

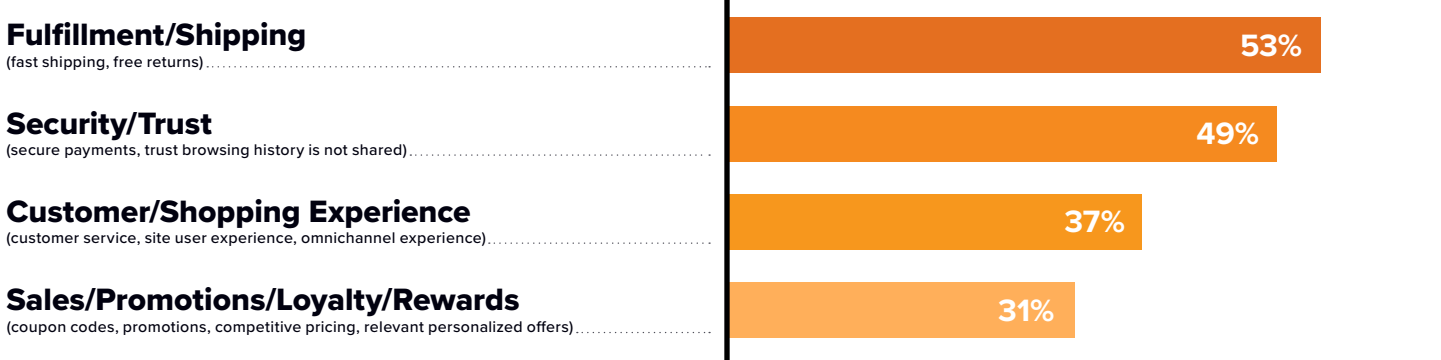


Sprinting into Digital Commerce: Understanding Your Shopper Expectations

When it comes to customer experience, retailers' top concerns are attracting new customers, understanding and supporting new buying behaviors, and maintaining loyalty

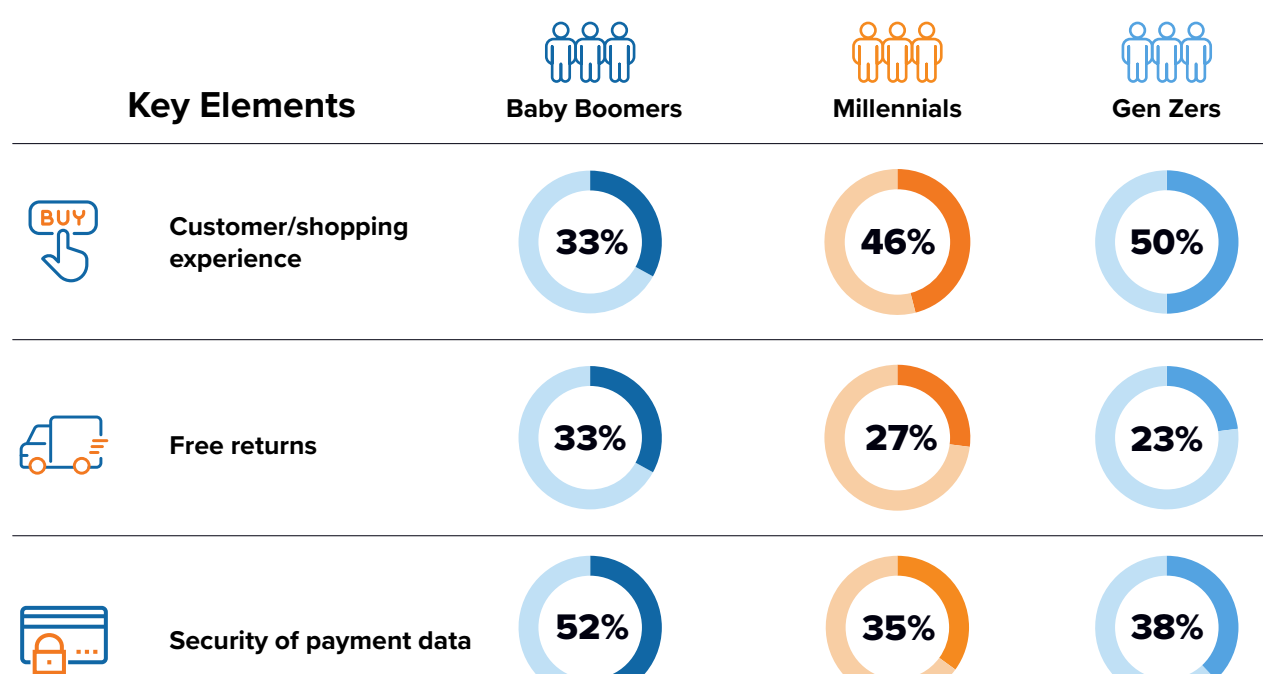
Regional and Generational Differences: Two Aspects to Consider

The most essential features for US consumers when shopping online



n = 2004; Source: PayPal Digital Payments Customer Experience Consumer Survey, IDC, January 2022

Demographic differences in the importance of key elements of the shopping experience



n = 117 for Gen Z, n = 798 for Millennials, n = 588 for Baby Boomers; Source: PayPal Digital Payments Customer Experience Consumer Survey, IDC, January 2022

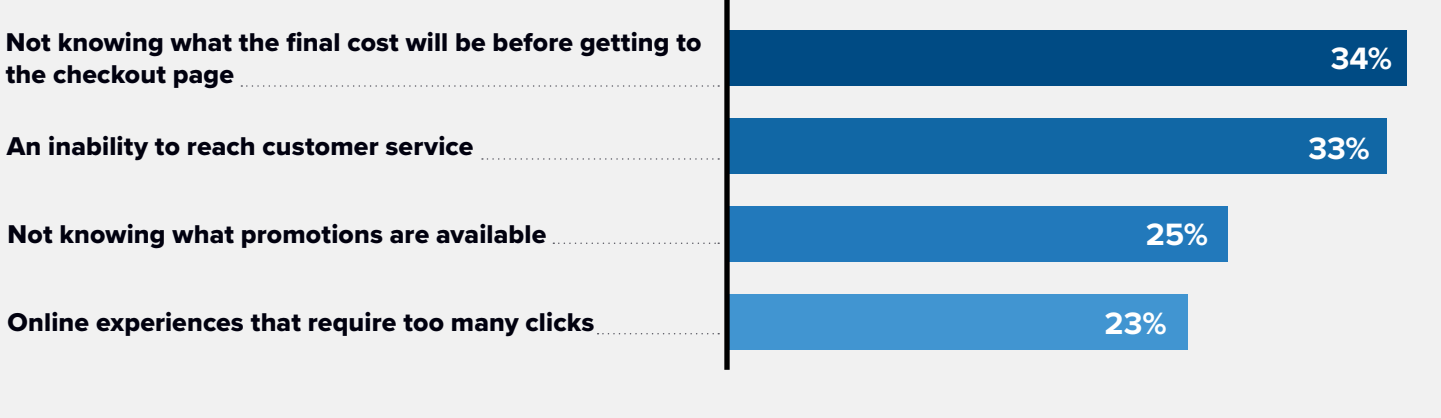
Takeaway:

Consumer expectations vary across demographics making it critical for enterprises to ensure their experience is tailored to the right audience.

Poor Shopping Experiences Drive Customer Frustration

Abandoned carts and lost sales can result if issues are not addressed

What frustrates US shoppers the most about their current ecommerce shopping experiences?

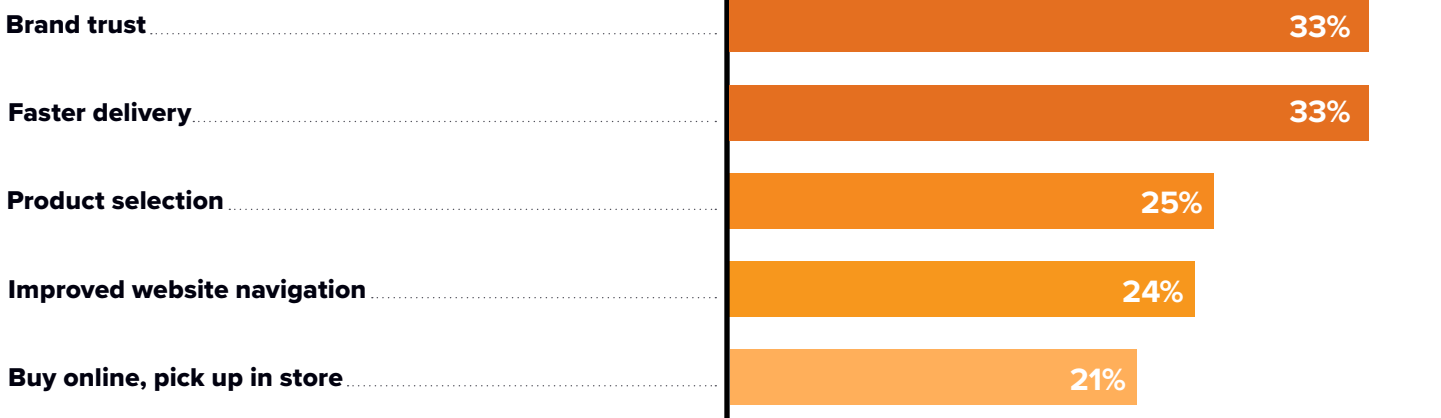


Source: PayPal Digital Payments Customer Experience Consumer Survey, IDC, January 2022

Prioritizing the Right Investments

Enhancing the customer experience involves choosing the relevant areas of focus

What investment areas are US enterprises prioritizing to enhance customers' shopping experiences ONLINE?

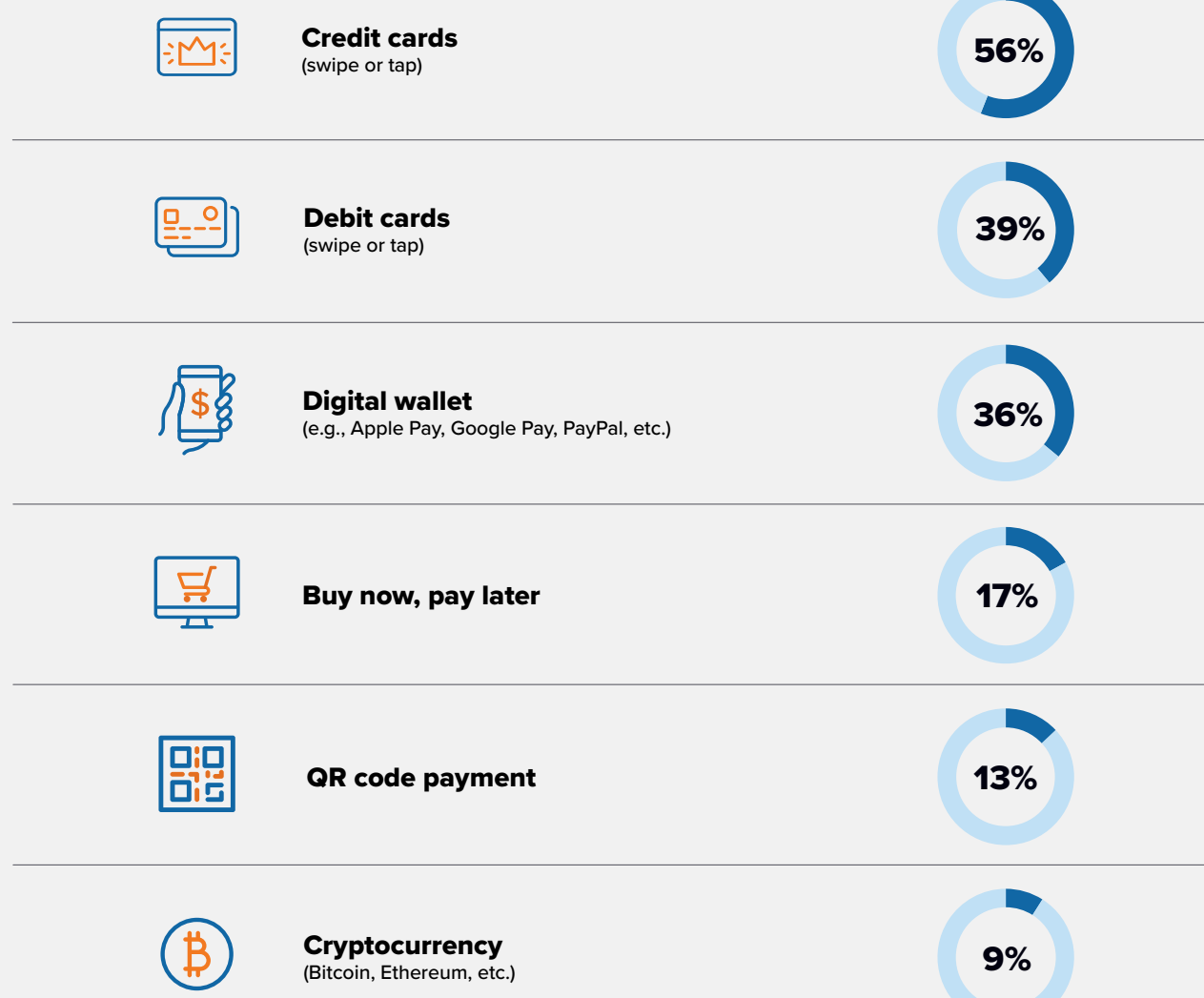


n = 101; Source line: PayPal Digital Payments Customer Experience Merchant Survey, IDC, January 2022

Offer Omnichannel Payment Choices

To provide consumers with their ideal checkout experience, retailers should satisfy payment method preferences

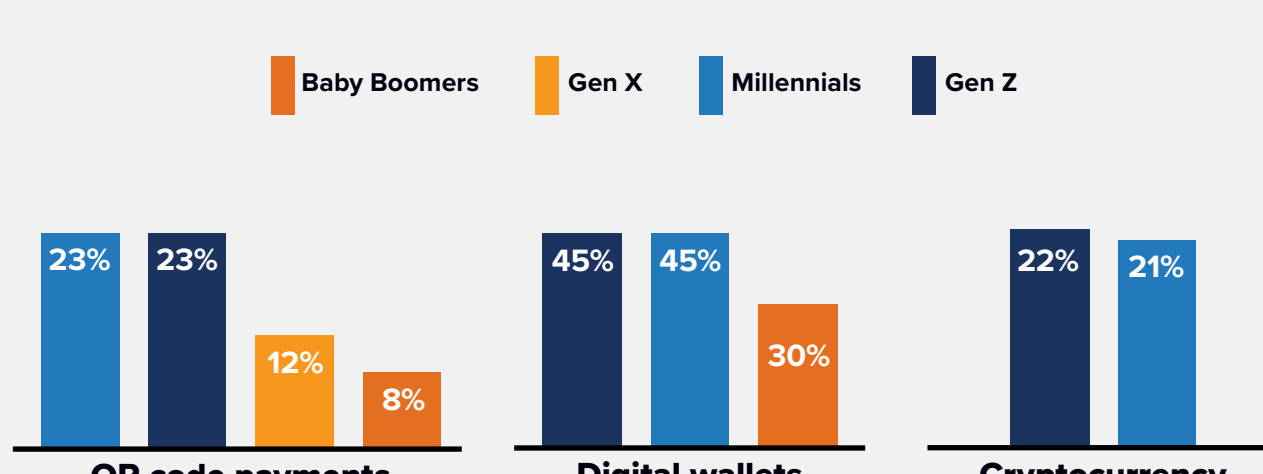
Most trusted payment sources by US consumers when shopping online or in-store:



n = 2004; Source: PayPal Digital Payments Customer Experience Consumer Survey, IDC, January, 2022

Generational Differences of Note

There are generational differences in terms of trust of payment types that can offer meaningful gains for businesses.



n = 588 for Baby Boomers, n=398 for Gen X, n = 798 for Millennials, n = 117 for Gen Z; Source: PayPal Digital Payments Customer Experience Consumer Survey, IDC, January 2022

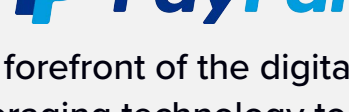
Know Your Customer

To get ahead of competition, enterprises need to know their shoppers well enough to meet their individual preferences throughout the shopping journey

TO ATTRACT, CONVERT AND RETAIN DIGITAL SHOPPERS

- ✓ **Understand what shoppers want** based on demographic and geographic preferences
- ✓ **Focus on areas where niche customer preferences are not being met**, and make investments accordingly
- ✓ **Identify gaps between ecommerce offerings and consumer preferences** that have the most impact on revenue and make the appropriate adjustments

Message from the Sponsor



PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering more than 400 million active accounts and businesses in more than 200 markets to join and thrive in the global economy. Through a combination of innovative tools, innovation, and strategic partnerships, our platform creates better ways to manage and move money, and offers flexibility with modular, enterprise-grade solutions.

Put the world of PayPal to work for you