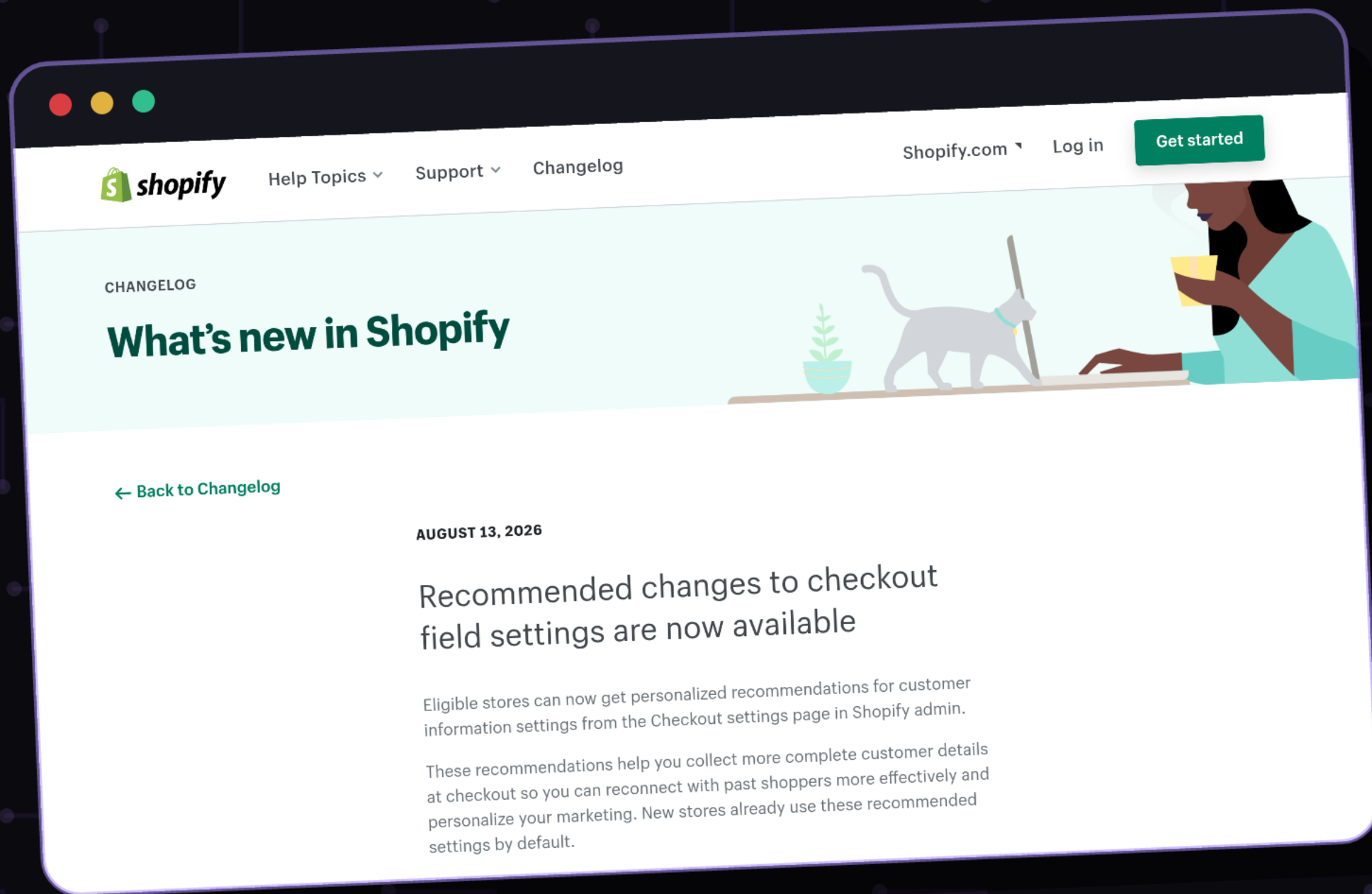




YOUR PHONE FIELD COSTS 14% OF CHECKOUTS

The Shopify settings most stores never touch



Swipe →

WHAT NEEDS TO CHANGE

CURRENT DEFAULTS

- ✗ Phone OR email contact
- ✗ Shipping phone: required
- ✗ Company name: required
- ✗ Address line 2: required

RECOMMENDED

- ✓ Email only contact
- ✓ Shipping phone: optional
- ✓ Company name: off
- ✓ Address line 2: optional

Swipe →

WHY EACH CHANGE MATTERS



**EMAIL CONTACT: FEWER
DROP-OFFS**



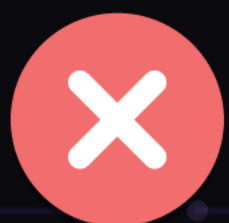
**OPTIONAL PHONE: STOP THE
14%**



**BOTH NAMES: PERSONALIZE
RECOVERY**



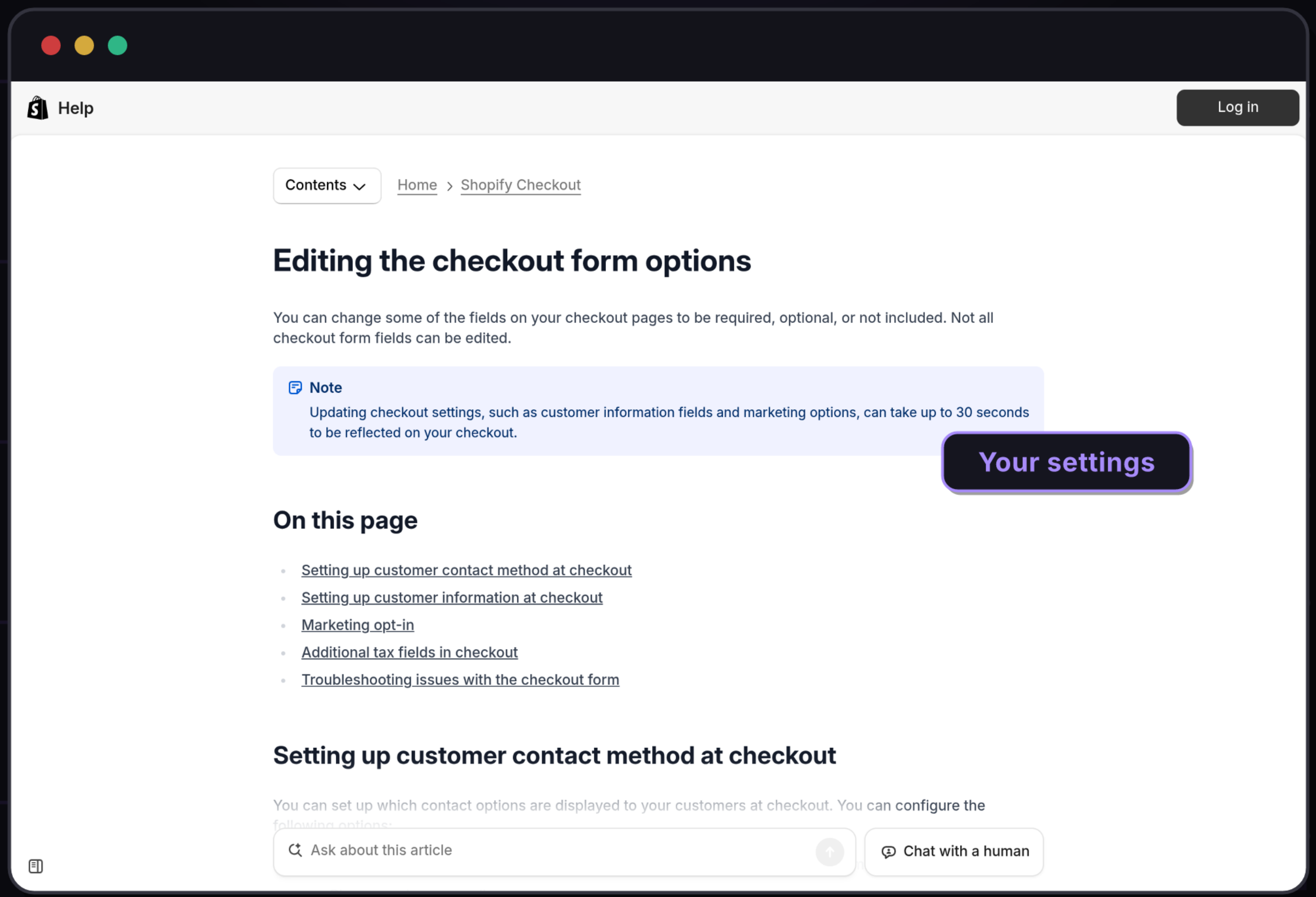
**REQUIRED PHONE: 14%
ABANDON**



**COMPANY REQUIRED: DTC
FRICTION**

Swipe →

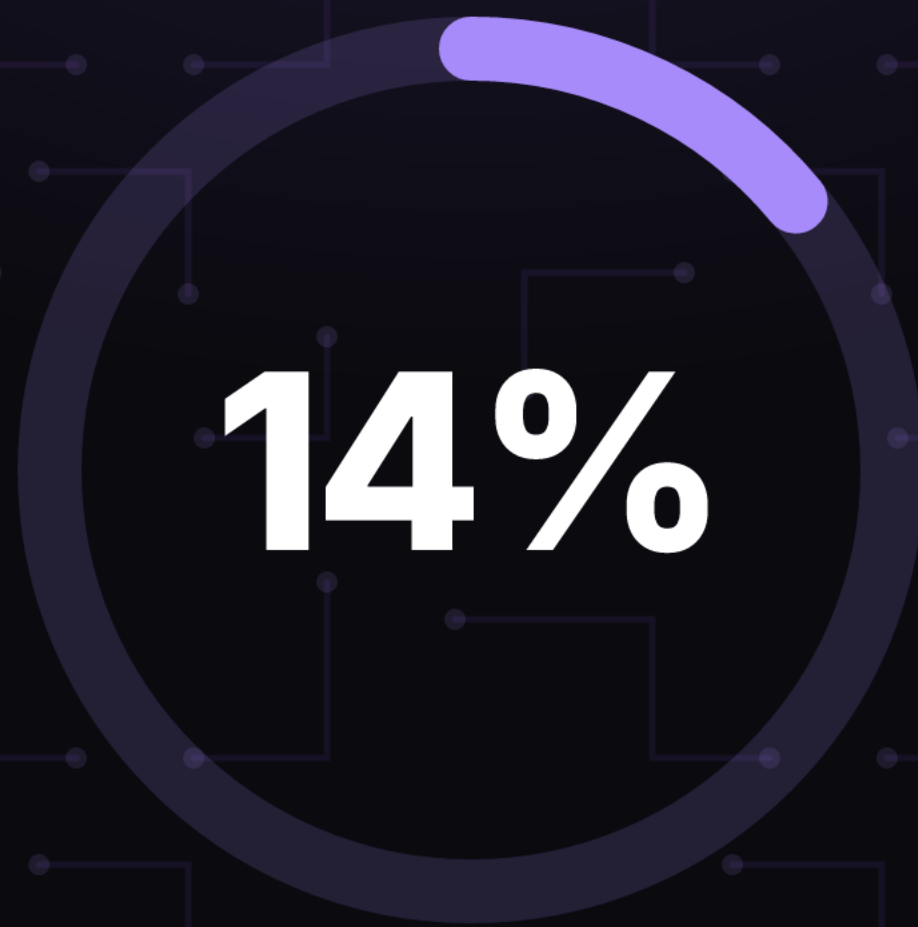
WHERE TO FIND IT



Settings > Checkout > Customer information in Shopify admin

Swipe →

WHY THIS COSTS YOU



abandon when phone is required

Baymard Institute, checkout UX research

Swipe →

ONE THING TO KNOW

**NEW STORES GET THE
RECOMMENDED SETTINGS
AUTOMATICALLY.**

**EXISTING STORES KEEP
THEIR OLD DEFAULTS UNLESS
YOU APPLY THE CHANGES
MANUALLY FROM SETTINGS >
CHECKOUT.**

Swipe →

HOW TO APPLY IT

1

Settings > Checkout

in your Shopify admin

2

Customer information

scroll to form field settings

3

Apply recommendations

or set each field manually

Swipe →

WANT THE **CHECKOUT** CHECKLIST?

COMMENT CHECKOUT2

I send it over. No forms, no spam.



SHOPIFY
SELECT
PARTNER

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