



BigCommerce Enterprise Commerce Platform Conversion Report

An independent assessment of BigCommerce
Enterprise Commerce Platform conversion data

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The frictionless conversion imperative.

As the digital commerce landscape evolves and matures, the traditional growth roadmap of *{revenue = traffic x conversion x purchase frequency x average order value}* is being redefined.

The escalating cost of traffic acquisition has shifted the focus from primarily driving volume to a more nuanced approach that prioritizes optimization. Today, revenue growth in eCommerce increasingly hinges on higher conversion rates, making it one of the key levers for businesses to pull in their quest for growth. In this hyper-competitive market, turning online traffic into paying customers is what sets successful enterprises apart.

However, despite the qualitative knowledge of conversion drivers and the impact of individual customer experience components, there remains a dearth of comprehensive, data-driven insights into overall eCommerce funnel conversion rates.

Addressing this need, this report presents an analysis of conversion rates across the BigCommerce Enterprise Commerce Platform.

The rise of eCommerce has revolutionized shopping behavior; but, it has also simultaneously amplified the challenges of enhancing conversion rates. The traditional conversion funnel, extending from customer acquisition to the final purchase, has become more complex with the integration of multiple platforms and payment methods.

This complexity can affect two critical conversion points: Checkout Conversion Rate and Visit Conversion Rate.

Checkout Conversion Rate measures the effectiveness of the final, critical steps in the online shopping journey. It reveals how a frictionless, one-step checkout experience and the availability of diverse, secure, convenient payment methods can significantly influence customer decision-making and order completion

Visit Conversion Rate, on the other hand, represents the overall ability of an online store to transform site visits into actual orders. It underlines the impact of an effective customer journey, reinforced by a streamlined checkout process and convenient payment options, on overall conversion success.

Methodology

Our study covers two months of transaction data (May 2023 and June 2023) of merchants on the BigCommerce "Enterprise" plan, using BigCommerce's native checkout experience. The data spans **2,200+ merchants, 190 million+ visits, and 6.5 million+ checkout journeys.**

With the aim of yielding the most robust insights, we segmented the data into three distinct cohorts. Each cohort represents a unique combination of card processors/payment gateways and payment methods enabled by the merchants.

While all cohorts have 1 or more of Braintree, PayPal Commerce Platform, Stripe, Adyen enabled as the cards processor/payment gateway, they are differentiated by their implementation of alternative payment methods (APM) such as PayPal Wallet and Apple Pay.

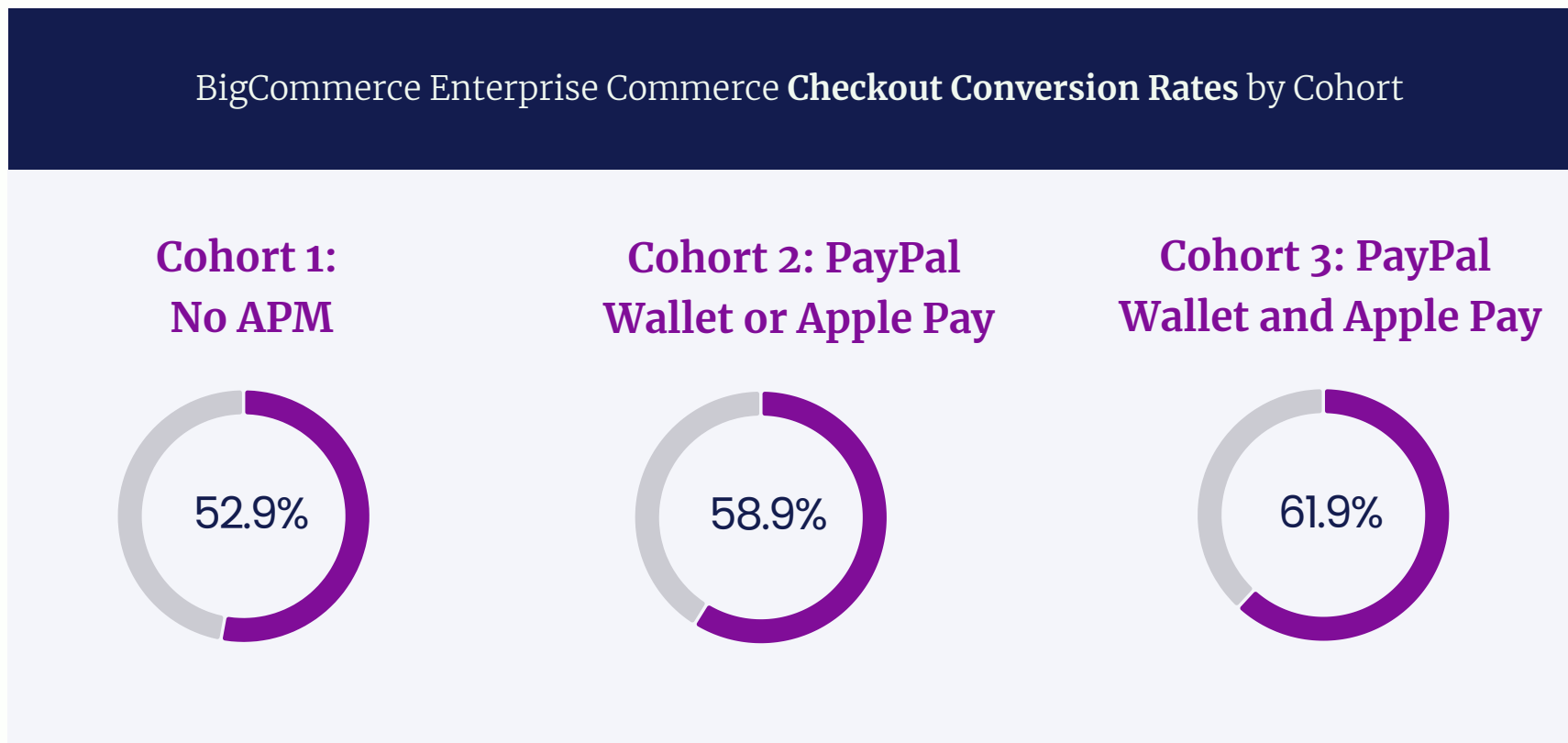
Cohort 1: Do not offer PayPal Wallet, Apple Pay, BNPL, Venmo, Google Pay, AmazonPay, or any other alternative payment methods

Cohort 2: Offer one of PayPal Wallet or Apple Pay as alternative payment methods

Cohort 3: Offer both PayPal Wallet and Apple Pay as alternative payment methods

Results & Analysis: Checkout Conversion Rate

The checkout experience serves as the final, critical juncture where prospective customers transform into actual ones. A robust and user-friendly checkout experience, such as that provided by BigCommerce's native checkout capabilities, serves as the foundation for excellent performance.



The data clearly showcases a positive correlation between the inclusion of advanced payment options and an increase in the Checkout Conversion Rate.

Specifically, we observe a substantial improvement in Checkout Conversion Rate moving from Cohort 1 to Cohort 2, with the addition of either PayPal Wallet or Apple Pay. This trend continues from Cohort 2 to Cohort 3, with the incorporation of both these advanced payment options.

What stands out is the difference between the conversion rates of Cohort 1 and Cohort 3, indicating that the addition of both PayPal Wallet and Apple Pay can potentially lead to an increase of 17 percent in the Checkout Conversion Rate. This highlights the significant role that an array of secure, user-friendly, and diverse payment methods play in facilitating the final purchasing decision, thereby leading to a higher checkout conversion.

While other factors may also impact the Checkout Conversion Rate, the data indicates that advanced payment options can be a key determinant. Therefore, merchants should consider investing in and promoting these payment options as a means to enhance their checkout conversion performance.

This base, when enriched with advanced payment methods such as PayPal Wallet and Apple Pay, further enhance the Checkout Conversion Rate. The integration of these payment methods corresponds with a considerable increase in conversion rates, underscoring their potential in elevating customer purchasing decisions and overall eCommerce performance.

Results & Analysis: Visit Conversion Rate

In the broad, multifaceted landscape of eCommerce, the Visit Conversion Rate stands as a definitive metric for measuring an online store's effectiveness in transforming site visits into actual orders. The importance of this metric extends beyond just the checkout process and permeates every aspect of the customer's online journey.

For the purpose of our analysis, we compared the Visit Conversion Rate of BigCommerce's Flagship Checkout Configuration to an industry benchmark established by IRP Commerce.

BigCommerce Enterprise Commerce Visit Conversion Rate	
BigCommerce Flagship Checkout Configuration	2.33%
Average eCommerce Conversion*	1.94%

*Source: [IRP Commerce](#)

According to data from IRP Commerce, average eCommerce conversion rate across all markets was 1.94% over May 2023 and June 2023. BigCommerce Enterprise Commerce Platform's Visit Conversion rate is 20% higher than the market benchmark over the same period.

This data clearly showcases the strength of BigCommerce's Flagship Checkout Configuration. It not only outperforms the industry average but does so by a considerable margin.

This illustrates the influential role that BigCommerce's native checkout capabilities and the integration of diverse and user-friendly payment methods play in enhancing overall visitor-to-customer conversion performance.

While an array of factors influence the Visit Conversion Rate, the data compellingly highlights the advantage of BigCommerce's robust, frictionless checkout experience coupled with diverse, secure, and convenient payment options.

For businesses aiming to optimize their conversion performance, these findings underscore the value of investing in a strong, user-friendly checkout process like the one offered by BigCommerce.



A Path Towards Increased Conversion.

Checkout and Visit Conversion Rates are two critical levers for revenue growth in an era of rising customer acquisition costs. And, a frictionless checkout experience is central to improving conversion rates, as demonstrated by the solid performance across all cohorts.

BigCommerce's native checkout experience, which includes capabilities such as one-page checkout, serves as a strong foundation upon which merchants can build further improvements.

The addition of alternative payment methods such as PayPal Wallet and Apple Pay offer a clear avenue for such enhancement. Their integration consistently led to significant conversion improvements across both Checkout and Visit Conversion Rates. The convenience, trust, and one-click checkout offered by these methods can be key differentiators for merchants seeking to enhance conversion rates.

In the quest for eCommerce growth, a frictionless checkout experience, underpinned by a variety of secure and convenient payment methods, may well be the most potent strategy.