

Fast launches headless commerce solution to facilitate purchases on non-traditional selling channels

Article

The news: One-click checkout provider **Fast** made its buy button solution available to publishers, display ads, sports and entertainment venues, and connected TVs, per a press release.

Here's how it works: First-time users sign up with Fast to submit personal information like payment details and their address. Once signed up, users can check out anywhere they see the Fast checkout symbol. Fast's new integration lets customers make purchases on websites like **Popsugar** through its buy button as well as at in-person events and via ads through its QR code.

Why it matters: Fast's solution helps solve key customer pain points, which can bolster sales growth for merchants.

- Consumers value payment convenience and have **embraced** frictionless commerce solutions, like click-and-collect and cashierless checkout: **19% of global consumers** said they wanted more seamless and frictionless experiences when checking out, **per** a recent Paysafe study. Fast's solution is more convenient because it removes the number of checkout steps.
- And simplified checkouts can help increase conversion and decrease cart abandonment. Last year, **73% of global online businesses** cited cart abandonment as an issue, **per** Paysafe. Fast CEO Domm Holland told Insider Intelligence that the company's solution has **increased conversion rates by as much as 60%**.
- Holland added that Fast integrates directly with commerce platforms so customers don't have to fill out preliminary checkout details like their email address and home address. This differs from competitors like **Apple Pay** and **PayPal**, which sit at the end of the checkout process.

Why this could succeed: The holiday shopping season is quickly approaching, and Fast's new integration can enable easier shopping experiences on non-commerce websites like **Refinery29**—where consumers may go for gift inspiration—and on connected TVs as holiday advertisements kick off.

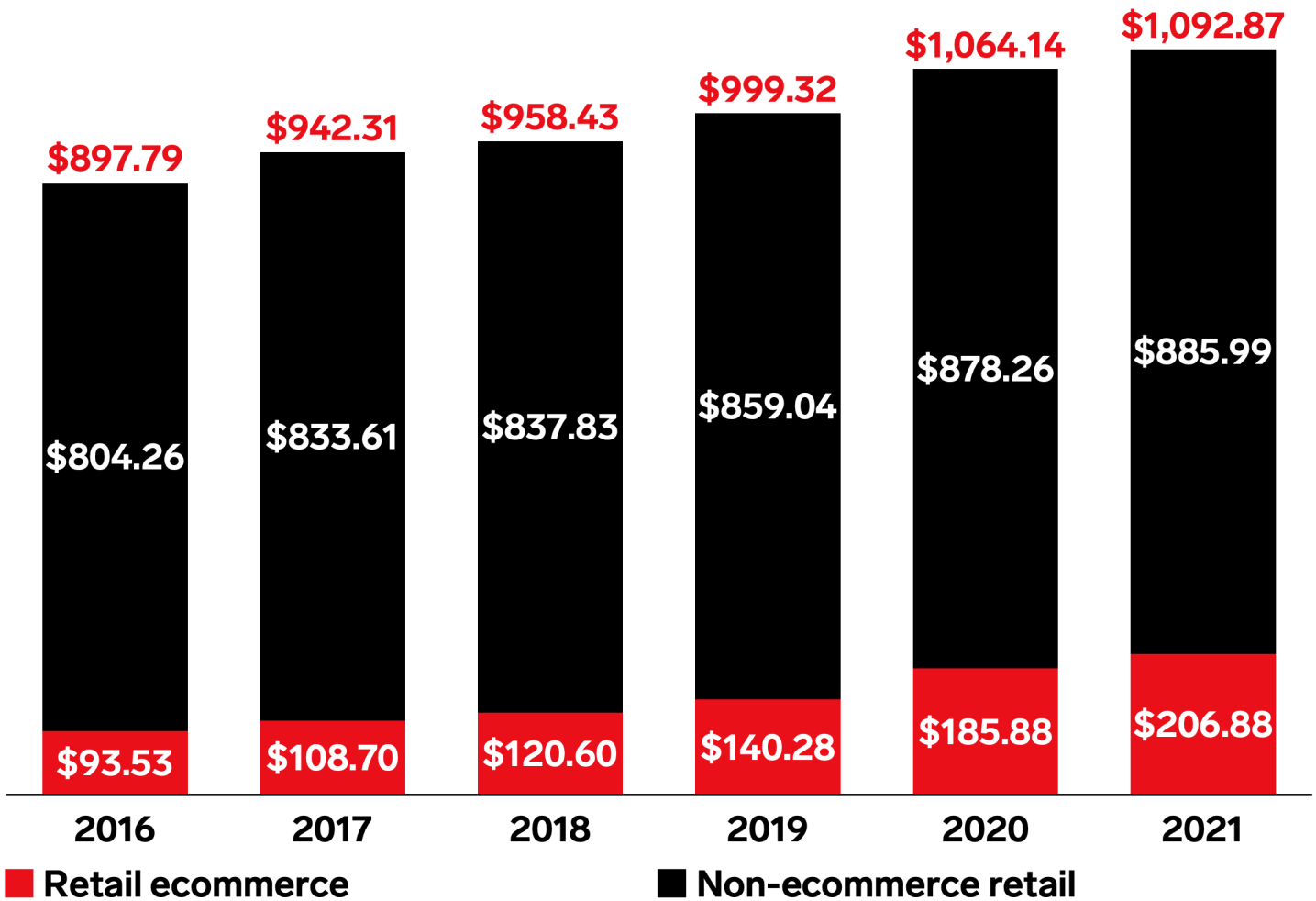
- **US holiday retail ecommerce sales are expected to jump 11.3%** year over year (YoY) and hit \$206.88 billion, **per** eMarketer forecasts from Insider Intelligence.
- **And connected TV display ad spending is expected to hit \$13.41 billion** in the US this year, **according to** our forecasts.

- Fast's solution offers enhanced checkout capabilities that can help merchants capitalize on non-traditional selling channels, many of which are untapped by mainstream mobile wallets.

Related content: Check out our [Q&A](#) with Fast exec Justin Abel, where we dive deeper into one-click checkout and take a look at the opportunities for retailers and payment providers.

US Retail & Ecommerce Holiday Season Sales

billions



Note: Sales are for Nov. and Dec. of each year; excludes travel and event tickets, payments (such as bill pay, taxes, or money transfers), food services and drinking place sales, gambling and other vice good sales; includes products or services ordered using the internet, regardless of the method of payment or fulfillment. eMarketer benchmarks its retail sales and retail ecommerce sales figures against US Department of Commerce data, for which the last full year measured was 2017.

Source: eMarketer, February 2021

Methodology: Estimates are based on the analysis of data from benchmark source US Department of Commerce, estimates from other research firms, historical trends, reported and estimated revenues from major online retailers, consumer online buying trends, and macro-level economic conditions.

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