Onerous Ecommerce Checkout Processes May Be Driving Millennials Away

Millennials are as concerned about security when making online transactions as any other age group. After all, no one wants to be a victim of fraud. But retailers and other ecommerce companies must make the process as streamlined as possible or risk losing them as customers, according to a survey recently commissioned by information services… https://www.adweek.com/digital/onerous-ecommerce-checkout-processes-may-be-driving-millennials-away/