

# The future of ecommerce payments



Speaker

**Arnab De**

Head of Go-to-Market,  
Digital Products

**VISA**

VISA

# Rise 24

Worldline event

Rome, February 2024



In today's  
e-commerce  
driven world...

What matters to  
you the most

Here's  
what we've  
found...



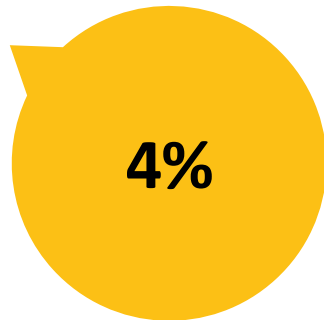
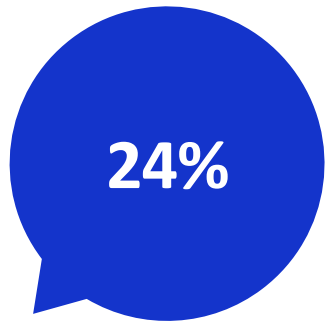
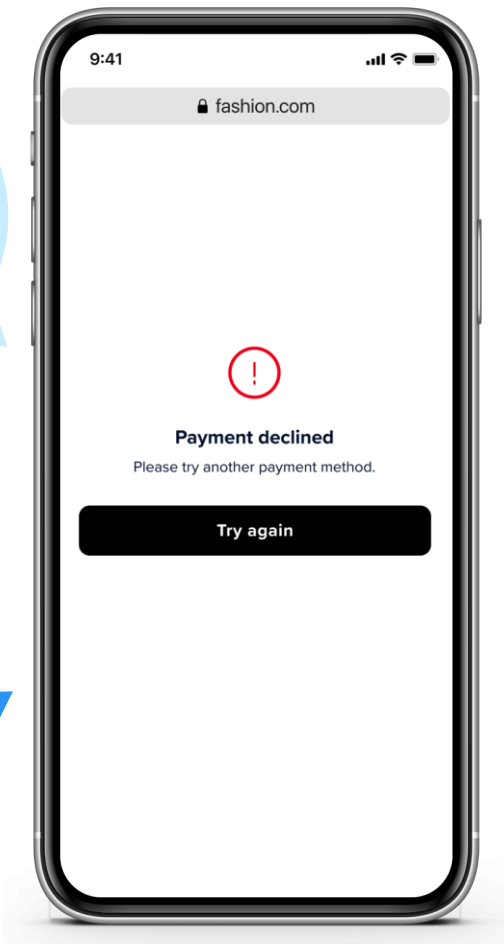
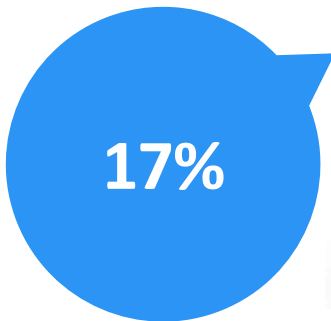
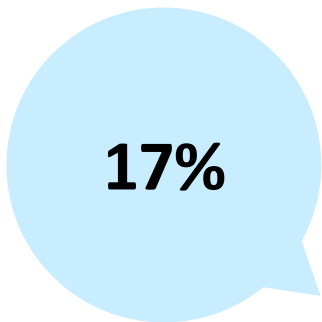
62%  
Sales  
conversion  
of customers give up on  
a purchase after 2  
minutes

40%  
Customer retention  
of customers are lost  
due to payment issues

>3%  
Low  
fraud  
of revenue is lost in  
Europe due to fraud

# You are consumers too, so what frustrates you the most?

From our research, the key reasons for basket abandonment are...



# Both merchants and consumers are looking for support, and want...

More time spent browsing



Products added to basket



Reduced time at checkout



Minimal form fill



Security



One-click checkout



[1] Baymard Institute, 48 Cart Abandonment Rate Statistics 2023, <https://baymard.com/lists/cart-abandonment-rate>

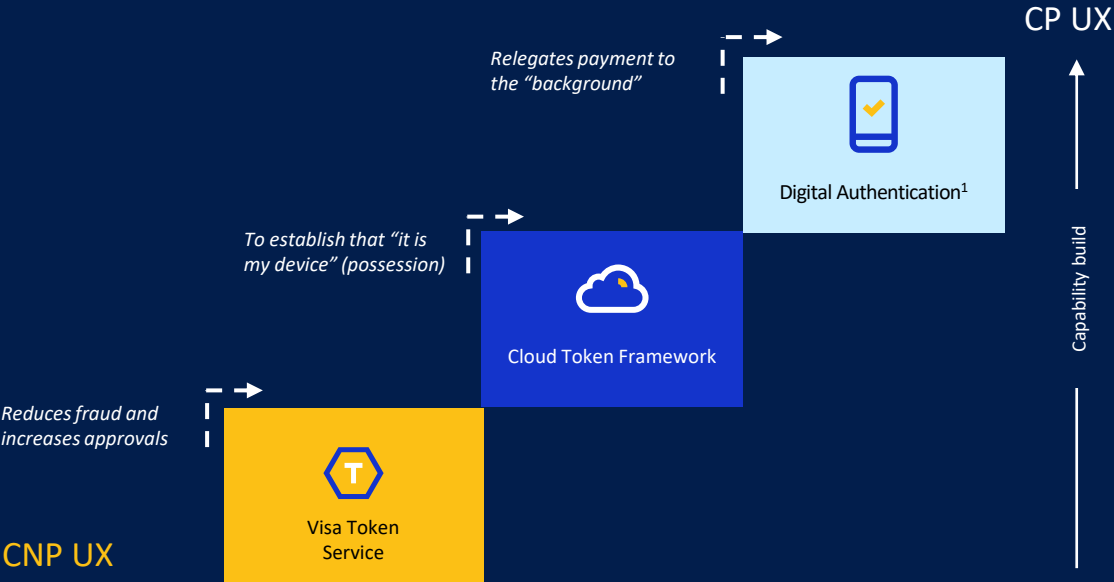
Source: Baymard Institute, 2022, n = 4,384 U.S. Adults

Q: Have you abandoned any online purchases during the checkout process in the past three months? If so, for what reasons?

\*Note: Answers were normalized without the "I was just browsing option". Respondents could select multiple options.

# Visa can deliver this to both merchants and consumers

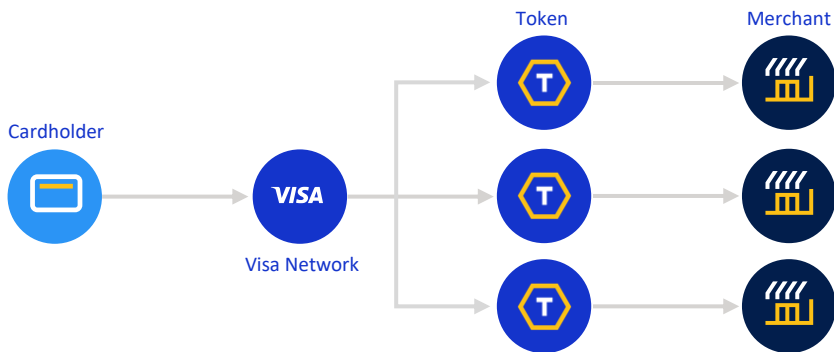
Introducing our three building blocks...



(1) DAF in Europe is dependent on appropriate legal agreements to be established between the DAF participant and issuer to meet regulatory requirements (PSD2 SCA). This can be achieved through Visa's Delegated Authentication Program (VDAP) which is Visa's preferred route for scaling. A network arrangement is likely to be in the commercial interests of issuing clients instead of the alternative that are individual bilaterals between the participants.

# Visa Network Tokens

Providing a layer of safety and encryption



Up to

**50%**

fraud risk  
reduction<sup>2</sup>



Up to

**8%**

uplift in  
approval rates<sup>1</sup>

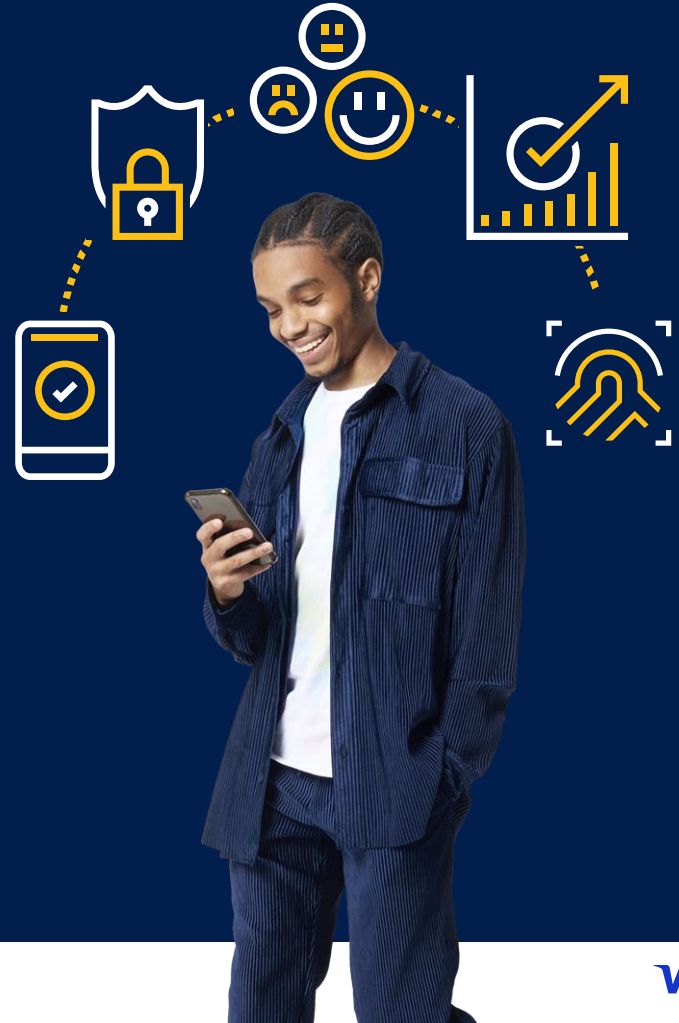


(1) VisaNet Data, GBI Monthly Authorisation Report, May 2022

(2) Fraud Rate Reduction: Source: CNP Average is for set of Token participating Merchants (by Merchant DBA) (PAN & Token) with digital wallet TRs Feb-Apr 2022 Issuer region: Europe; Visa Token transactions compared to PAN-based transactions online

# Digital Authentication Framework

Enables merchants to deliver seamless online shopping experiences





# Click to Pay

## The new standard in online checkouts

VISA



It's Contactless, but online.

Click to Pay means you won't have to manually enter your card details to shop online any more. It's a feature of the card you already have, from the provider you already trust.


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**VISA**

# Hear what our partners and merchants had to say...



 Click to Pay  
is transforming  
online checkouts

Alex Smith  
Head of Day to Day Payments

LLOYDS BANK 



With *Visa Network Tokens*, your card  
credentials are stored in a safe, secure  
way



Boris Griesinger  
Head of Finance Operations  
**HUGO BOSS**



VISA



## Arnab De

Head of Digital Products Go-To-Market

Visa – Europe