

AD HOC NEWS

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Using e-payment system ClickandBuy helps boost online sales

Utrecht, 28 January 2009. Using the ClickandBuy internet payment system can give online shops a considerable advantage, boosting their sales by up to 150 per cent, according to the latest study carried out by E-Commerce-Center (ECC).

Study of ECC confirms enormous increases in sales for online retailers who use the ClickandBuy internet payment system

The value of merchandise affects the extent of the sales increase effect. Generally, an increase in sales of about 88 per cent can be reached on average in the case of online purchases exceeding an amount of 200 euros; in fact this can be achieved by using secure payment systems. In the case of the ClickandBuy online payment system, the increase is about 150 per cent, markedly higher than the average! When it comes to purchases of about 50 euro, the increase for online retailers is generally on average 15 per cent, but ClickandBuy achieves an increase of 28 per cent.

Another decisive advantage for online retailers: there is an additional growth in customer confidence, which means a terrific gain, since the public's misgivings about security cost money, a lot of money. An appreciation of the customer's needs for security is decisive for purchases, and experts speak of sales losses of up to one billion euros in Germany alone which result from scepticism in terms of the security of online shops. Integrating a well-known payment system such as ClickandBuy enables online retailers to meet possible security concerns on the part of their customers, thus significantly boosting their sales.

New online shops in particular obtain advantages from cooperating with the market-tested ClickandBuy e-payment system: greater sales thanks to greater confidence! Quality seals and the integration of payment systems such as ClickandBuy are able to reduce the rate at which customers are lost.

The results of the e-commerce study show that the targeted integration of a proven payment system into the purchasing process, in particular in the case of less well-known online retailers, leads to marked increases in sales. The study is based on a series of online experiments, involving more than 500 consumers carrying out just under 15,000 simulated purchases.

About ClickandBuy in the Netherlands: Lots of Dutch e-merchants are very interested to sell in Germany and by the local German payment possibilities offered by ClickandBuy. ClickandBuy offers the specific Dutch payment system "iDEAL" (online money transfer). ClickandBuy can easily be integrated into all websites and most of e-commerce software packages. The size of the online Dutch market is 4.000.000.000 Euros revenue (TOS), the Internet Penetration has reached more than 90 % of households, about 20.000 e-shops are selling goods and services.