

# DETERMINING IF GUEST CHECKOUT IS RIGHT FOR YOUR STORE

## Pros Of Allowing Guest Checkouts

Less Cart Abandonment

Lower Purchase Barrier

Increased Conversion

Saves Time And Effort

Encourages More Sales

1

2

3

4

5

## Cons Of Allowing Guest Checkouts

No Customer Information To Harbor Marketing

No Access To Abandoned Carts

Loyalty Program Enrollment Gets Reduced

No Order History Is Available

Can't Tell If The Customer Is Returning

## WHAT ARE THE OPTIONS FOR ACCOUNTS IN SHOPIFY?



Guest Checkout Only



Guest Checkout & Account Optional



Accounts Mandatory



Guest Checkout & Account Registration



Authenticate Social Media Accounts