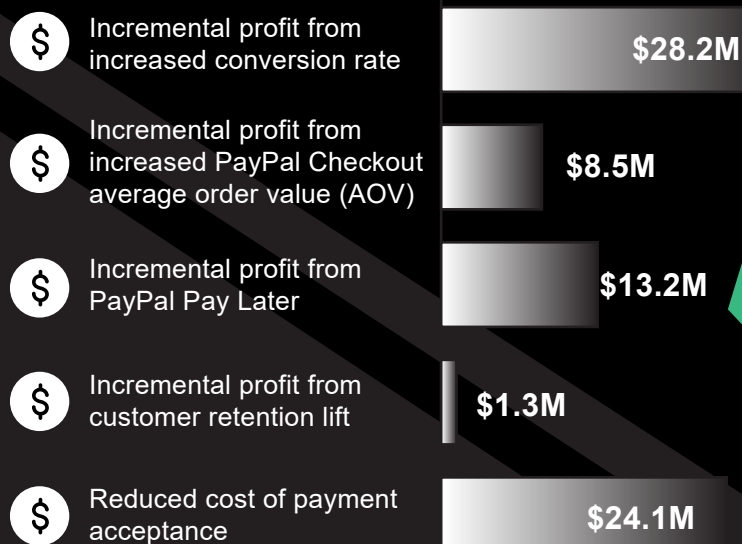


The Total Economic Impact™ Of PayPal Checkout

Forrester interviewed representatives at four organizations using PayPal Checkout and concluded that PayPal Checkout has the following **three-year financial impact**.*

SUMMARY OF BENEFITS*

Three-year, risk-adjusted cost savings



Return on investment (ROI)
136%*



Benefits present value (PV)
\$75.2M*



Net present value (NPV)
\$43.3M*

PAYPAL CHECKOUT BY THE NUMBERS*

- \$ **10% increase in AOV** with PayPal Checkout
- \$ **35% increase in AOV** with PayPal Pay Later compared to PayPal Checkout AOV
- \$ **1 percentage point increase** in conversion rate with PayPal
- \$ **2% increased customer retention rate**

VOICE OF THE CUSTOMER

“We saw a higher add-to-cart number, a lower cart abandonment, and a higher conversion number for products with [PayPal Checkout] enabled.”



VP of e-commerce, retail

“When customers see PayPal as an option, they’re quick to check out. It’s a familiar method. Customers don’t have to think about it.”



Digital payment manager, supply chain

*This document is an abridged version of a case study commissioned by PayPal titled: “The Total Economic Impact™ Of PayPal Checkout,” December 2023. The merchant used as the basis for this study is a North America-based retail merchant with global operations and \$5 billion in annual revenue. The average order value (AOV) with traditional PayPal checkout is \$77 and with PayPal Pay Later is \$104. Individual results may vary.

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