



10 ways to reimagine the customer experience and help drive conversions online



While you consider your competitors to be businesses selling similar items, consumers consider your brand to be in competition with every e-commerce site they've ever visited. They're looking for the best of the best when it comes to shopping experiences and aren't afraid to move on if you don't offer it. And with 92% of Europeans having a strong preference for online shopping, it's important to reimagine what your customer experience could be.¹

In this must-read report, Dr. Tiffany Raymond, PayPal's head of global consumer advocacy, shares insights into what works for e-commerce today. She advises how brands can deliver beyond consumer expectation to drive higher conversion rates and increased average order value. Dive in.

¹ IMRG, 'Online Shopping Habits of the Post-Pandemic EU Consumer', 5 May 2022