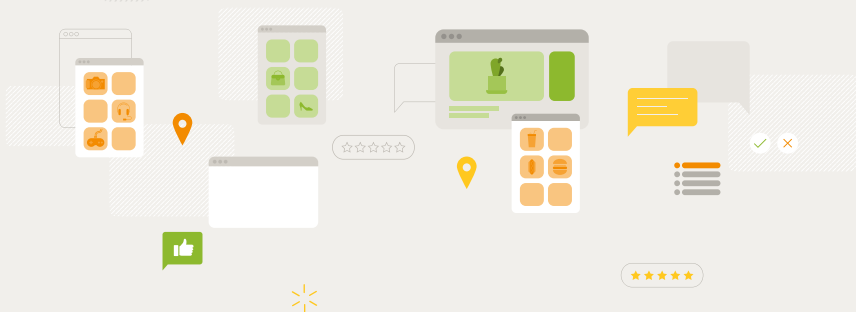# EMV 3DS 2.0

The scary story behind growing cart abandonment

Cart abandonment is on the rise, driving an ever-evolving need for simpler, safer and trusted solutions. Merchants who can't cater to consumers expectations will lose loyalty.

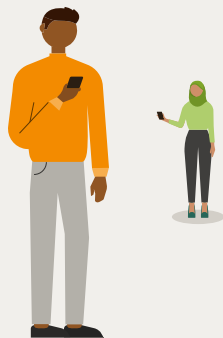Learn how **EMV 3DS 2.0** is the future proof solution to cart abandonment.

EMV 3DS 2.0

"The site wanted me to create an account."

24% of consumers surveyed **would abandon their cart** because the site wanted them to create an account and didn't allow for guest checkout.
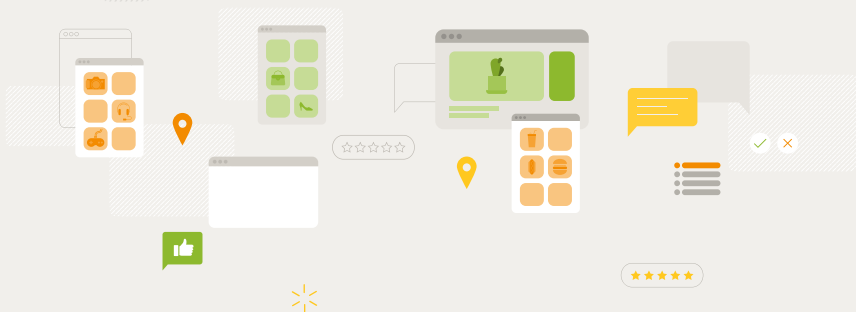
Benefits of EMV 3DS 2.0

Supports guest checkout with additional use cases, e.g., provisioning of Card on File, wallets, tokenization, etc.
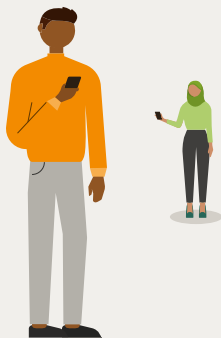
EMV 3DS 2.0

"I didn't trust the site with my information."

Globally fraud is on the rise. For **18%** of consumers surveyed the website provided **little assurance** their card information would be handled securely and abandoned the checkout.
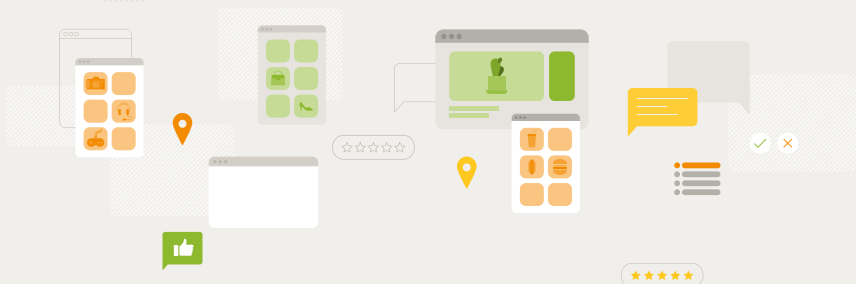
Benefits of EMV 3DS 2.0

Authenticates the customer through 150 data points. This breadth of data can prevent chargebacks and shields the merchant from liability if the customer is falsely authenticated.
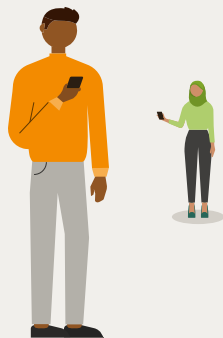
EMV 3DS 2.0

"The checkout process was too long for me."

17% of consumers said they would abandon their online carts if the **checkout process was too long or complicated**.

Benefits of EMV 3DS 2.0

Utilizes a risk-based / frictionless authentication to allow passive consumer authentication and providing a faster, seamless checkout experience.
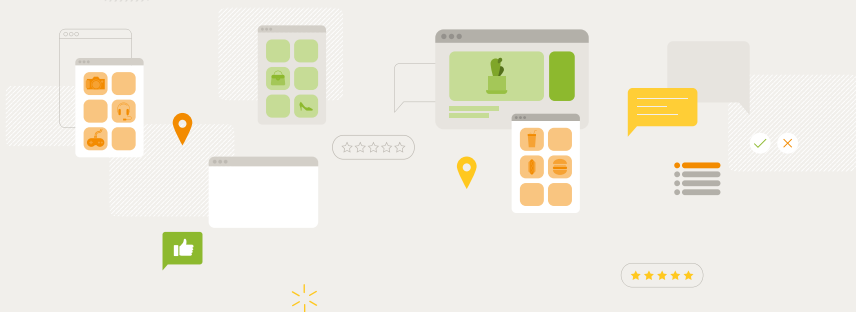
EMV 3DS 2.0

"The mobile checkout was hard to navigate."

Mobile has the highest cart abandonment rates, with **85.65%** of all transactions ending without a sale. Meanwhile, **tablets converted sales 80.74%** of the time, a **5.7% improvement in revenue.**
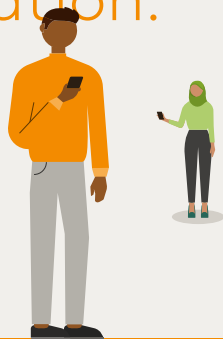
Benefits of EMV 3DS 2.0
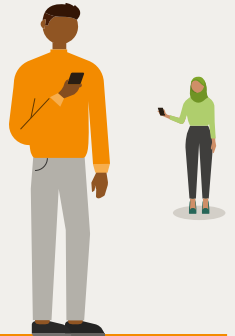
Was built to support new payments on many devices, such as in-app and mobile payments.

EMV 3DS 2.0

"The website made me re-enter my card information."

30% of shoppers will leave if they have to **re-enter their credit card information each time they shop as a returning customer.**

Benefits of EMV 3DS 2.0

Includes details on purchases including device data to determine the authenticity of the cardholder.