

Results from *U.S. Travel Association Quarterly Consumer Insights report for April 2023*

SPLITIT FOR YOUR BUSINESS

1 CONSUMERS' HESITANCY DUE TO UPFRONT COSTS

Solution: Splitit allows customers to split travel expenses into manageable monthly installments, boosting sales and conversion rates.

2 DECLINING CONSUMER CONFIDENCE AMID UNCERTAIN TIMES

Solution: Splitit provides financial security, allowing customers to pay for their travel purchases over time without interest or fees, rebuilding trust and confidence.

3 INCREASED COMPETITION FROM ONLINE TRAVEL AGENCIES (OTAS)

Solution: Stand out by integrating Splitit into your online platform to offer personalized payment experiences and a wider range of payment options, attracting and retaining customers.

4 LIMITED PAYMENT OPTIONS AND CUSTOMER DISSATISFACTION

Solution: Splitit supports multiple payment methods, enhancing the shopping experience, increasing customer satisfaction, and fostering long-term loyalty.

5 HIGH CART ABANDONMENT RATES AND LOST REVENUE

Solution: Reduce cart abandonment rates with Splitit's installment payment solution, providing a convenient and affordable way for customers to complete their travel purchases.

