



# Give customers a **fast and easy checkout, built for conversion.**

Customers expect their preferred payment methods to be available when they shop. The methods that are available impact whether shoppers check out, how much they spend, and if they return.

Nielsen found that PayPal has a positive impact on UK customers — and businesses.

## Conversion

### Help customers convert — earn their trust.

Trust is the #1 reason that UK customers purchase with PayPal.



Of UK shoppers surveyed, 61% cited trust as the reason that they use PayPal to make a purchase on the websites of large enterprises (vs. typical checkout).<sup>1</sup>



PayPal can help to improve conversion rates by an average of 35% for large enterprise businesses.<sup>2</sup>

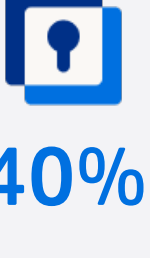
#### PayPal conversion lift by industry.<sup>3</sup>



## Spend

### A positive impact on sales — through trust.

Customers' trust in PayPal can also lead to more sales.



Of UK customers surveyed, 40% cited that making purchases using PayPal on the websites of large enterprises gave them confidence that their payment information is safe and secure (vs. typical checkout 24%).<sup>4</sup>



**PayPal users buy 34% more frequently**

from large enterprises than other digital buyers.<sup>5</sup>

## Retention

### Keep them coming back.

Customers who use PayPal are more likely to have a positive experience and come back.



Of UK customers surveyed, 50% cited that on the websites of large enterprises, making a purchase using PayPal is the simplest way to pay (vs. typical checkout).<sup>1</sup>



For UK customers who used PayPal to make a purchase, 61% said paying with PayPal had a positive impact on their overall experience.<sup>6</sup>

Learn how you can **elevate your customers' shopping experiences** and sell more — with PayPal.

[Learn More](#)

The content of this article is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

<sup>1</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK (Sep 2023) with 4,037 recent purchasers (past two weeks) from large enterprise merchants, including 2,010 PayPal transactions and 2,027 non-PayPal transactions. Typical checkout incl. credit/debit/prepaid cards, digital wallets, BNPL brands, and others.

<sup>2</sup> Nielsen, commiss. by PayPal, Nielsen Behavioural Panel of UK with 142K large enterprise desktop purchase transactions, from 5K consumers betw. Jul 2022-Jun 2023. Percentage checkout conversion measured from the point at which customer starts to pay. Retail includes multicategory and specialty merchants excludes Amazon and eBay.

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<sup>4</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK (Sep 2023) with 4,037 recent purchasers (past two weeks) from large enterprise merchants, including 2,010 PayPal transactions and 2,027 non-PayPal transactions. Available on eligible purchases. Limitations apply. Typical checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands, and others.

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