



Building Digital Wallets into Ecommerce Checkout



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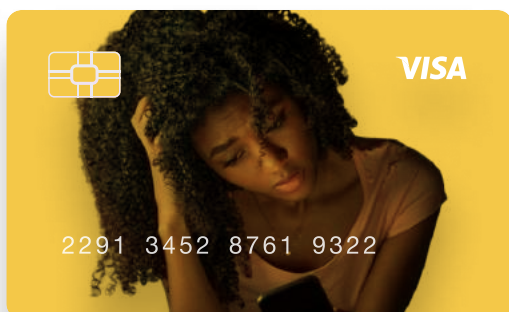
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Keeping Consumer Momentum

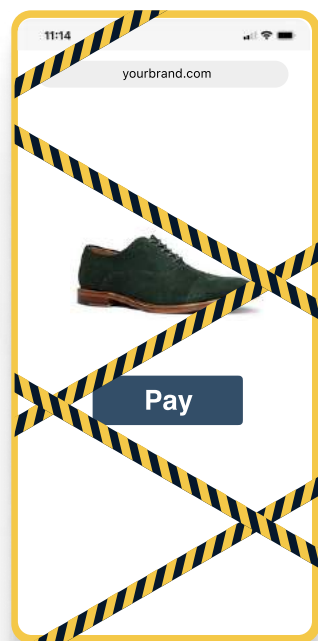
Remember the days of dial-up? Memories of how long it took to do anything online feel like they're from another world. Now we all take for granted that everything we do online will be fast—like pages-that-load-in-less-than-a-second fast.



In the world of online transactions, slow checkout processes are the dial-up of the near future.

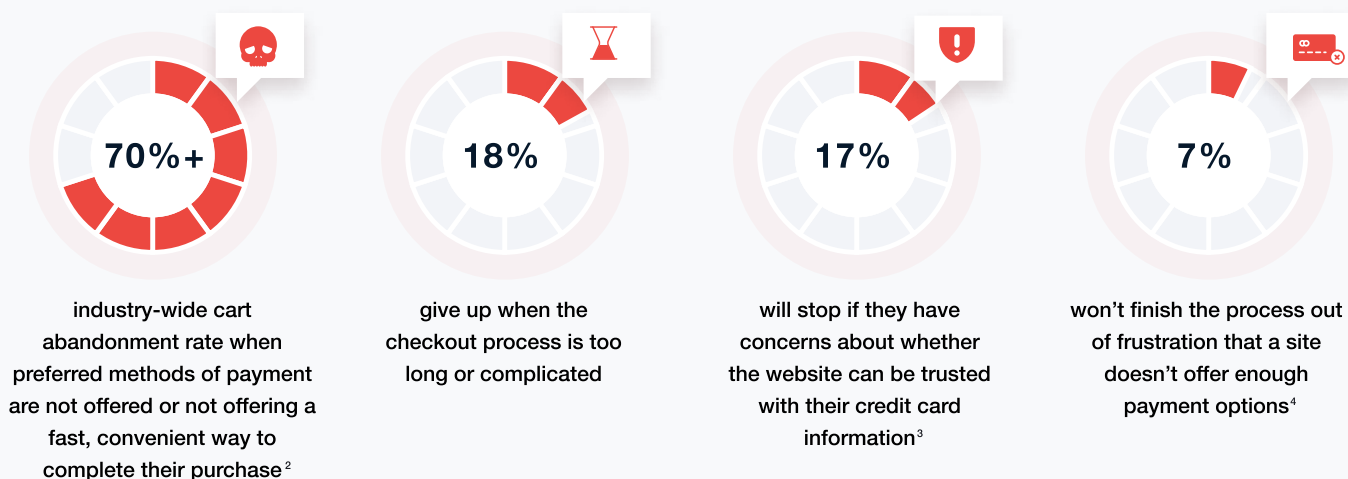
Online, fast actions are easy. A consumer can add a product they like to their shopping cart with a single click. But if the checkout process takes longer than a few seconds—either because of too many form fields, or worse (so much worse), the need to actually get up, find their wallet, and dig out a credit card—that product they were ready to buy a few seconds ago now doesn't seem worth all the work.

Online shoppers who start the buying process fail to complete their purchase about 70% of the time.¹



1. Baymard Institute, [44 Cart Abandonment Rate Statistics](#), 2020

All too often, shoppers give up because something about the checkout process adds too much work:



For all the work you put into making sure people see and want your products, losing them over these kinds of last-minute inconveniences is frustrating. However, you can solve many of these problems by allowing customers to check out using a digital wallet on your site.

What Is a Digital Wallet?

A digital wallet, sometimes called a mobile wallet, securely stores all of a consumer's payment information in one place. For retailers, giving people the choice to use a digital wallet during checkout provides them with more convenient payment options while still providing enough security to earn their trust.

Digital Wallets Are the New Normal

Whether or not digital wallets are new to your brand, they're not new to many of your customers. They were already gaining popularity before the onset of the COVID-19 pandemic in 2020, but their use only accelerated as more transactions moved online.

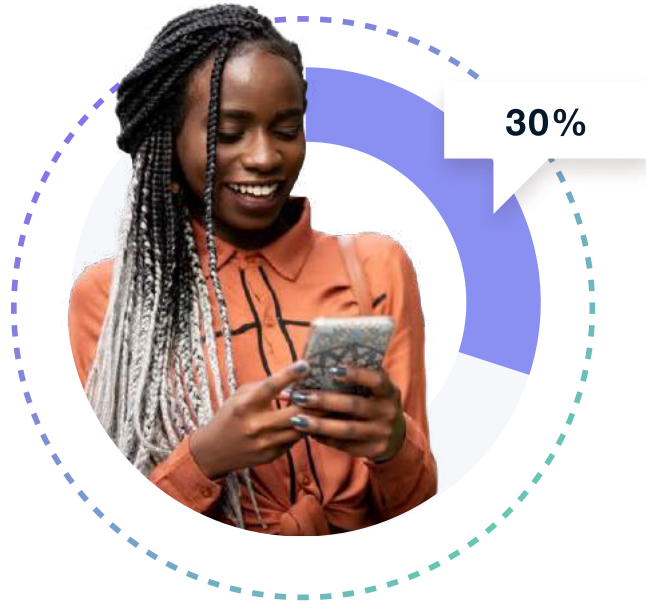
2. Baymard Institute, [44 Cart Abandonment Rate Statistics](#), 2020

3. Baymard Institute, [44 Cart Abandonment Rate Statistics](#), 2020

4. Shopify, [30+ Shopping Cart Abandonment Statistics \(and Strategies for Recouping Lost Sales\)](#), 2021



In 2020, 30% of all ecommerce transactions in North America were made with digital wallets.⁵



That means digital wallets are now tied with credit cards as the most popular payment method, handily surpassing all other forms of online payment.⁶ That amounts to a considerable portion of the market—more than \$100 billions worth—and it's only expected to grow from there.

20%
COMPOUND ANNUAL
GROWTH RATE

Experts predict that the mobile wallet market will see a compound annual growth rate (CAGR) of 20% between 2021 and 2027.⁷

The reason behind this trend is simple: Customers like digital wallets because they make purchasing easy. Not only did 55% of consumers report using a digital wallet in 2020, but 44% said they've started shopping more since they began using it, and 38% said they buy more when retailers provide the option.⁸ What retailer wouldn't want to take advantage of that?

5. Statista, [Mobile Payments in the United States - Statistics & Facts](#), 2021

6. Statista, [Distribution of E-commerce Payment Methods in the United States in 2020](#), 2021

7. Global Market Insights, [Mobile Wallet Market](#), 2021

8. Blackhawk Network, [Report: Global Digital Payments Insights](#), 2021

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What's Better Than a Digital Wallet? A Commerce Wallet

Digital wallets provide a lot of notable benefits, but ecommerce stores can go one better: commerce wallets.

Where digital wallets allow consumers to securely store all their credit card information for easy use when they need it, commerce wallets offer that functionality plus additional payment options.

To start, consumers can take advantage of multiple alternative payment methods (APMs) within one account, including popular payment processors like PayPal. On top of that, they can tap into the extremely popular buy now, pay later options like Afterpay. Making more payment options easily accessible to your customers will only make them more inclined to complete a purchase with your brand.



03

3 Reasons Ecommerce Stores Should Embrace Commerce Wallets

Staying competitive as an ecommerce brand requires staying on top of what customers want. Implementing a universal commerce wallet for your online store does that in a few key ways.

- 1 It increases convenience.
- 2 It speeds up checkout.
- 3 It promises high-level security.

1 It increases convenience.

For online shoppers, convenience is hands down one of the most important elements of choosing a brand. In fact, 76% of consumers in one survey named convenience as their top priority.⁹ So anything you can do to make completing a purchase easier will impact how many shoppers choose your brand.

And implementing a commerce wallet increases convenience on multiple levels:

APMs provide choice.

People have opinions on how they prefer to pay, like debit cards, mobile payments, bank transfers, etc. Increasingly, those preferences impact who they choose to buy from.

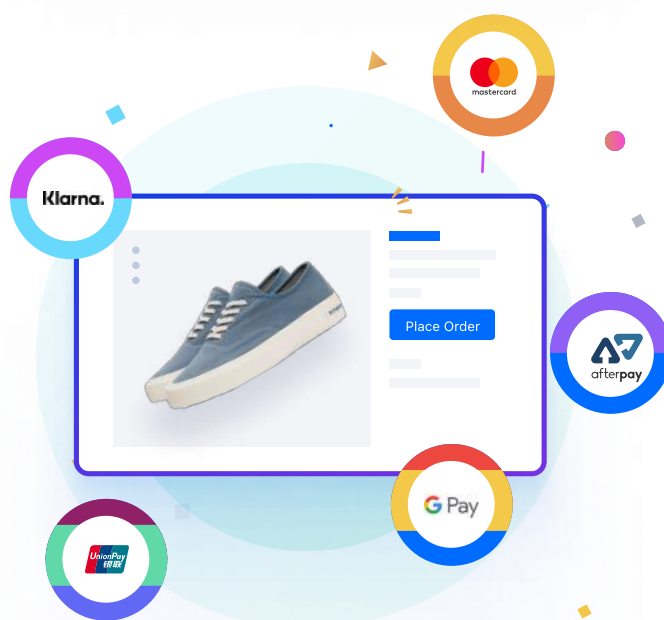
In other words, giving people the ability to pay the way they want helps them overcome any hesitation at the moment that matters most. They won't have to log in again and again to see the stored APMs and since the commerce wallet remembers their payment information and preferences, they get to skip the annoying steps of paying by credit card.

BNPL adds affordability.

One of the biggest reasons consumers give for cart abandonment is cost—seeing the total purchase price with extra expenses like shipping, taxes, and fees included stops 49% of shoppers in their tracks.¹¹ All these consumers that abandon their cart because of sticker shock are more likely to complete their purchase when allowed to stretch out their payments on a schedule that works for them.

BNPL options offered by providers like Afterpay make offering that option easy. As a result, customers can fit more of the purchases they want into their budget without worry, and retailers reap the benefits.

63% of consumers say they're more likely to shop with a retailer that accepts their preferred form of digital payment.¹⁰ And 90% say having seamless and flexible payment options speeds up their purchasing decisions.



48% of consumers listed a BNPL option as one of the most effective customer offers they'd encountered.¹²

9. Linnworks, [5 Ecommerce Trends You Need to Know for 2021](#), 2021

10. Blackhawk Network, [Report: Global Digital Payments Insights](#), 2021

11. Baymard Institute, [44 Cart Abandonment Rate Statistics](#), 2020

12. Blackhawk Network, [Report: Global Digital Payments Insights](#), 2021

Convenience counts extra on mobile.

Mobile shoppers now make up a notable percentage of any ecommerce store's visitors. For anyone navigating your site on the small screen, the littlest bit of friction is a very big deal—and it's all reflected in the numbers.

The average conversion rate on mobile phones is 2.3%—almost half the 4.1% average on desktop.

81% of consumers abandon their shopping carts on mobile phones, notably higher than the 66% abandonment rate on desktop.¹³

People have a lot less patience for anything that's even slightly difficult or annoying when they're on a mobile device. Adding payment options that save people extra steps goes that much further for your mobile users, increasing the likelihood they'll complete the purchasing process rather than giving up.

2 It speeds up checkout.

Speed is related to convenience but worth addressing on its own. The internet moves fast, and that creates the expectation that everything people do online should be fast.

Entering payment information is often the slowest part of the checkout process. There are so many fields to fill out, finding or remembering your credit card information can be tedious, and it's all exacerbated if website pages are slow to load or poorly designed. With a commerce wallet, once a customer saves their information, they get to skip all of that hassle. Anytime they checkout on a website that accepts that wallet, they can take advantage of one-click checkout.

81%

of consumers abandon their shopping carts on mobile phones



That saves them several clicks, which amounts to valuable seconds in internet time. Speed matters, and a commerce wallet is an easy way to save your customers time.

3 It promises high-level security.

In the world of ecommerce, security is always a top priority. You want to provide your customers with convenience and speed, but only if you can do so with absolute confidence that you're not sacrificing security. A secure commerce wallet will use tokenization to store each user's APM credentials and payment information. This ensures the wallet can make the information easily accessible when the customer wants to use it—while keeping it stored in a format that's impenetrable to hackers.

13. Kibo Commerce, [Q2 2021 Ecommerce Quarterly Benchmark Reports](#), 2021

Build or Buy? How to Get Started with a Commerce Wallet

Commerce wallets (and their slightly less robust little brother, digital wallets) clearly have a lot to offer. So if you're ready to add this option to your ecommerce website, the next question is: how?

You have two main options: you can work with your in-house developers to build out a digital wallet yourself, or you can find a pre-built solution that meets all your needs. Of course, both options have their pros and cons, and the route you choose depends largely on your available resources.

The Build Option

For enterprise brands with a large team of talented developers, you may be confident your team can create the exact functionality you want, with all the security required built-in. In that case, you'd own the code yourself outright, meaning you wouldn't have to worry about future changes from the brand that provides it. And you'd have more power over any customizations you might want down the line.

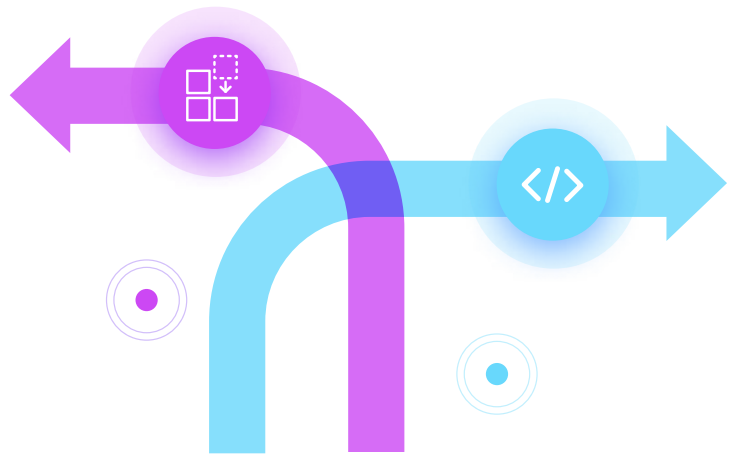
But that requires first having enough people with the right skills to do the job—hardly a given—and deciding that this is the most important project for them to spend their time on. In addition, your internal teams will be tasked with all future maintenance and required updates. When a new APM becomes popular, it's up to your developers to add it or risk losing the customers that prefer it. Anytime security updates are recommended, your team will need to make the required changes or put your organization and its customers at risk. It may quickly become more trouble than it's worth.

The Buy Option

By contrast, if you choose to buy existing technology from a company specializing in providing commerce wallets, you benefit from their skills and knowledge. The product will already have easy-to-use features that have been tested and the most up-to-date security structures built-in. You can count on ongoing product updates that make it more useful and secure over time.

A robust commerce wallet solution will allow you to get up and running with APMs quickly. Instead of taking weeks to set up and connect this functionality, it takes just minutes with a simple APM configuration setup. Typically, this process includes simply adding your account keys. Implementing APMs supports business growth with pre-built integration with the top providers which allows you to give shoppers more ways to pay. As we have discussed, removing friction and providing more options is critical to increasing conversions.

And, importantly, your internal teams will get the time back they would have spent building a commerce wallet for your website. That's time they can spend on other important features that make your ecommerce website work better for you and your customers.



Go with the Ultimate Commerce Wallet

The Bolt One Click Wallet

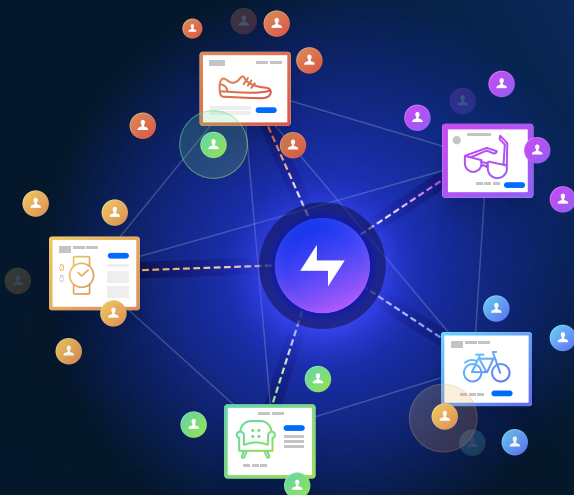
If buying is the option that makes the most sense for your company, then you'll want to choose wisely. Bolt offers the ultimate commerce wallet—the only digital wallet that combines all of the top APMs and multiple BNPL options in one place. For brands, that means you get to offer all the payment methods your customers want without having to do extra work.

And Bolt uses tokenization to provide the highest level of security in the industry. All Bolt products are compliant with the Payment Card Industry Data Security Standard (PCI DSS) Level 1. As a result, you (and your customers) can trust that all payments processed with Bolt are secure, and you can rest easy that you'll meet all compliance requirements.

And since customer convenience is one of the main benefits of implementing a commerce wallet, Bolt can promise one-click checkout for all customers within the Bolt network. That means 10s of millions of shoppers already part of the network get the ease of one-click checkout using the payment method of their choice.¹⁴ And for everyone else? They only need to make one purchase with you to join the network and enjoy one-click checkout for all future purchases.

Our network has grown rapidly to 10s of millions of shoppers. All that added convenience makes a difference. For example, customers in the Bolt network have 50% higher conversions with one-click checkout compared to guest checkout customers. Using Bolt to bring the convenience of a commerce wallet to your customers is one of the easiest ways to simplify the checkout process for them and increase sales for you.

14. Bolt. [Bolt Network Effect for Ecommerce](#). 2021



THE BOLT NETWORK

Bolt Account shoppers are 50% more likely to complete checkout compared to guest

The Bolt Network is the largest and fastest-growing ecommerce identity network. It connects retail brands across websites to streamline checkout, improve conversion rates, and power instant merchant-customer relationships through an underlying identity login layer.

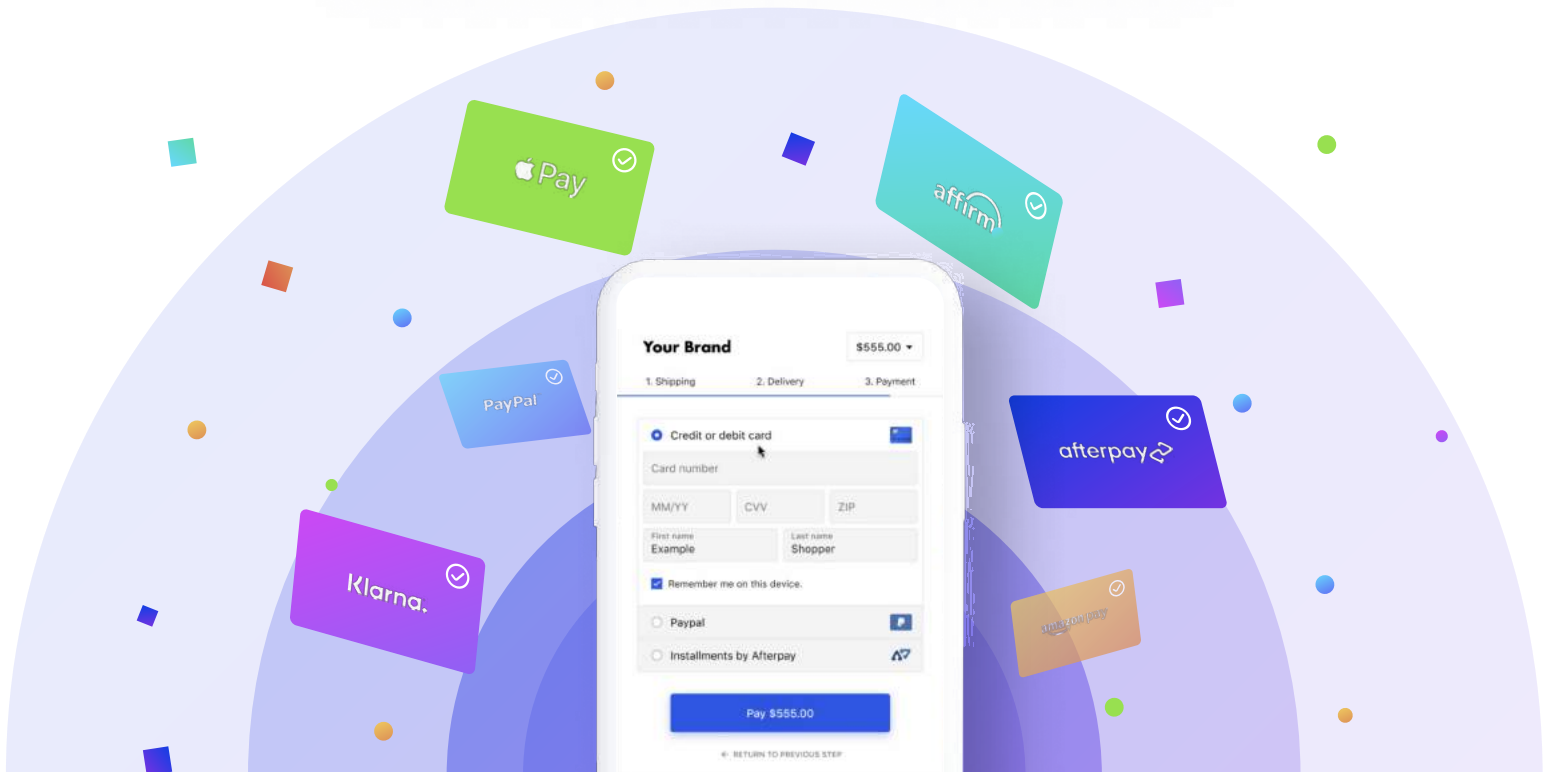
[Check out the report](#)

Building the Ultimate Wallet for Your Customers

Digital wallets aren't a wave of the future—they're an expectation of the present. So, if you want to get a jump on the checkout trend of the future, go one step further and add a one-click universal commerce wallet to your ecommerce website now. Giving your customers all the easiest, most secure options for paying in one place—a place that doesn't require any extra work to access—is as good for them as it is for you.

Ultimately, it is all about creating an incredible shopper experience that optimizes for convenience. Working with Bolt gives brands the power to support a robust commerce wallet and streamline checkout to increase conversions.

The future of checkout and payments is here—don't you want to be a part of it?



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ABOUT BOLT

Bolt is the world's first checkout experience platform, connecting millions of shoppers to retailers in a unified cross-brand network. Forward-thinking retailers like Forever 21, Swiss Gear, Badgley Mischka, and hundreds of others rely on Bolt to convert, retain, and delight shoppers. People have more options than ever when shopping online, and retailers need to provide the best experience or customers will move on. Bolt solves the complicated technological challenges involved in checkout, fraud detection, and digital wallets so that retailers can devote their energy to what matters most—growing their product, brand, and customer base.

Learn how we can help you at Bolt.com/platform.

