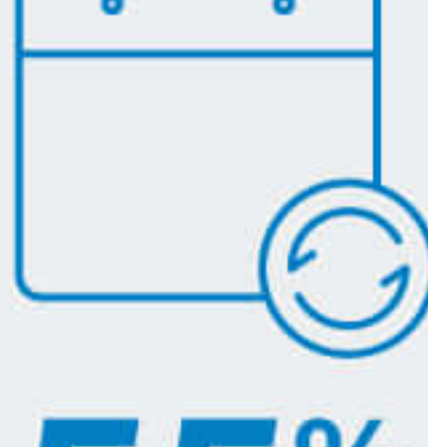


Customer Insights

The worst kind of friction

Consumers are making

online shopping a habit



55%

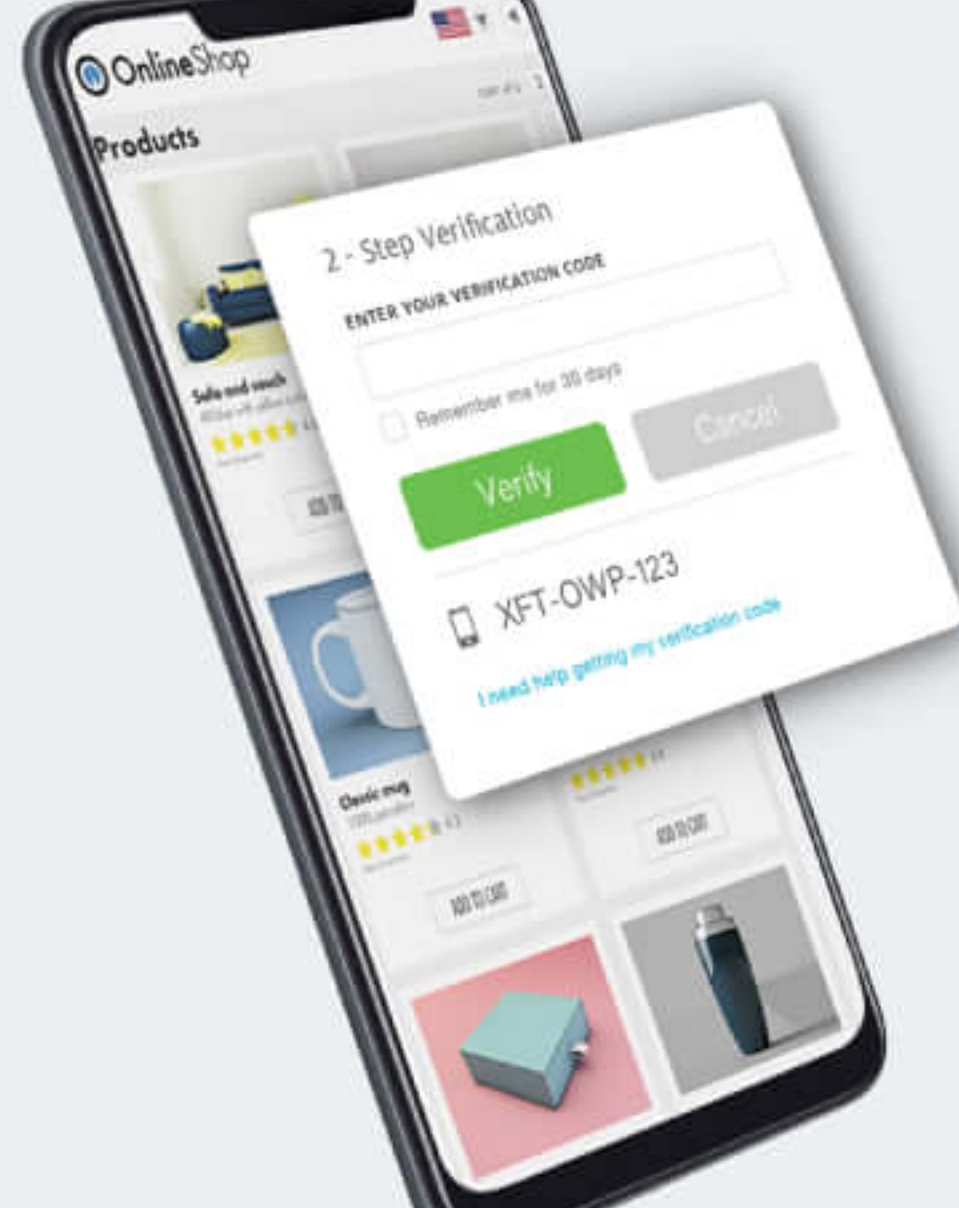
of consumers shop online at least a few times a month



Here's what they buy:



But businesses aren't exactly making it easy...



In an effort to fight fraud, businesses are **creating friction for their customers — and losing them:**

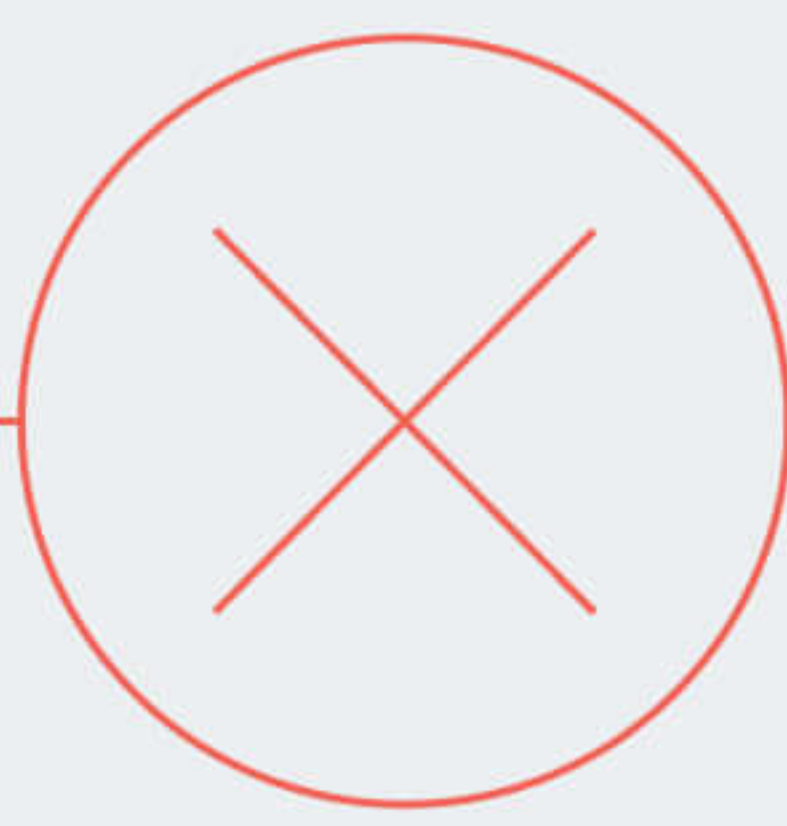
38%

of online shoppers have abandoned their purchases when asked for additional security checks like two-factor authentication or CAPTCHA

But what about the ultimate kind of friction — blocked transactions?

36%

of respondents have tried to make a purchase, but the transaction was **falsely declined**

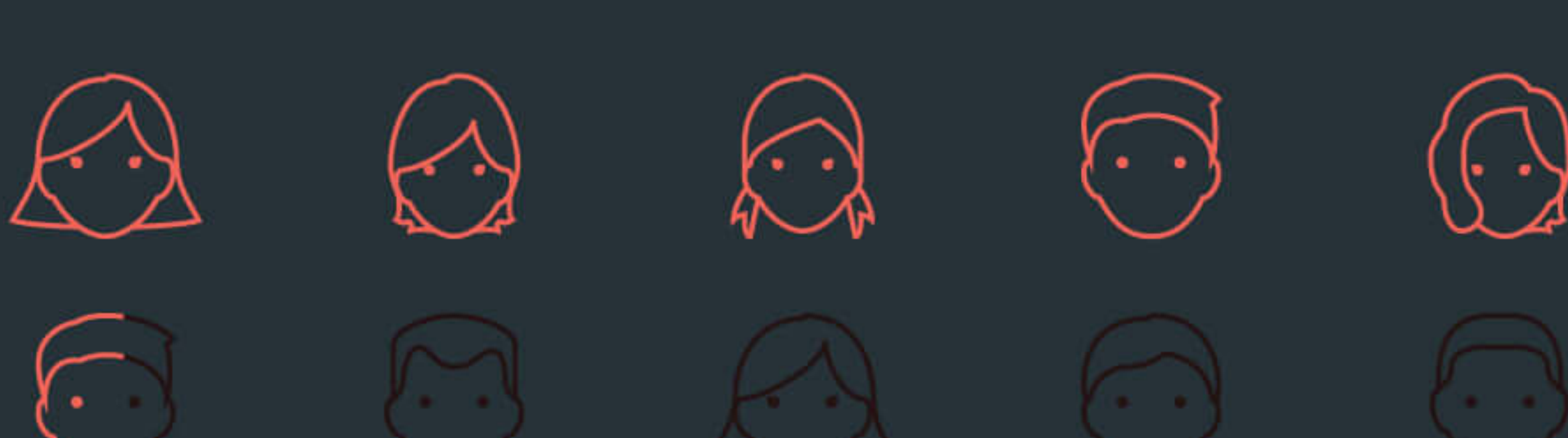


This is known as a **"customer insult"**

Younger people get mistakenly declined, or insulted, even more:

56%

FOR AGES 25-34



It's not just new customers



The Result? **consumers take their business elsewhere after being insulted**

25%

buy from the competition



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