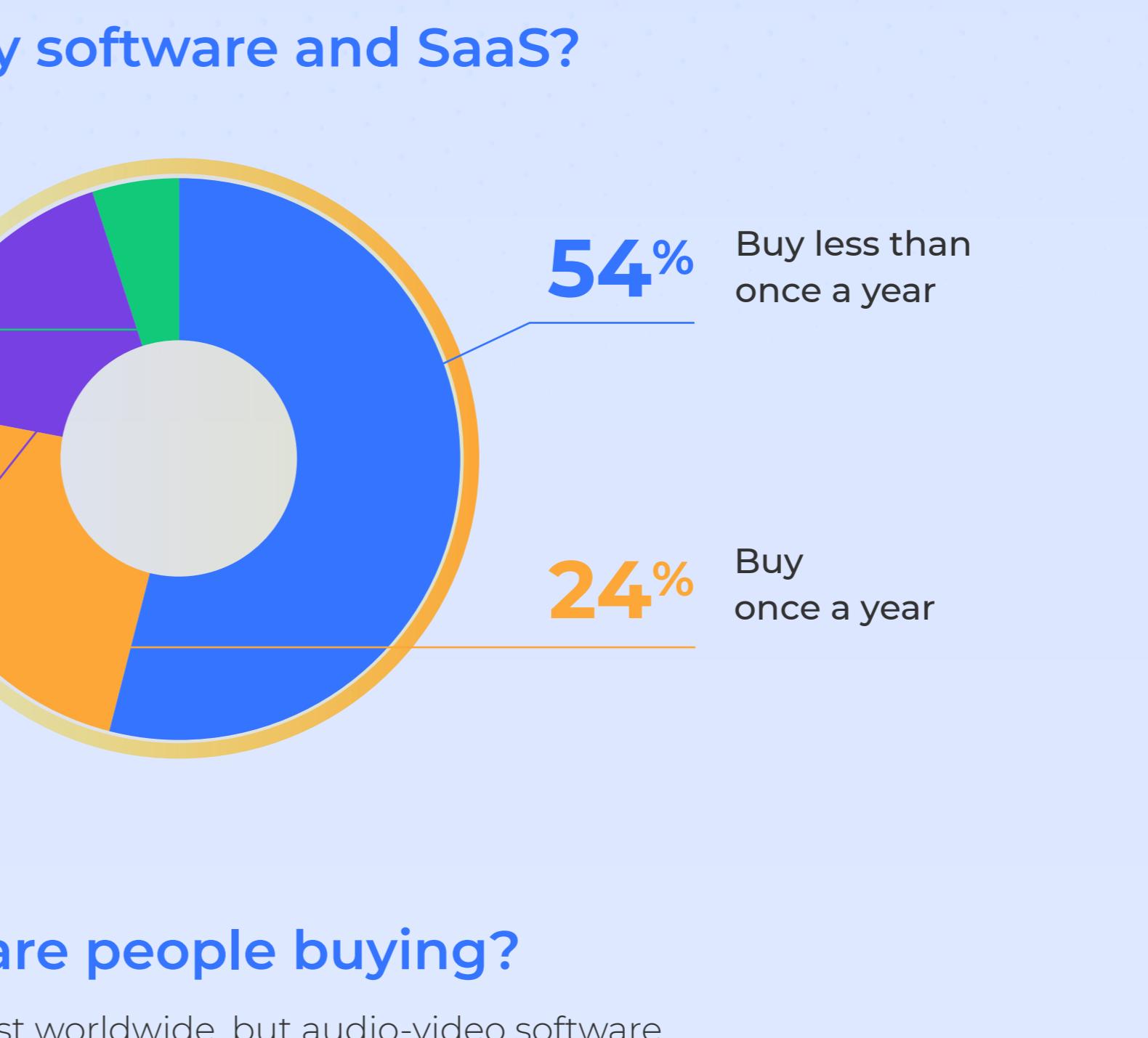


A 2Checkout Survey into Buyer Behavior

How Do People Buy Software & SaaS Online?

We surveyed almost 1,000 people around the globe about their software and SaaS buying habits. See what the results could mean for your business.

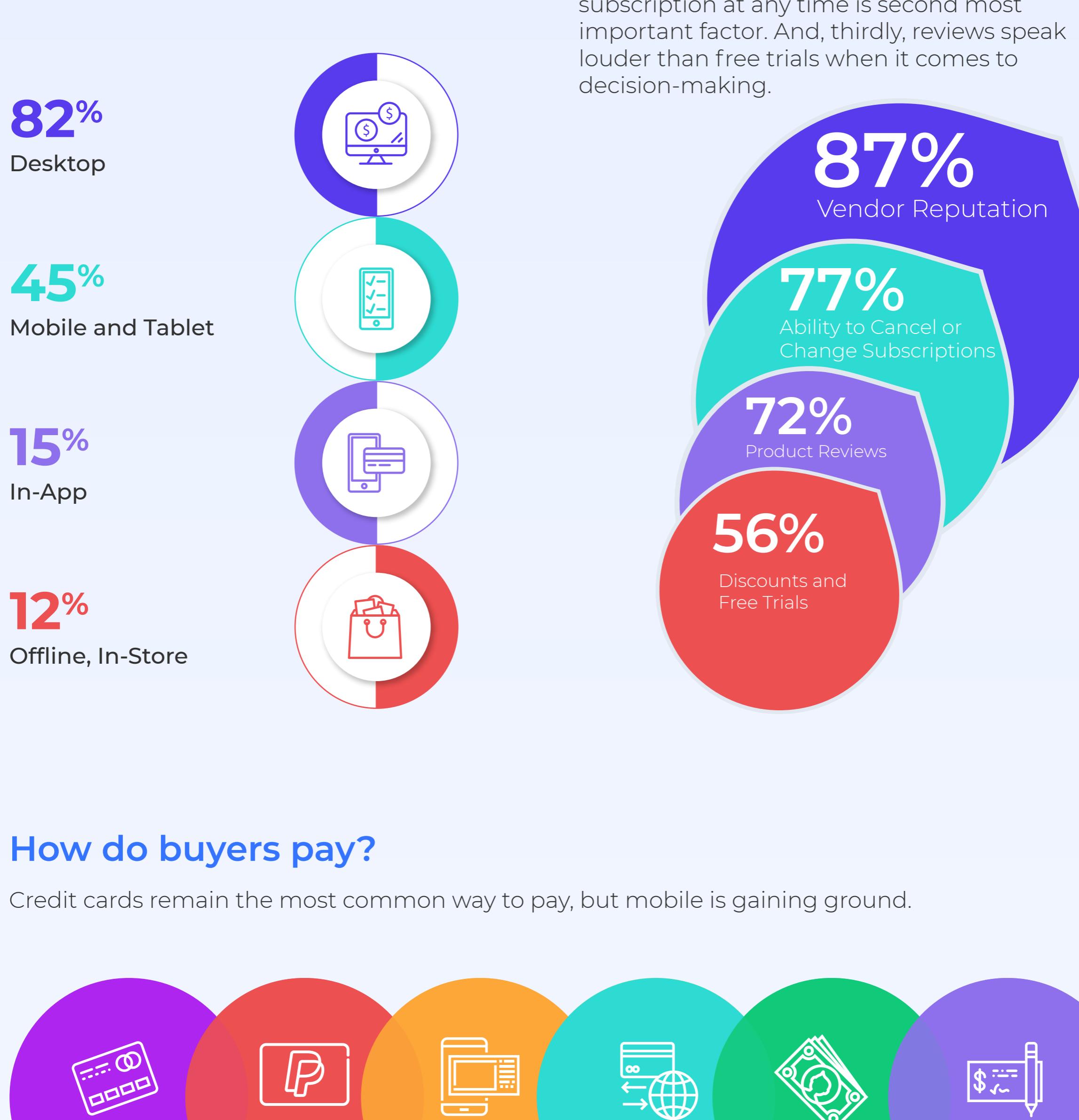


How often do people buy software and SaaS?



What kinds of software are people buying?

Security and privacy software tops the list worldwide, but audio-video software and utilities battle it out for second and third place.



How do buyers find the products they need?

Search rules around the world, with only a small percentage of buyers clicking on ads.



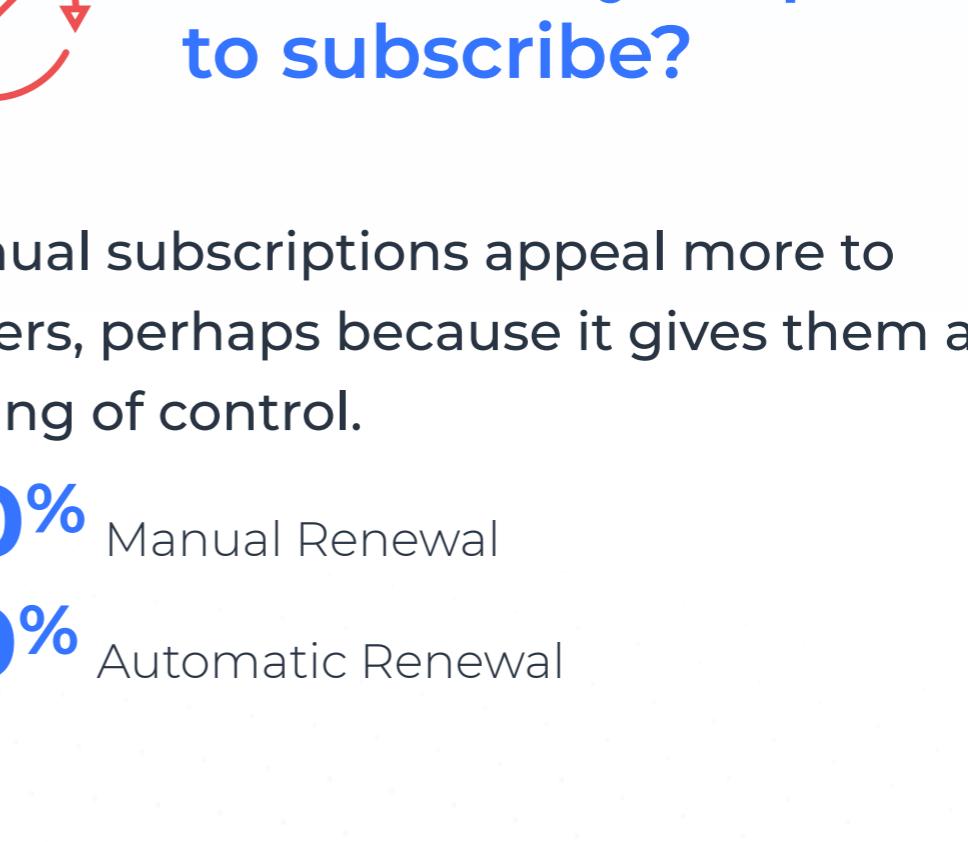
Where do buyers make their purchases?

Mobile continues to grow, but most purchases are still made on desktop.



What influences buyer decisions?

Vendor reputation is cited as "most important factor" when buying online. Buyers are in the driver's seat: ability to change or cancel a subscription at any time is second most important factor. And, thirdly, reviews speak louder than free trials when it comes to decision-making.



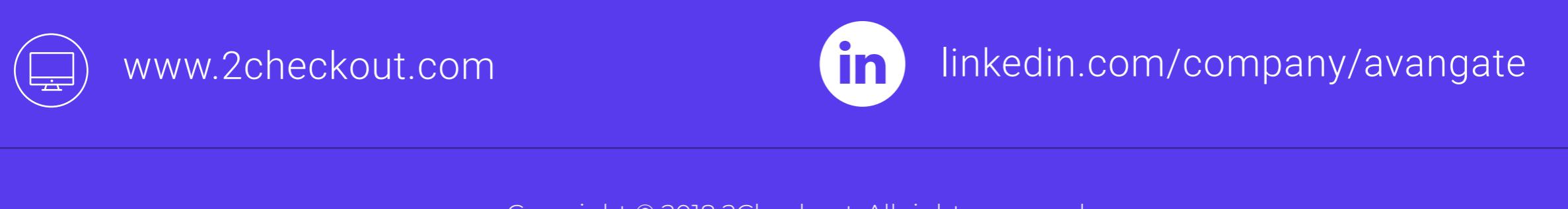
How do buyers pay?

Credit cards remain the most common way to pay, but mobile is gaining ground.



How do buyers prefer to get support?

While email and chat top the chart for support preferences, getting through to support on the phone is a close third place.



What concerns do buyers have?

Being able to talk to a real person is reassuring, no matter where buyers are located.

How important is privacy?

Some buyers don't think privacy gets enough respect, some do.

On a scale of 1 (not respected at all) to 5 (very much respected), privacy is scored by them at ...

2.5

How do buyers prefer to subscribe?

Manual subscriptions appeal more to buyers, perhaps because it gives them a feeling of control.

80% Manual Renewal

20% Automatic Renewal

Why do buyers renew?

Customer satisfaction is important, so vendors need to focus on that to land renewals.

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