



## Website Payments Pro

### The all-in-one payment solution

Accepting credit cards and other payments online can be a challenge. There can be complex fees and complicated relationships with merchant accounts and gateway providers. PayPal Website Payments Pro makes it simple. You get the features of a merchant account and gateway in a low-cost all-in-one solution.

#### Build your business

- ▶ **Complete** – Let customers pay directly on your website with credit cards, or allow them to pay quickly with Express Checkout.
- ▶ **Customizable** – Control your checkout and customer's experience from start to finish, easily integrate PayPal with your order-management system and shopping cart.
- ▶ **Affordable** – No setup or gateway fees.
- ▶ **Secure** – Industry-leading security helps you stay protected.

“[With PayPal,] someone is always there to help with any issues: fraud, technical, etc. They are very accessible.”

– Andy Wang, marketing manager, ZipZoomFly

#### Effective business management:

- Keep on top of sales trends and activity with monthly reports
- Automate financial settlement and accounting with downloadable logs
- Integrate PayPal to automate fulfillment, track sales, and record orders

#### Affordable pricing:

- Low \$30 monthly fee
- No cancellation fees
- No reporting fees
- Transaction fees, depending on payment volume, from 2.2% to 2.9% + \$0.30<sup>†</sup>

“Website Payments Pro was really reasonable – no initial fees, the setup was really easy, and it just was a great deal.”

– Diana Bostany  
owner, Dianabostany.com

<sup>†</sup>Transaction fees may be as low as 1.9% + \$0.30 per authorization for volume processed through PayPal Express Checkout.



## How Website Payments Pro works

Customer selects payment method in your checkout.

Credit card payments are made on your site, with PayPal processing them in the background.

Customer completes order on your site, and you receive funds in seconds.



“The team at PayPal has definitely exceeded my expectations. The support, knowledge-sharing, and ability to help us has just been great.”

– Jeff Gardner,  
vice president of marketing  
and e-commerce,  
LaptopsForLess.com

### A solution to match your needs

PayPal integrates perfectly with your current online processes, whether you already have a fully customized shopping cart or no cart at all. If you need assistance, the PayPal Integration Center offers resources and information to integrate Website Payments Pro into your site.

#### ▶ You already have a compatible shopping cart

For PayPal-compatible carts, simply select PayPal as your payment service in your cart configuration console.

#### ▶ You built a custom cart or have a non-compatible cart

Integrate Direct Payment API, which lets you process credit cards directly from your website while PayPal remains invisible, and Express Checkout, which enables PayPal account holders to pay quickly using information they've already saved with PayPal.

### Learn more

- ▶ Visit <https://www.paypal.com/pro> today for more information on Website Payments Pro.
- ▶ To learn more about the PayPal Integration Center, visit <https://www.paypal.com/integration>

