

# PayPal Express Checkout for Web & Mobile



Express Checkout can improve online stores' effectiveness while giving you a leg up on your competitors.

By equipping merchants with the Express Checkout payment option, you give them a safe, easy payment option that works across a variety of devices along with access to a wider range of buyers.

This gives you an edge over other ecommerce providers. You enable your merchants to leverage the power of the PayPal brand and help increase their conversion – and up to 83% of PayPal shoppers are new to the business.<sup>1</sup> And more conversion for your merchants can lead to more revenue for you.

## Merchant benefits using Express Checkout.



### Higher conversion.

Checkout conversion is up to 44% higher for PayPal versus non-Paypal transactions.<sup>2</sup>



### Faster checkouts.

With One Touch™ buyers can complete purchases across devices without entering passwords or credit card details. Customers stay on the merchant's site during checkout.



### More payment options.

By offering more payment options, merchants can capitalize on the 50% of buyers who want to choose from a variety of payment methods.<sup>3</sup>



### Seller protection.

PayPal transactions include Seller Protection to keep your merchants safe from fraud on eligible transactions.



### Boost consumer confidence.

The PayPal name provides peace of mind to buyers, who know they're using a secure, trusted form of payment.



### Increase payment flexibility.

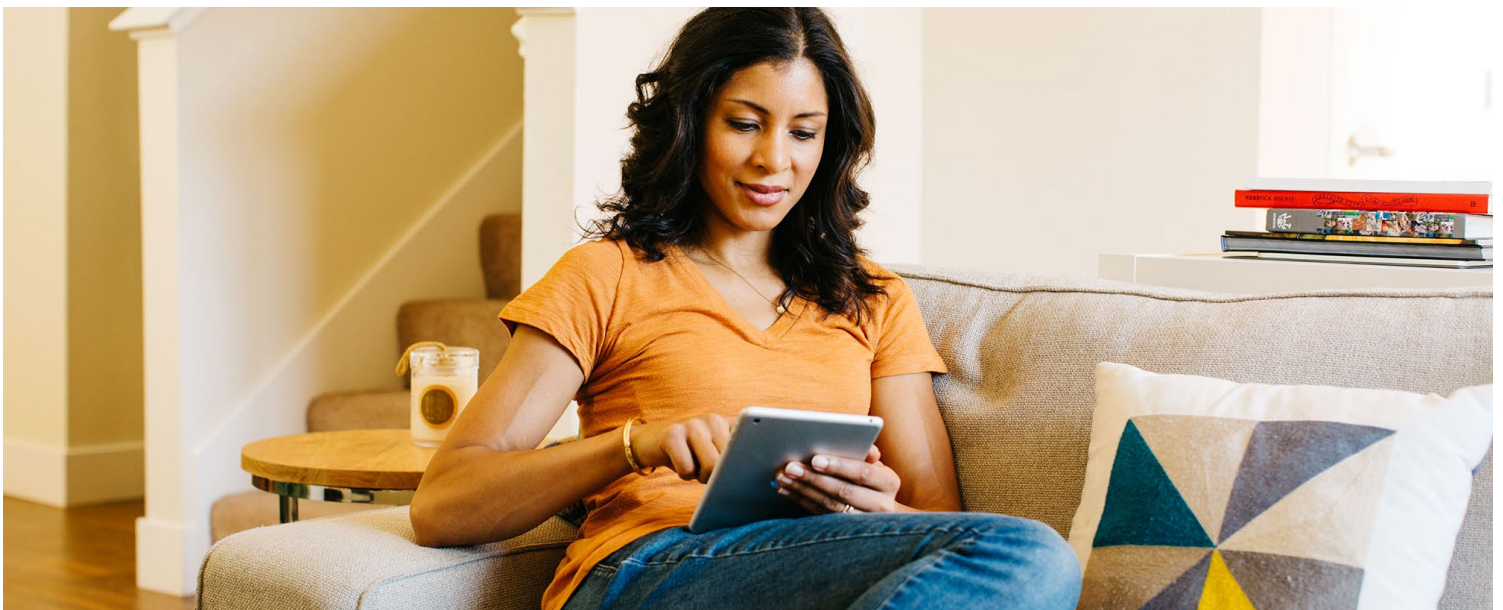
PayPal Credit provides buyers with additional payment options. Buyers can budget for their payments as they go, and merchants get paid in full upfront, with no extra charges.

## A fast, easy payment experience.

Buyers can pay quickly from almost any device with fewer screens and fewer clicks. Fewer steps at checkout can help you improve conversion up to 44%.<sup>4</sup>

## A preferred way to pay.

More than 184 million active customer accounts around the globe have digital wallets with PayPal.<sup>5</sup> Many buyers look specifically for the PayPal checkout button when completing transactions on retailers' websites and mobile apps.



## OUR FASTEST CHECKOUT EXPERIENCE ON WEB AND MOBILE. PERIOD.

Learn more about Express Checkout. Contact your relationship or sales manager, or visit [paypal.com/express-checkout](https://paypal.com/express-checkout).



<sup>1,2,4</sup> As reported in Nielsen's Online Buyer Insights, which measured online and mobile purchasing behavior 52 weeks pre-/post-PayPal integration to calculate lift in net new customers who completed a purchase using PayPal. Weighted average results across a group of 15 small- and medium-sized merchants; findings are based on actual transactions, measured among ~39MM US Zip11 Households. Study completed January 2016. | <sup>3</sup> Drawn from the UPS Pulse of the Online Shopper Study, conducted between January 30, 2014 and February 9, 2015 available at [https://solvers.ups.com/wp-content/themes/unitedproblemsolvers/assets/pdf/UPS\\_Pulse\\_of\\_the\\_Online\\_Shopper.pdf](https://solvers.ups.com/wp-content/themes/unitedproblemsolvers/assets/pdf/UPS_Pulse_of_the_Online_Shopper.pdf) | <sup>5</sup> PayPal internal data.

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