

INTERNET

Neiman Marcus enables Visa Checkout to boost ecommerce conversion

July 18, 2014



Neiman Marcus Visa Checkout promotional image

By STAFF REPORTS

U.S. department store Neiman Marcus has added Visa Checkout as a payment method for its ecommerce site to make shopping online easier for its consumers.

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Through Visa Checkout, consumers create one account and then login on participating sites, without having to enter their credit card information every time. The more work consumers have to do to make a purchase, the more likely they are to abandon their carts, so this new method of payment should increase the likelihood of conversion.

Payment plan

Neiman Marcus is an early adopter of Visa Checkout, which is currently being used by about 10 online retailers.

The retailer used social media to spread the word about Visa Checkout. The news was also included in an email to subscribers about jumpsuits.



SHOP JUMPSUITS

ALL CONTEMPORARY/CUSP

JUMP START

Suit yourself in a Summer essential

We now offer
**VISA
CHECKOUT!**
Shop Now

VISA Checkout

Email from Neiman Marcus

Consumers create an account once with Visa, entering the information for whatever major credit card they want to use, as well as their address.

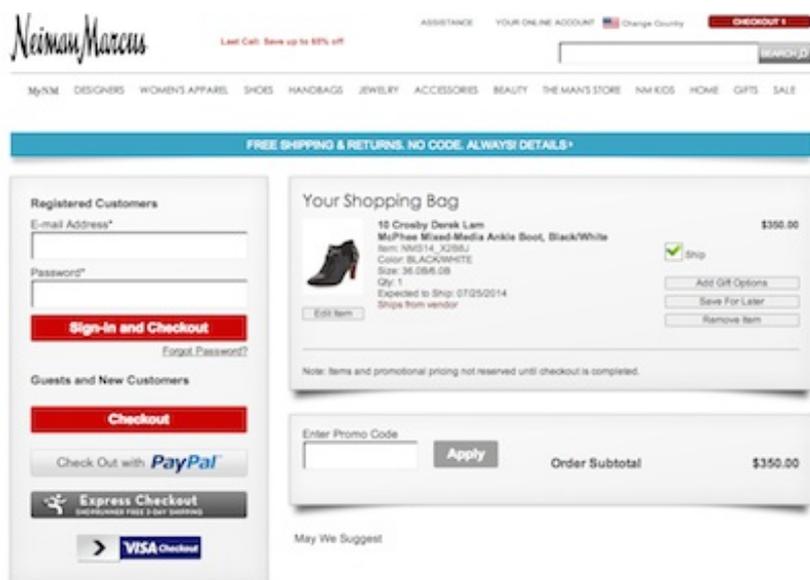
Once the account is created, the consumer can checkout with a user name and password across ecommerce sites that enable Visa Checkout. Multiple cards can be stored within an account, allowing the consumer to choose which to use, much like pulling a card out of a wallet and swiping.

In a video, Visa describes it as “The shortest distance between you and your new favorite thing.” Visa also mentions the benefit of a consistent purchase experience across mobile and desktop.

Embedded Video: [//www.youtube.com/embed/u_IY0qTszk](https://www.youtube.com/embed/u_IY0qTszk)

Visa Checkout, the easier way to pay online

At the checkout screen, consumers can create an account without leaving Neiman Marcus by selecting an icon included below PayPal.



Neiman Marcus checkout page

Neiman Marcus has made other recent improvements to its omnichannel presence.

The chain now offers consumers the option to purchase online and pick up in-store.

Neiman Marcus announced the new capability in an email campaign featuring Diane von Furstenberg. Providing cross-channel services allows retailers to drive in-store traffic and potentially boost sales ([see story](#)).

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