaction has been made, etc.

2 Credit card fraud and card-testing

Occurs when stolen cards are used for purchases. Card-testing is when small transactions are made to ensure card details are valid before larger fraudulent transactions are attempted.

3 Account takeover and phishing

When shoppers' details are obtained to take over their accounts, sometimes through data breaches or by manipulating shoppers to part with personal information.

4 Loyalty fraud and discount abuse

Where perks, benefits, codes and vouchers are shared across more than one shopper; or where reward schemes are exploited for personal gain. Sometimes, this is in connection with account takeover.

Did you know?

A recent study from Juniper Research forecasts merchant losses from online payment fraud will exceed $362 billion globally between 2023 to 2028, with losses of $91 billion alone in 2028[10].

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10. Juniper research (2023) "Loses from Online Payment Fraud to Exceed $362 Billion Globally Over Next Five Years".

As ways of shopping evolve, so do fraud tactics, and with each new payment method comes new risks to mitigate. So begins the fine balance of **keeping authorization rates high and fraud rates low**. Merchants often struggle to get this balance right, implementing too stringent rules or lax ones.

Address verification services (AVS) and card verification value (CVV) offer basic protection; and two-factor authentication and biometric identification bring further defenses. They can also introduce friction to the shopping experience.

Retailers who implement sophisticated AI (artificial intelligence) and ML (machine learning) tools can keep evolving elastically as fraud challenges arise. Automated decisions reduce friction for the shopper whilst keeping transaction rates high.

Staying ahead can be difficult with gaps in prevention offerings, incomplete intelligence and fragmented tools. Tools that analyze the whole journey – including flagging pre-fraud signals – across devices can help form a complete picture that treats customers as the individuals they are.

Revenue leakage from chargebacks, false declines, manual review time and genuine fraud has a huge impact on merchants' bottom line. Therefore, detection tools don't need to be iron-fisted, but instead should be **dynamic, finely-tuned and flexible**.

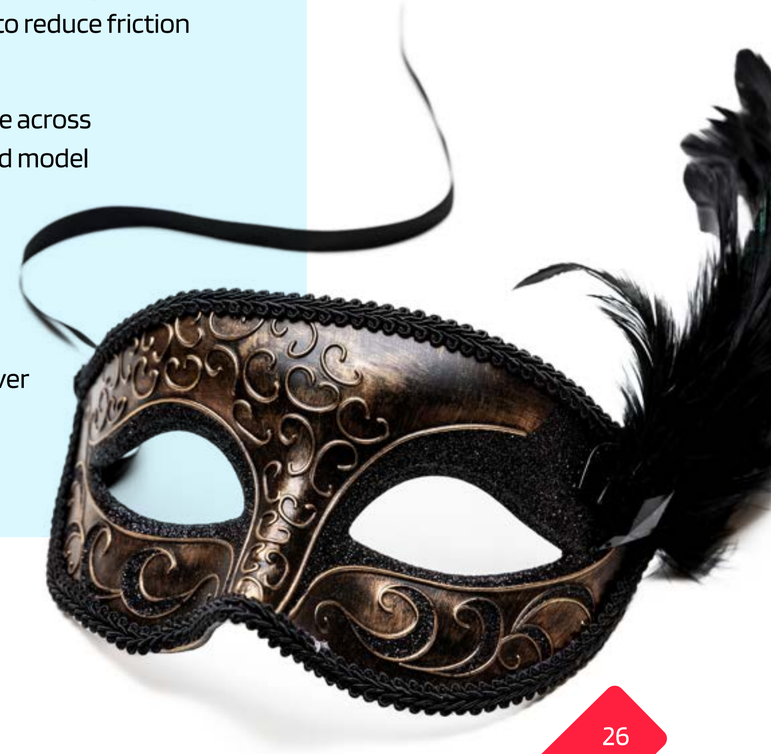
Product spotlight

With Worldpay's Fraud Management solution we deliver instant decisions backed by a financial guarantee against fraud on all approved orders. **Merchants benefit from zero liability** on transactions which results in reduced overheads from reviewing chargebacks, improved conversions (between 5-9% uplift), and frictionless checkout for shoppers. While fraud chargebacks total about $40B per year, they result in additional losses like the costs of customer acquisition and unnecessary processing fees, **bringing the total cost of fraud to 2x the original sale price**.

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Top tips

1. Use fraud solutions with sophisticated AI/ ML fraud prevention models
2. Identify SCA exemptions and use VIP lists
3. Use robust data sets for 3DS flow for high confidence on big ticket items to reduce friction
4. Collect as much data as possible across channels to feed into your fraud model
5. Capture device data
6. Protect against account takeover with intelligent risk-based multi-factor authentication



Use case 3

Saving time, surging sales

A global electronics retailer experienced a 98% decrease in manual review and a $104m in revenue uplift after rolling out Worldpay's Guaranteed Payments Solution.

Use case 4

A $28M payments makeover

A global skincare retailer upped their approval rate to 99%, with a 99% decrease in manual review and a 56% decrease in chargebacks after implementing Guaranteed Payments. This resulted in an uptick of $28m in revenue over 12 months.









How Worldpay can help

Worldpay is the largest acquirer in Europe, processing 52 billion transactions per year. Optimizing approvals, maximizing basket conversions, protecting your business and leveraging intelligent insights are just some of the ways Worldpay helps retailers succeed. Getting the management of payments just right can unlock some of the greatest value in payments optimization strategy.

Success is in your hands.

Use case 5

Let them through

Applying exemptions with Worldpay's exceptions tool led to a 2% increase in cardholder stickiness for a global retailer, and an 8% uplift.

04

Make memories:

Give back, look forward



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Money back creates value

The payment experience is about more than money flowing from customer to retailer. Getting money back to shoppers is an essential part of retail that can have an underestimated impact on loyalty and revenue.

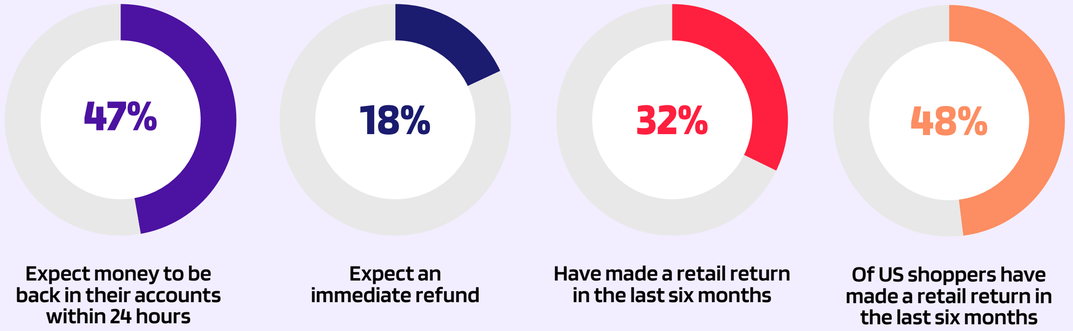
Returns and refunds are an inevitable part of shopping. Optimizing how you deal with these can save money as well as leave shoppers **satisfied and poised to purchase more**.

Payout optimization is key to achieving shopper contentment. By simplifying and streamlining payouts, retailers can offer customers a better way to return items and pay suppliers. This can lead to **increased customer loyalty** whilst keeping **inbound support calls, emails, and chat support volumes down**.

How quickly money can be back with shoppers varies across payment types and geographies; and processing large numbers of returns, for example after an item recall, can trigger cash flow issues. This is exacerbated by fluctuating FX fees and bank deductions.

Retailers may find low-cost and real-time pay-out solutions drive notable efficiencies in making payments back to customers.

Shoppers have high expectations when it comes to refunds:



96% **of shoppers think easy refunds and returns are important.**

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Use case 6

Mirror taking in giving back

A global fashion retailer asked Worldpay to help improve their returns process which they felt was unwieldy and costly, generating negative feedback online due to the time taken for customers to receive refunds. Using our real-time payments platform, refunds are now pushed to Visa or Mastercard issued cards in under 30 minutes, and more often, in seconds.

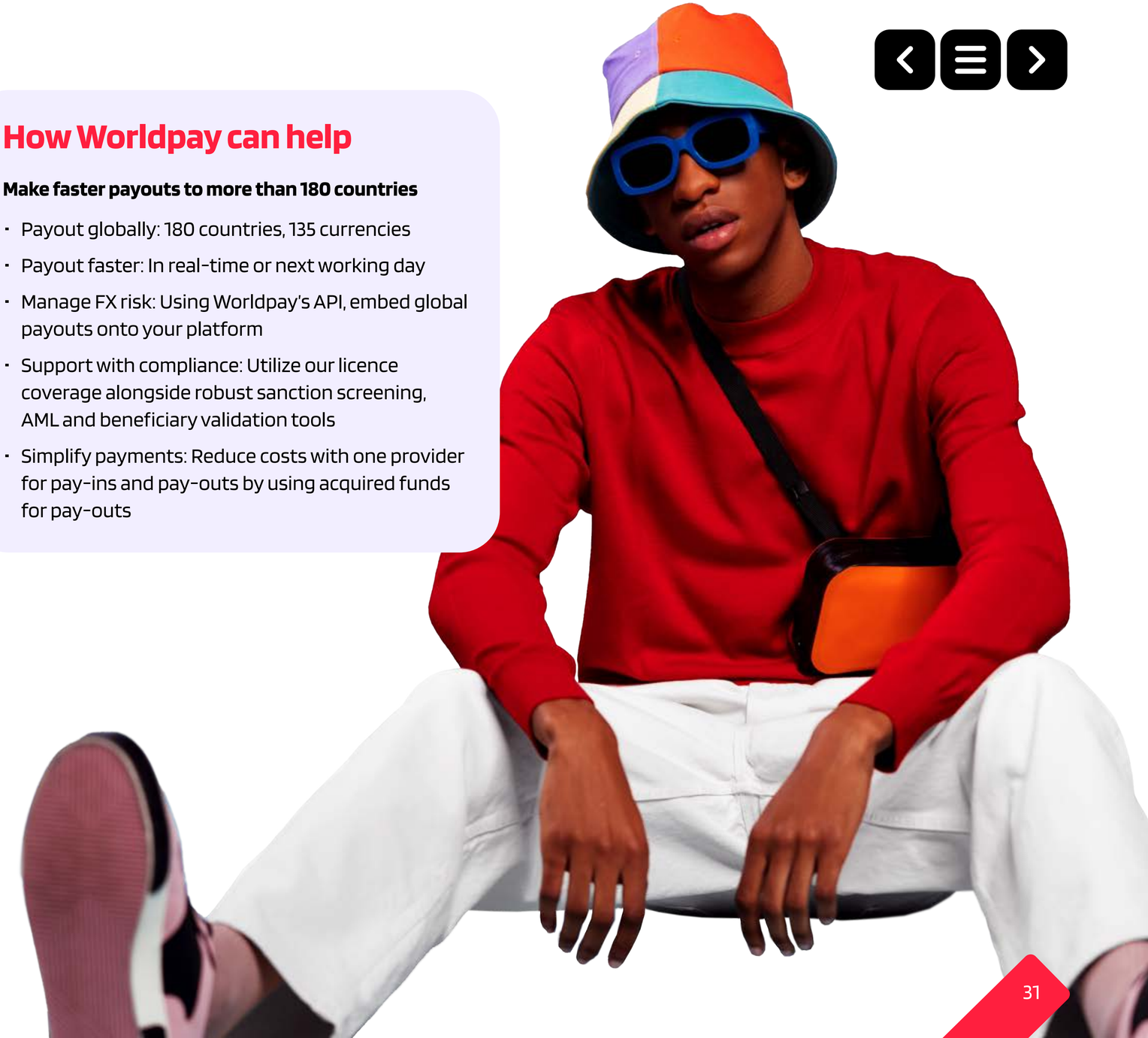
> We worked with a merchant who felt they had focused too much on taking money from customers and not enough on giving it back. But people remember the bad experience of a slow refund more than taking their money quickly. Mirror taking in giving back to keep a continuously great experience.

Tom Essenhigh, VP, Retail – Worldpay

How Worldpay can help

Make faster payouts to more than 180 countries

- Payout globally: 180 countries, 135 currencies
- Payout faster: In real-time or next working day
- Manage FX risk: Using Worldpay's API, embed global payouts onto your platform
- Support with compliance: Utilize our licence coverage alongside robust sanction screening, AML and beneficiary validation tools
- Simplify payments: Reduce costs with one provider for pay-ins and pay-outs by using acquired funds for pay-outs



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Reflect shopper beliefs: who are you today?

The merging of home and store goes deeper than retail transcending physical and virtual worlds, and extends to the kind of experiences shoppers crave. Shopping choices have become an expression of who people are or want to be.

Sustainability, supply chain transparency and ESG (Environmental, Social and Governance) feature highly when it comes to what matters to shoppers, playing a part in what they buy and where. Retailers may want to ensure sustainability pledges are clear, actionable and with timelines; as well as providing shoppers with a way to arrive at ethical items: for example, through filters and curation.

Allowing shoppers who care about sustainable or 'green' issues to find products easily online can also extend to the in-store experience – something that hasn't yet been exploited fully by many merchants. Regardless of channel, shoppers who want to know more about brands or items may spend more when they're clearly guided to what they seek.

85%

say they expect brand ethics to play a role in where they shop in the future

74%

are open to purchasing pre-loved items

57%

say that a sense of community is important to them when they're shopping







Innovate and make memories

The trend to broaden the in-store experience may have started to tempt shoppers back following the pandemic but is also the natural next step for a world that is becoming more digital, immersive, and experiential.

With shopping spaces taking on aspects of art galleries, cafes and even education establishments, customers shopping in person can mean more than popping in for the essentials.

With the use of QR codes, tablets and enabling visitors to self-check-out using either their own devices or new technologies, **even the physical boundaries of stores seem to be dissolving into digital ones.**

And likewise, digital shopping experiences are becoming more convenient, visceral and like actually being in a store.

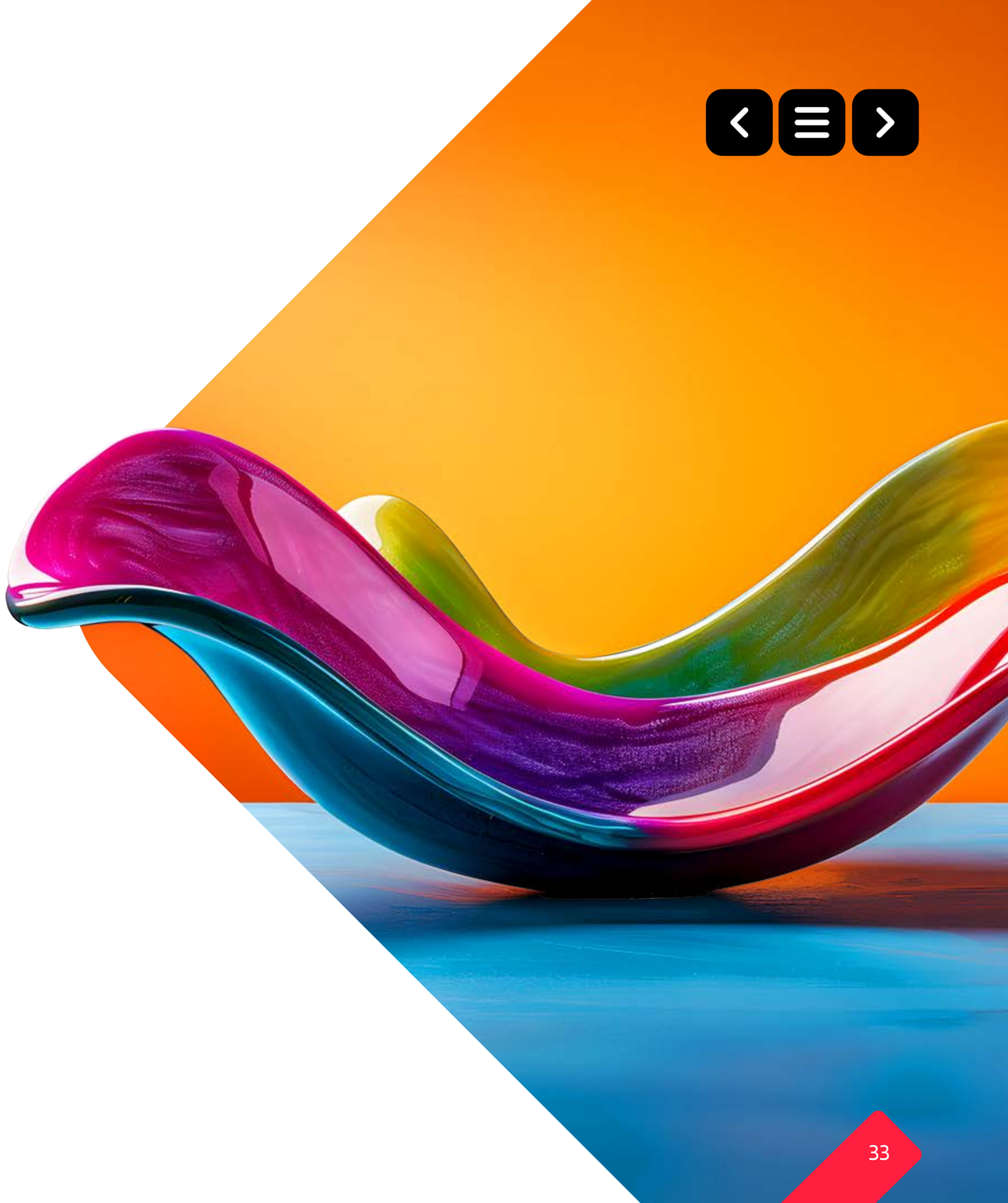
In-store evolution:

80%
think it's important to be able to test out a product

78%
are open to using their own device to scan, pay and go

78%
are open to scanning a QR code to learn more about an item

65%
are open to using augmented reality in store, to try on an item without visiting the changing room



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Shopping online:

65%
are open to starting a retail subscription

64%
are open to trying an item on from home using augmented reality

55%
are open to shopping via live-streaming

53%
are open to having their items delivered by a drone

Use case 7

Meet subscriptions leader, Recurly

Recurly helps retailers turn one-time buyers into long-term subscribers, powering every aspect of subscription management and recurring billing and enabling more personalized experiences. According to Recurly's 2024 State of Subscriptions report, merchants that allowed subscribers to personalize their subscriptions in 2023 saw $2.2 billion in incremental revenue from add-ons.

> Our goal as a leader in scaling direct-to-consumer subscription businesses is to help brands cultivate long-lasting relationships that go beyond routine transactions. With subscriptions automation and powerful data insights, retailers are able to refine their approach to acquisition, retention, and growth, gaining competitive advantage.

Lina Tonk, Chief Marketing Officer – Recurly

Use case 8

Meet livestreaming and social shopping experts, Firework

Offering a menu of social commerce solutions including shoppable video, livestreaming and digital showrooms, Firework understand that engaging and immersive experiences as part of the shopper journey can lead to significant revenue uptick, like a **246% increase in conversions, 130% increase in engagement time and up to -33% decrease in product returns.**



> In today's fast-paced world, the traditional linear customer journey from awareness to purchase has evolved into a complex, non-linear process shaped by various factors such as social media, online reviews, in-store experiences, and a brand's digital presence. Video commerce revolutionizes this journey by delivering engaging experiences at every consumer touchpoint, enhancing conversion rates, and boosting customer lifetime value.

Eva Wang, Chief Growth Officer – Firework

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Closing thoughts:

Give shoppers a good feeling



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We're in an exciting era of retail

This comes with immense opportunities for merchants to deepen their relationship with customers. Much matters to them, from how fast they can pay and get their items to how you communicate with them via Instagram and other channels.

When retailers and shoppers are connected more often and on a more personal level, there is a greater chance to form **lasting two-way dialogues, reinforce brand value and provide opportunities to shop.**

As we have seen, there are numerous key areas to optimize along the payments journey that allow shoppers to have a better experience **and** for retailers to tap into more revenue. The combination of these two elements **can be transformative for retailer success.**

The world of retail payments seems incredibly complex but can be simplified and optimized to work much harder for retailers.

With this complex latticework of touchpoints comes immense possibility for retailers to maximize their impact. Make your payments perfect for retail.

> The pace of change is faster and competition fiercer than ever before. This places more impetus on what shoppers want. The desire for luxury has extended to the actual shopping experience. Whether that means having checkout-free payments or highly personalized in-store consultations, retailers who innovate with customer experience in mind may be better able to set themselves apart. Send shoppers away with memories.
>
> **Tom Essenhigh, VP , Retail –** Worldpay

Takeaways | Checklist

- Prioritize shopper convenience
- Give them choice in how to pay
- Make shopper experiences truly omnichannel
- Optimize your payments to improve authorization rates
- Protect revenue through sophisticated fraud solutions
- Make giving money back as important as taking it
- Reward loyalty with best-in-class loyalty schemes
- Reflect your shoppers' beliefs and values
- Innovate through new technologies and shopping models
- Make lasting memories for your customers



Methodology

This report is based on data collected from c25,000 respondents by the market research firm Savanta across eight countries in April-May 2024. We have also drawn on existing Worldpay reports, the experience of internal experts, internal data and partners. All projections and advice offered is inherently speculative and subject to variable changes in market dynamics. All estimates in this report are thus offered on an "as is" basis as our best faith estimates at the time of writing.

For more information

Get in touch

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About Worldpay

Worldpay's vision is to unleash the potential of every business. We do this through our ability to power global commerce by providing exceptional payments technology and expertise to our clients everywhere. Our processing solutions allow businesses of all sizes to take, make and manage payments in-person and online all over the world. Annually, we process over 50 billion transactions worth more than $2.3 trillion across 146 countries and in 135 currencies. To learn more about us, visit worldpay.com or follow us on LinkedIn, X, and or Facebook.

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