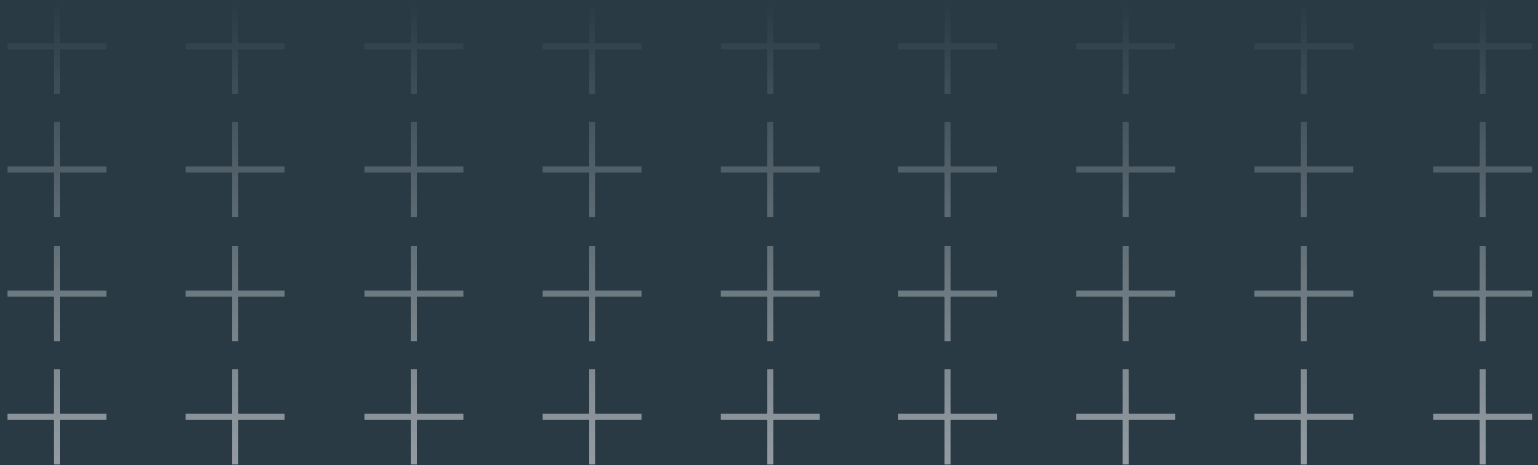




The fast lane to sales: **reducing dropped checkouts with data validation**

Simplify checkout and fix
the friction points that are
costing you conversions





You and your team have done the work - attracted visitors to the site, captured interest, and convinced the customer to add products to their cart. But when it's time to buy, something stops them in their tracks.

It's the checkout experience - the last and most critical part of the customer journey. And often where things fall apart.

This guide will help you understand why.

We'll break down the friction points that slow customers down and show you how smart data validation tools will remove barriers and keep sales moving.

Inside you'll find:

- + The most common causes of cart abandonment**
- + Why manual data entry is killing your conversions**
- + What an optimised checkout should look like**
- + A step-by-step action plan to optimise your own checkout**
- + How data validation tools speed up your checkout**

What causes cart abandonment at checkout?

70% of all ecommerce visitors abandon their shopping cart. (*Baymard*)

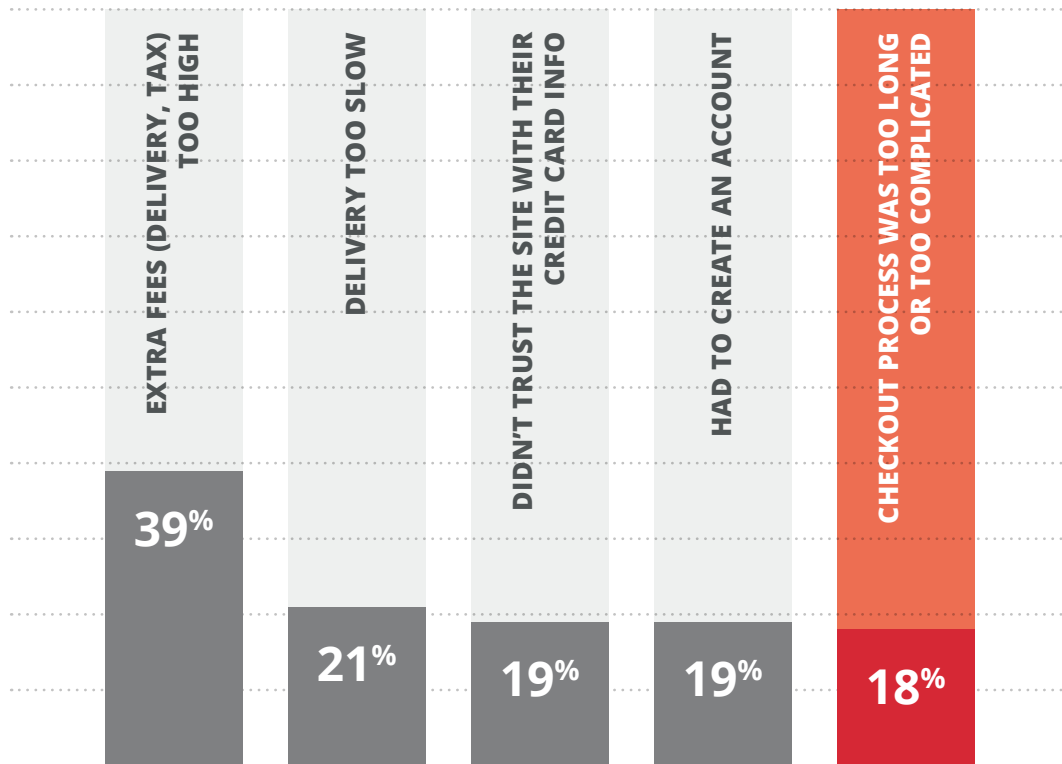
This is the stat that keeps most ecommerce managers up at night. It means a lot of missed revenue from customers who are often just seconds away from completing their purchase. So why are visitors making it all the way to checkout, just to walk away at the last minute?

A lot of these drop-offs are due to the way customers browse online. Perhaps they're comparing prices, products, or just waiting till payday. But these users only make up about 43% of cart abandonment rates, so what's holding users back the rest of the time?



Why are users abandoning their carts?

According to the *Baymard Institute's latest research*, some of the remaining top reasons shoppers abandon their online carts include:



Of course, some of these things may be out of your control. If delivery timescales are not what your customers are expecting, there's little you can do. But, what's often overlooked is how much slow, clunky, data entry plays into a customer's decision to buy elsewhere.

If entering your address at checkout feels like a chore because you have to manually type it in, or worse, there's address search but yours simply isn't there - it all adds up. These small customer touchpoints are vital trust signals that need to be met before a purchase is made, otherwise why would a customer stick around?

Let's take a closer look at how important these data entry touchpoints are.

Why slow data entry could be killing your conversions

Customers don't want to fill out forms - they want to buy something and get on with their day. But if your checkout is asking too much, takes too long, or allows errors to creep in, they'll bounce before they have the chance to click Pay Now.

The hidden cost of manual data entry

Slow, manual data entry adds friction at a critical point in the customer's purchasing journey.

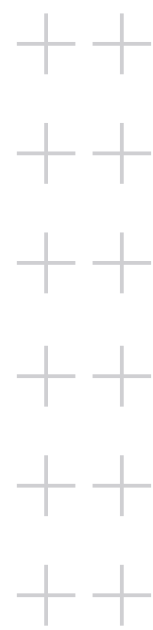
Here's how it affects user experience:

More typing means more customer frustration

Online shoppers expect auto-fill and smart suggestions. Without them, even the shortest form feels like a chore to fill in, especially on mobile devices.

86% of shoppers on mobile fail to make it to checkout, making it the highest card abandonment rate of all devices. (*Hotjar*)

Checkout is meant to be the finish line, so when a customer has to pause and think about how to add their address, retype an error, or endlessly scroll on a small screen, they're more likely to just give up entirely.



Typos and errors cost you later on

When customers manually type in their details, mistakes happen. A wrong digit in a postcode, or a misspelled email address may seem harmless, but the ripple effects that follow can mean:

- + Failed deliveries
- + Undeliverable order confirmations
- + Missed opportunities to re-engage customers
- + Increased pressure on customer service teams
- + Negative customer reviews

These kinds of errors don't just hurt your efficiency, they erode trust, and ultimately cost you sales. If a customer doesn't receive a confirmation email or their order is delayed, they won't blame the minor typo - they'll blame your brand.

Unclear formatting increases drop-off risk

A lot of checkout forms still fail to guide users on how to input their information correctly. Should they include the space in their postcode? Is the email field case sensitive? Will a phone number format from outside the UK be accepted?

When your checkout form doesn't communicate clearly - or adapt intelligently - it slows users down and creates uncertainty. Your customers don't want to guess. They just want clarity. So if they have no choice but to trial-and-error their way through the checkout process it undermines confidence in your brand at a critical moment.

What an optimised checkout looks like

Let's walk through what a best-in-class, high converting checkout experience looks like with key optimisations called out at every stage.

The image shows a mobile checkout form for Fetchify. At the top, there's a logo and a shopping bag icon. Below that is a progress bar with three stages: SHIPPING (completed), PAYMENT (current), and REVIEW. The form fields are: Name, Address line 1, Address line 2, Post Code, County (dropdown), Email address, and Phone number. Four callouts point to specific features: 1. Progress bar to reinforce speedy checkout; 2. Address Auto-Complete/Postcode Lookup to reduce manual entry; 3. Email Validation to catch typos; 4. Phone number field with formatting assistance.

1 Progress bar to reinforce speedy checkout

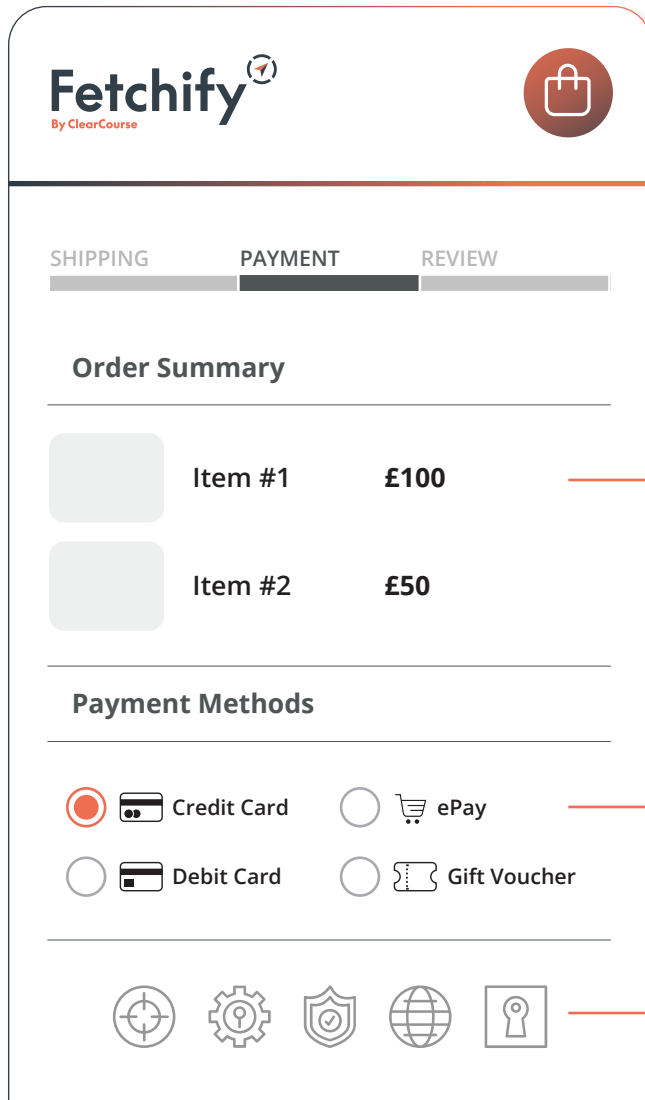
2 Address Auto-Complete/Postcode Lookup to reduce manual entry

3 Email Validation to catch typos

4 Phone number field with formatting assistance

*For visual purposes only.

Optimised checkout experience *Continued*



5 Simple order summary with cost breakdown

6 Multiple payment options to make final decision easier

7 Security icons to reinforce confidence

*For visual purposes only.

Each of the elements that are part of this checkout process may feel small, but together they create a UX journey that feels fast, intuitive and effortless. For your customers it means less typing, less frustration and less chance of something going wrong. For your business, it means higher conversion rates, fewer support tickets, and increased revenue.

Your step-by-step plan to optimise your checkout

Now you have a clear understanding of what's slowing your checkout down, and what makes a high-performing customer experience, let's pull a plan together to optimise your checkout. This comprehensive plan breaks it down into manageable tasks so you can move fast, and see results faster.

Phase 1: Test and assess

1

Step 1: Audit your current checkout

Walk through the checkout process yourself. What works? And what doesn't? Identify any friction points such as long forms, validation errors, or unclear copy. And if you ship internationally, don't forget to use a VPN to see how your checkout behaves for users in other countries.

2

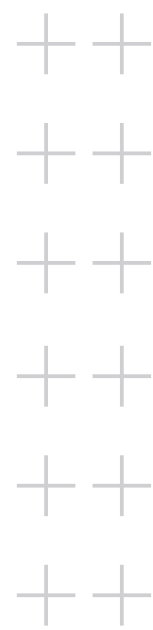
Step 2: Review abandonment analytics

Check your cart abandonment rate and look for drop-off points in your checkout funnel using your preferred analytics tools.

3

Step 3: Map the ideal user journey

Sketch out what a fast, frictionless checkout would look like for your customers, considering key steps like data entry, email confirmation and payment method.



Phase 1: Test and assess

4

Step 4: Survey your customers

Use on-site polls or survey your customers to ask why they might have abandoned their cart - make sure you ask about specifics to see where in the journey they paused.

5

Step 5: Benchmark against your competitors

Research top-performing ecommerce brands in your sector and review their checkout process to see what's faster or more innovative.

6

Step 6: Set clear goals

What are the key metrics you want to track and improve? Whether it's reduced drop-offs, faster time to purchase completion, higher conversion rate or fewer support queries, defining that now will help you prove ROI.

7

Step 7: Prioritise quick wins

See which changes will deliver the biggest improvement with the least amount of development effort. This is the perfect moment to *trial data validation tools* so you can test them and see how quickly they're integrated, well ahead of going live.



Phase 2: Implement and optimise

1

Step 1: Integrate Address Auto-Complete and Postcode Lookup

Add a trusted solution that auto-completes addresses for your customers, and make sure it's optimised for mobile devices.

2

Step 2: Add Email and Phone Validation

Install validation tools for these fields to catch mistakes early and help customers format automatically.

3

Step 3: Streamline the form

Remove any unnecessary fields or make them optional, ensuring fields are grouped logically.

4

Step 4: Add progress bar or step counter

Show users where they are in the checkout process and how far they've got to go.

5

Step 5: Upgrade your payment options

Offer fast, flexible and mobile-friendly payment options that your target customers would find useful.



Phase 2: Implement and optimise

6

Step 6: Add trust elements

Include security badges that apply to the payments you offer, add customer service contact information and transparent details about delivery timescales.

7

Step 7: Test and launch

Test the checkout journey on desktop and mobile, get internal team feedback and make sure you're monitoring key metrics before going live.



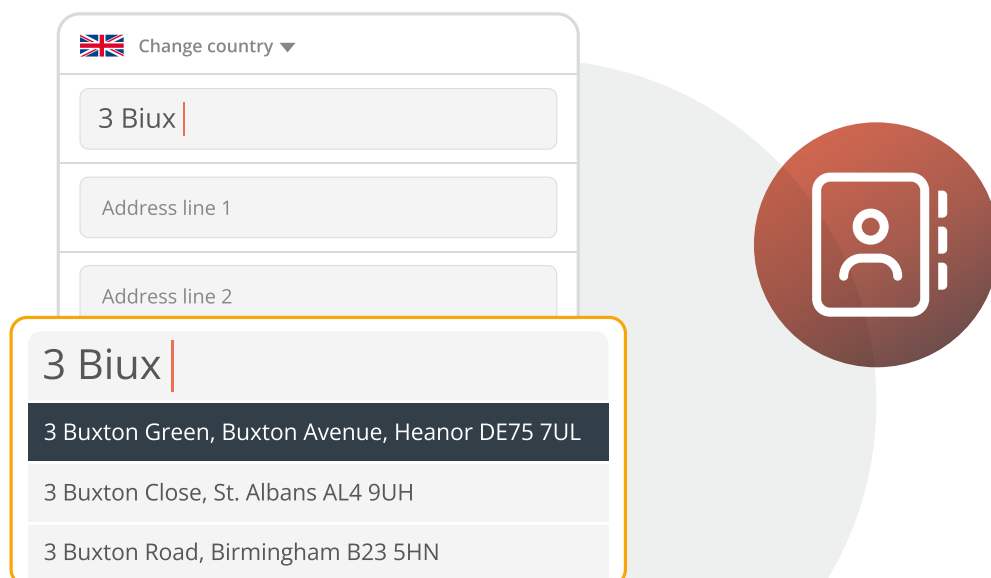
The smart data tools that put your checkout back in the fast lane

Now you know why manual data entry holds customers back and gets in the way of conversions, let's look at the tools that accelerate the checkout experience, reduce drop-offs, and improve the overall customer journey.

Address Auto-Complete

Less typing. Fewer errors. A faster path to checkout.

From the first keystroke, Address Auto-Complete suggests addresses based on the user's GeolIP - this is the tech that helps determine the user's location based on their IP address. Auto-Complete continues to refine results as more information is entered, dramatically speeding up form completions.



How it speeds up checkout:

- + Reduces address entry time by up to 78% ([Zuko](#))
- + Removes hesitation around how to format
- + Provides visual confirmation that the data entered is valid

Case Study:

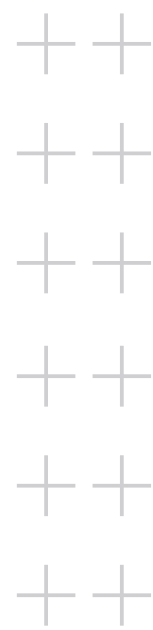
“ ...website conversions and our customer satisfaction have rocketed with Fetchify’s Address Auto-Complete. ”

James Munday, Managing Director

Cadet Direct were experiencing high volumes of incorrect, international delivery address data entered by customers at checkout and this was costing them in terms of postage, returns, and customer reviews.

After implementing Address Auto-Complete, they saw:

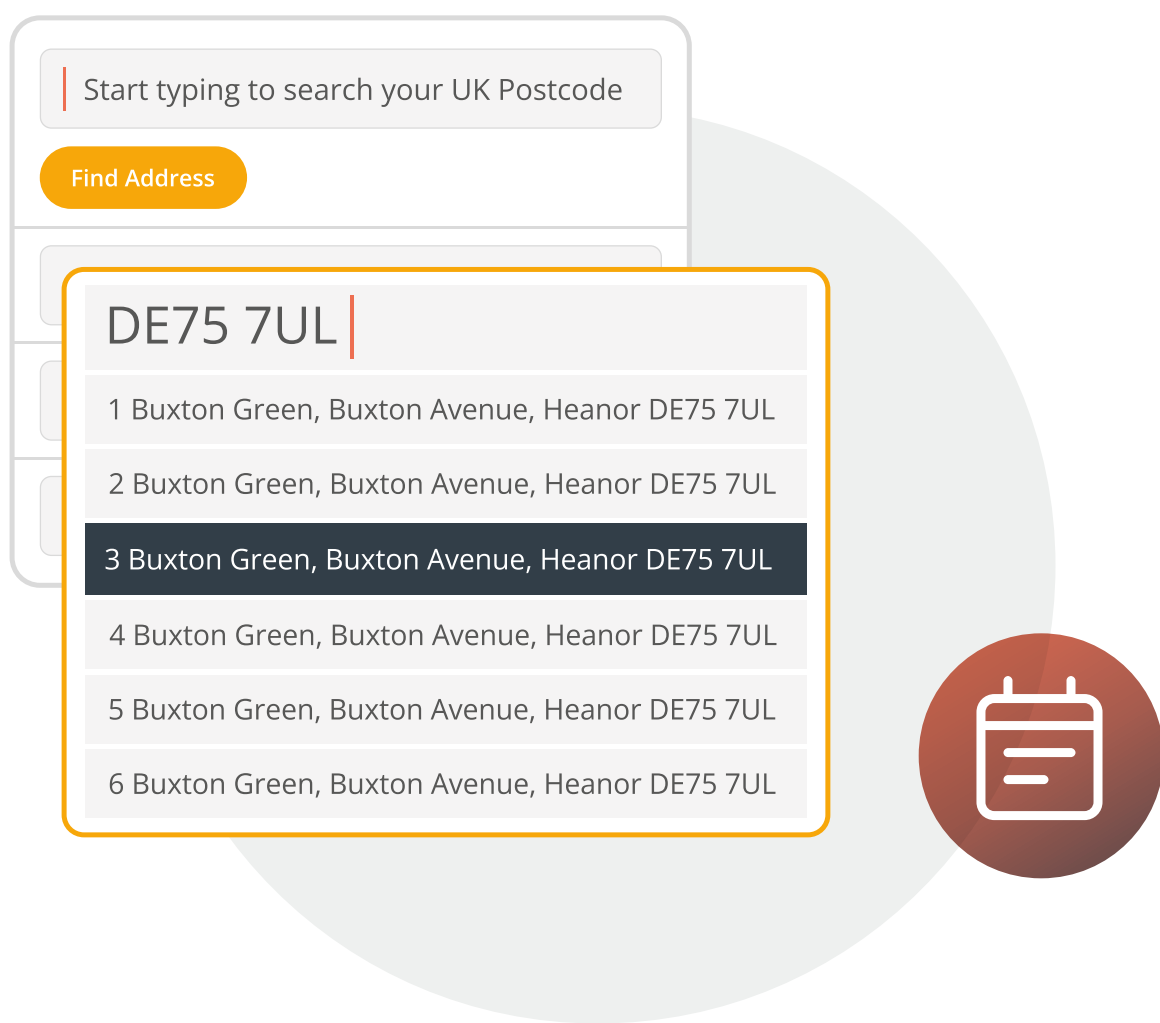
- + 100% decrease in incorrect addresses and failed deliveries
- + 20% increase in conversions
- + Customer review ratings at 95%



UK Postcode Lookup

A faster, simpler way to capture accurate UK delivery addresses.

Instead of typing a full address, users enter their postcode and choose from a list of pre-populated addresses straight from the Royal Mail database. It's a fast, familiar pattern for users that ensures errors are at an absolute minimum.



How it speeds up checkout:

Online shoppers expect auto-fill and smart suggestions. Without them, even the shortest form feels like a chore to fill in, especially on mobile devices.

- + Removes unnecessary typing and formatting guesswork
- + Captures full address with minimal input
- + Reduces friction for customers

Case Study:

“ Basket abandonment has reduced and it’s reduced at exactly the point in the checkout that Fetchify was inserted. ”

Head of Ecommerce, thisworks

While mobile traffic to the website was growing, users were dropping off before completing their purchase. Analytics found that filling out checkout forms was too fiddly on mobile devices.

After implementing Postcode Lookup they saw:

- + 40% increase in mobile conversions
- + Reduction in checkout friction
- + Cart abandonment significantly reduced



Email Address and Phone Validation

No more lost confirmations or unreachable customers.

Before a customer even completes their purchase, Email and Phone Validation checks that the information they've entered is real, correctly formatted, and reachable, all in real time.





How it smooths out checkout:

- + Quickly resolve typos or incorrect formatting with real-time feedback
- + Reduce failed email communications ensuring customers receive order confirmations and updates

Case Study:

“ It was very easy to add bank account, email and phone validation...they are fast, there are no delays and it allows us to engage with our customers more effectively. ”

As a leading credit card machine supplier for SMEs, our client needed accurate customer information to ensure their financial data was being processed securely and verified at the point of entry.

After implementing Email, Phone and Bank Validation they saw:

- + Real-time data validation saving time and money spent on applications
- + Simple integration with their existing forms provider
- + More efficient background checks required for payments processing

Try data validation tools for yourself

You've seen how slow, clunky checkouts can chip away at your conversion rate. And you've explored how smart data validation tools can streamline the journey, reduce drop-offs, and build more trust at the point of purchase.

Now it's time to put that into practice.

Start a free trial today with Fetchify

See how much more effective your checkout could be when powered with fast, accurate data validation tools. No commitment or credit card needed. Minimal coding. Get up and running in minutes.

- + Address Auto-Complete
 - + UK Postcode Lookup
 - + Email Validation
 - + Phone Validation
 - + UK Bank Validation
- ✓ 2 weeks completely free
 - ✓ 100 free lookup credits
 - ✓ Free support
 - ✓ No daily API call limits

No credit card needed. Get up and running in minutes.

Try Fetchify free and get your checkout back in the fast lane.



Sources:

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