



## Visa Checkout on CyberSource

### Improve sales conversion in online and mobile commerce

Mobile shopping is growing rapidly. In 2014, commerce initiated with mobile phones and tablets is expected to total \$114 billion in the U.S. alone<sup>1</sup>. Two-thirds of those sales will happen via tablet computers, while the remainder will occur on mobile phones. Yet the checkout process on mobile devices is hardly optimized. The average cart-abandonment rate is 77% on tablets and 84% on smartphones<sup>2</sup>.

To improve sales conversion in this increasingly mobile-focused world, you need to offer a streamlined checkout experience.

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**VISA CHECKOUT PROVIDES CUSTOMERS AN EASIER WAY TO PAY WITH THEIR CARDS ONLINE; FROM A COMPANY THEY KNOW AND TRUST.**

<sup>1</sup> "US Mobile And Tablet Commerce To Top \$293B by 2018; Total eCommerce To Hit \$414B," *Forrester*, May, 2014, <http://www.forrester.com/mediaresources>

<sup>2</sup> eMarketer, "Shopping Cart Abandonment", February 2014

## Why Integrate Visa Checkout?



### SALES CONVERSION

**Simple checkout process.** Once the customer has enrolled in the Visa Checkout program, they can complete their purchase in just a few clicks. By reducing the amount of information needed during checkout, Visa Checkout has the potential to lower shopping-cart abandonment – especially on mobile devices.

**No checkout redirects.** Customers complete the payment process without leaving your website resulting in a better checkout experience.



### SECURE CHECKOUT

**Option to reduce sensitive payment data in your environment.** With Visa Checkout, you can choose to accept payments without handling sensitive card data. When your customer selects Visa Checkout, they enter a username and password instead of the actual payment card number therefore sensitive card data is never entered on your web page. You also have the option to eliminate storage of payment card numbers in your system.



### SEAMLESS CUSTOMER EXPERIENCE

**Consistent experience across channels.** Customers are presented with the same look and feel whether they are purchasing online or on a mobile device, which can reinforce your brand values and reduce the risk of customer confusion or frustration.

## CyberSource Makes Integration Easy

Now, via your one CyberSource connection, you can easily integrate Visa Checkout and other digital wallets and digital payment solutions.



Visa Checkout implements via your current CyberSource connection; there's no need to modify legacy systems.



Your current CyberSource connection provides access to our comprehensive payment management platform, making it easier to integrate, maintain and manage Visa Checkout – as well as other popular digital solutions, digital wallets and payment types – worldwide.



CyberSource provides consolidated reporting across all payment methods, making reconciliation faster and easier.

### ABOUT CYBERSOURCE

CyberSource Corporation, a wholly owned subsidiary of Visa Inc., is a payment management company. More than 400,000 businesses worldwide use CyberSource and Authorize.Net brand solutions to process online payments, streamline fraud management and simplify payment security. The company is headquartered in Foster City, California. CyberSource operates in Europe under agreement with Visa Europe. For more information, please visit [www.cybersource.com](http://www.cybersource.com).