

For Enterprise



Acquire, convert, and retain more customers with PayPal.

New technologies and rising customer expectations have made it challenging to optimize the path to purchase. We understand how difficult and complex it can be to acquire, convert, and retain customers – and we want to help. Learn how we can help shape the customer journey in a way that helps you reach more customers, boost conversion, drive loyalty – and ultimately grow your large enterprise in surprising ways.

ACQUIRE

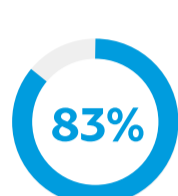


Reach more buyers

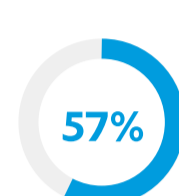
- ✓ Access a global network of consumers.
- ✓ Offer many of the most popular ways to pay.
 - ▶ Credit/debit cards, Apple Pay, Google Pay, Click to Pay, Samsung Pay, Mercado Pago, bank redirects, vouchers, direct debits, and many local payment methods
 - ▶ PayPal's proprietary payment methods: PayPal Checkout, Venmo, PayPal Pay Later, check out with Crypto, Pay with Rewards, Integrated QR Codes
- ✓ Harness a single integration to offer online, in-store, mobile, and contextual commerce payment options.



PayPal is the most used online payment provider in the United States with 392 million active accounts globally in 200 markets across 130 currencies.^{1,2}



83% of surveyed customers are more likely to browse or shop with an online retailer that offers their preferred payment method.³



57% of consumers now say that the availability of digital payment options would impact their choices of where to shop.⁴

CONVERT



Drive consideration

- ✓ Present customers with a brand they trust – PayPal – early in the buying journey to help improve conversions.
- ✓ Let customers know they have flexible payment options, like PayPal Credit and Pay in 4, right on product pages or through promotional emails.⁵
- ✓ Display the most relevant Pay Later offer to your customers with dynamic messaging.



Of all global brands, PayPal ranks as the second most trusted brand globally.⁶



Merchants that promote PayPal Credit on their websites could grow sales by over 20%.⁷



51% of buy-now-pay-later users have abandoned a purchase due to not seeing a BNPL option.⁸

Boost conversion

- ✓ Provide a fast, frictionless, and secure checkout experience to help customers convert.
- ✓ Make sure customers' preferred payment methods are available during checkout, preferably methods that have their information stored.
- ✓ Offer PayPal's proprietary payment methods – which help drive conversion and higher average order value.



The top 3 drivers of conversion in the payments phase are security (86%), seamless experience (72%), and trusted brand (71%).⁹

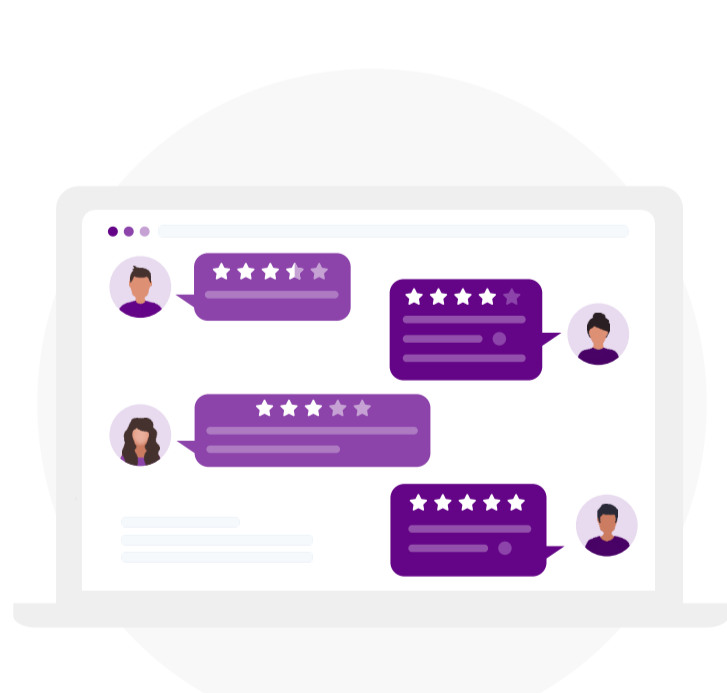


28% of online shoppers have abandoned a transaction because their preferred payments provider wasn't available.¹⁰



- ▶ PayPal increases checkout conversion by 28%.¹¹
- ▶ Businesses with pay-over-time messaging on their sites saw a 56% increase in overall PayPal average order values.¹²

RETAIN

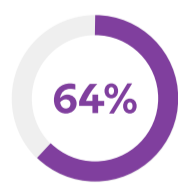


Retain customers

- ✓ Offer PayPal to help boost affinity for your brand and increase the chances for repeat purchases.
- ✓ Propose rewards as another payment option – and to inspire loyalty and improve customer lifetime value.
- ✓ Use PayPal Store Cash to retarget abandoned carts and help amplify your retention and loyalty marketing efforts.



- ▶ Merchant Net Promoter Scores are 8 points higher when paying with PayPal.¹³
- ▶ PayPal increases repeat purchases by 13% from the same merchant.¹⁴



64% of respondents think rewards balances are as valuable as spendable cash.¹⁵



PayPal can recognize 4 in 10 shoppers who leave your site before making a purchase, and can help turn them into buyers with Store Cash incentives.¹⁶

¹ Statista Global Consumer Survey April 2020. "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=2,403 online payment users.

² PayPal internal data, 2020.

³ Kelton Research, commissioned by PayPal, survey of 2,115 adult American, June 2018.

⁴ PYMNTS.com, commissioned by PayPal. It examines survey data collected from 2,163 US consumers between June 22 and June 24, 2020.

⁵ PayPal Credit is subject to consumer credit approval.

About Pay in 4: Loans to California residents are made or arranged pursuant to a California Finance Lenders Law license. PayPal, Inc. is a Georgia Installment Lender License, NMLS #910457.

⁶ Morning Consult - The 15 Most Trusted Brands Globally, March 2021. Morning Consult surveyed over 330,000 consumers across 10 international markets to provide a global view on the current state of consumer trust across brands.

⁷ Average annual incremental sales based on PayPal's analysis of internal data among 210 small and middle-market merchants with annual sales up to \$37M against a broader group of merchants with 24-months of continuous DCC volume between January 2016 and November 2019.

⁸ Online study commissioned by PayPal and conducted by Netfluential in November 2020, involving 1,000 US online shoppers ages 18-39 (among BNPL users, n=357).

⁹ Ipsos conjoint study of 10,500 online shoppers across US, UK, Germany, Australia, Italy, Spain, Brazil conducted Q4 2018.

¹⁰ Nielsen Study, commissioned by PayPal, July 2020 to September 2020 of 15,144 US consumers to understand and measure the impact that PayPal has for US-based LE merchants across different verticals.

¹¹ Average lift in overall PayPal AOV for merchants with PayPal Credit messaging vs. those without, 2019 PayPal internal data.

¹² Nielsen Online Survey commissioned by PayPal, June 2020 of 2,801 US consumers including at least 200 PayPal transactions and 200 non-PayPal transactions in each vertical.

¹³ Atomik Research, commissioned by PayPal, online survey of 1,543 American credit card users who are enrolled in at least one credit card rewards program, April 2020.

¹⁴ Based on the analysis of 277 merchant websites from 4/13/2019 to 04/15/2019 by PayPal.

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