

Fillr

Conversion Increase Results & Analysis

What do conversions look like on a typical checkout?

Independent data sourced from Formisimo, a form analytics company used by thousands of companies globally, shows that of the people who **begin typing in a field** on a checkout, just

31% end up converting.¹

However, when users engage Fillr on a checkout form,
69% end up converting.

Meaning they're **2.2x** more likely to convert
than those who choose to type.²

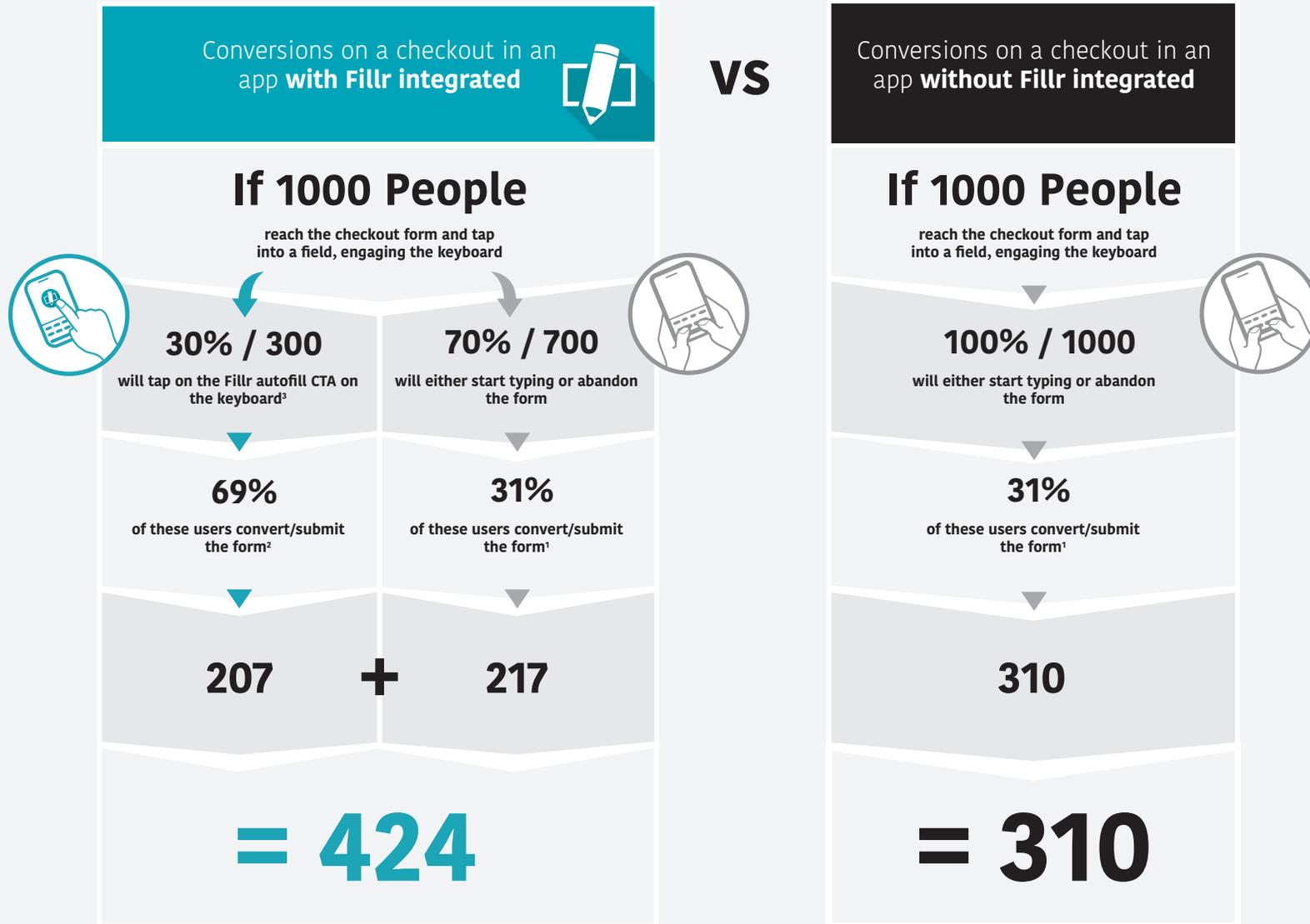
2. Fillr users who used Fillr to fill a checkout have a conversion rate of 69% (Post-fill analytics 03/12/2017 - 04/10/2017)
versus people who begin typing in a field on a checkout have a conversion rate of 31% (Formisimo Global Checkout Funnel)

Of course 100% of people on a checkout form won't necessarily engage Fillr. So how many will?

Aggregating data from our partner apps, typically 30% of users will engage Fillr on a checkout form.³

So what does this look like for conversions?

On a checkout form, if 30% of your users engage Fillr:



Fillr will have increased your conversions by 37%