

# Reduce Mcommerce transaction abandonment

While there are many reasons why consumers abandon a purchase at checkout, the most prevalent is due to excessive friction in the process - it typically takes about 75 keystrokes and nearly 2 minutes to complete a checkout. Consumers love the mobile channel, but not mobile checkout, and this is costing nearly every organization with an Mcommerce presence significant revenue.

## Sign-up and checkout in seconds, not minutes

Jumio's unique BAM Checkout® technology helps organizations eliminate mobile form fills by turning your customer's mobile device into a payment card and ID document scanner. Our technology extracts customer payment or identity data and auto-populates it into your existing sign-up or checkout processes, resulting in less abandonment and higher completion rates due to the near friction-less customer interaction.

### How it works...

**1** At the point of checkout, end-users are asked to hold their payment and ID document up to their mobile device camera or webcam.




**2** Jumio's BAM Checkout technology instantly extracts payment data, customer name, and if present, address data too.

**3** Data is instantly and neatly populated into the checkout pages increasing transaction completion and reducing abandonment.

**4** Customers complete transactions in seconds instead of minutes and successful transactions are increased by over 10%.



### The result?

-  Reduce transaction drop off by 10%
-  Increase conversion and revenue
-  Reduce friendly or CNP fraudulent related chargebacks

# Reliable and secure technology you can trust

Data security and system integrity is at the heart of every Jumio transaction.

## Secure

Jumio is SRC Certified, and a registered Visa Merchant Agent. All data is transmitted using secure transport with strong cipher suites and stored encrypted using AES256.



## 24/7 Monitoring

Jumio's processing system deploys the highest industry standards in IT infrastructure monitoring. All Jumio servers, switches, applications and services are monitored 24/7 for near-instant awareness of any IT issues – even before they occur.

## PCI Compliant

Jumio is PCI Level 1 compliant and regularly conducts security audits, vulnerability scans and penetration tests to ensure compliance with security best practices and standards. In addition, Jumio carries the same PCI security controls over to PII data ensuring the highest level of security standards for all transactions.

Learn more about how Jumio can help with your needs:  
[www.jumio.com/BAM](http://www.jumio.com/BAM)

Contact: [sales@jumio.com](mailto:sales@jumio.com)



Multi-platform



Multi-device



Easy integration



PCI compliant

**JUMIO**<sup>®</sup>