



Elastic Path One Page utilizes rich technology to ease the checkout process, increasing conversions

“It is much easier to get a visitor who is currently in the checkout process to convert than it is to get more visitors to start the checkout process.”

BRIAN EISENBERG,
Author, "Call To Action: Secret Formulas To Improve Online Results"

Average shopping cart abandonment rate is hovering around 60 percent. MarketingSherpa - eCommerce Benchmark Guide 2006

Imagine if three out of five of your real-world shoppers just left their shopping carts in the aisles, never making it through the checkout process?

You would be concerned, right? Why should online retailing be any different? All it takes is One Page to eliminate your abandonment problems.

Why Shoppers Give up

- Unknown shipping prices or delivery times
- Total cost of items is too high
- Checkout process is too long
- Checkout requires too much personal information
- Site requires registration before purchase
- Site is unstable or unreliable
- Checkout process is confusing
- No time to complete the transaction at that time
- Credit card issues
- The list goes on and on...

Removing Barriers

By alleviating these concerns, Elastic Path One Page can reduce online shopping cart abandonment by up to 50 percent.

With all data entry on one easy to digest screen, shoppers get instant updates on totals when making changes to cart items, adding promo codes, picking shipping methods, etc., without ever leaving the checkout process.



“One page checkout is a clear winner for converting visitors to buyers.”

NANCY MORISON,
Vice President, Product Management
Coastal Contacts

Fastest checkout ever

Returning users can **complete a purchase with a single click**

Eliminate page reloading

Shipping, taxes, and order **totals are calculated dynamically**

Inline cart editing

Shoppers can **change cart values without leaving the checkout**

Don't lose customers to errors

Incredibly intuitive validation and **dynamic error handling encourages shoppers to complete the purchase**

Always visible order summary

No clicking is ever required to get a detailed overview of billing, shipping, payment, cart, or order total details

Expectation management

Users can **input information in any order** they desire

Complete visual freedom

The entire **look and feel is controlled by CSS** for effective branding

Fast loading

The entire checkout is under 75k – **60% smaller than comparable Flash-based systems**

No plug-ins required

Built using 100% browser-based **AJAX technology**