

The big benefits of eCommerce aren't just for big enterprises. Across the wide world of commerce, online shopping is creating new growth for all businesses.

**As eCommerce sales are projected to reach \$632 billion by 2020, and eCommerce spending increases 23 percent year over year, the future of online business is getting bigger every day.\***

Bring eCommerce into focus by becoming familiar with these substantial reasons and considerations for accepting online payments.

## The top 5

Why should you accept online payments?

### 1 More customers

More consumers are shopping online. You are no longer limited to the local region that your store is located in, as you can reach thousands of potential buyers.

### 2 Greater opportunity

As your online consumer traffic increases, so will your sales. You have the potential to sell anywhere to anyone, 24/7, as your site never takes a break.

### 3 Diversified shopping

Today's consumers are looking to diversify the way they shop. Give them the convenience of shopping from where and when they want.

### 4 Built-in security

The migration to EMV has raised concern about fraudsters targeting online transactions instead. However, many of today's eCommerce solutions incorporate enhanced payment security measures to help protect against data breach and fraud.

### 5 Increased productivity

By automating certain business processes, eCommerce saves time and effort. Easy online payments reduce—or eliminate—manual tasks such as data entry, processing paper invoices, and managing customer disputes.

## 3 focus areas for success



### Prevent

Online shopping makes buying easy. But it's just as easy for shoppers to walk away from a full shopping cart. Here are a few ways you can help prevent shopping cart abandonment:

- Let shoppers know about shipping and return policies upfront.
- Simplify the checkout process by sending reminder emails to customers who have not completed their checkout.



### Detect

As online business grows, thieves are following the money. You can purchase technology and implement these best practices to help detect the instances of fraud:

- Detect fraud at the time of payment authorization to stem downstream losses and reputation damage.
- Identify fraudulent transactions confirmed by card issuers, which help to avoid costly chargebacks.



### Reduce

eCommerce chargebacks can be a result of fraudulent activity, but they can also occur when a customer does not receive the correct order. To help reduce chargebacks, consider these actions:

- Use package tracking and delivery confirmations.
- Provide detailed product descriptions and customer reviews.
- Post product shipping, delivery, and return information clearly on your site.

## Completing the eCommerce connection

Ready to get started? Worldpay can help you get your online business ready – whether you need a website or a payment gateway, we make it easy for you to accept payments.

**To learn more, contact us today.**

\*<http://www.businessinsider.com/national-retail-federation-estimates-8-12-us-e-commerce-growth-in-2017-2017-2>