

PayPal's Impact on US Merchants

PayPal commissioned Nielsen to measure PayPal's impact on conversion, spend, and consumer experience across **388** large enterprise merchants from **8** different verticals in the US. Here is what we found.

Conversion

PayPal's hundreds of millions of consumers trust the PayPal brand.

Checkout Conversion



+33%

PayPal can help increase checkout **conversion**¹

PayPal Preference



55%

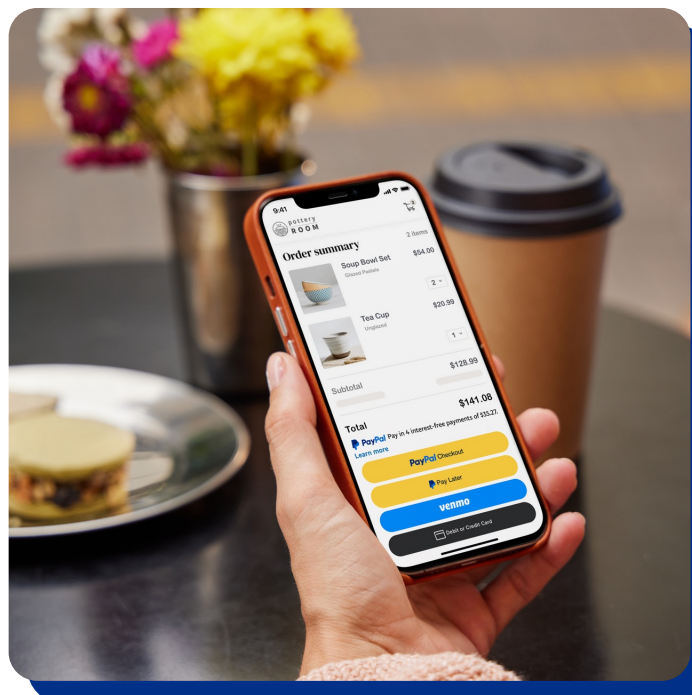
More than 1/2 of PayPal users have **abandoned a purchase** because PayPal was not present at checkout²

PayPal Pay Later Preference



67%

2/3 of PayPal BNPL users have **abandoned a purchase** because PayPal Pay Later options were not available at checkout²



Spend

PayPal helps retain valuable buyers.

Unplanned Purchase



+13%

PayPal can help increase **unplanned purchases**²

Purchase Size



+39%

PayPal **Pay Later** purchases in large enterprises have higher **AOV** compared to standard PayPal purchases.³

Purchase Frequency



+20%

PayPal can bring more **repeat buyers**¹



Customer Experience

Presenting PayPal can increase customer loyalty to merchants.

Purchase Experience



+28%

Consumers are 28% more likely to have a **positive purchase experience** purchasing with PayPal²

Upstream Purchase Experience



+10pt

Upstream presentation of PayPal can help increase **merchant NPS** by 10 points²



1. Nielsen Survey, commissioned by PayPal, Nielsen Media Behavioral Panel of USA (January-December 2022) with 408,000 large enterprise desktop purchase transactions from 25,000 consumers between January-December 2022.
2. Nielsen Survey, commissioned by PayPal, Nielsen Media Attitudinal Survey of USA (February 2023) with 3,999 recent purchasers (past 2 weeks) from large enterprise merchants, including 1,999 PayPal transactions & 2,000 non-PayPal transactions. Base N. PayPal BNPL (Pay Monthly and/or Pay in 4) users in last 12 months = 2,334.
3. Nielsen Survey, commissioned by PayPal, Nielsen Media Attitudinal Survey of USA (February 2023) with 3,999 recent purchasers (past 2 weeks) from large enterprise merchants, including 1,057 PayPal BNPL transactions & 942 non-BNPL PayPal transactions; PayPal BNPL includes Pay Monthly & Pay in 4.

PayPal's Impact on Verticals

Across All Verticals

+33%

Conversion uplift at checkout

PayPal's impact on conversion when compared to other online payment methods¹

Conversion is measured from the point at which customers start to pay.

+20%

Increase in repeat purchases

PayPal's impact on repeat purchases when compared to other online payment methods¹



Software & Electronics

+74%

Conversion uplift at checkout¹

+44%

Increase in repeat purchases¹



Retail (Multi-Category) (Excluding Amazon)

+25%

Conversion uplift at checkout¹

+22%

Increase in repeat purchases¹



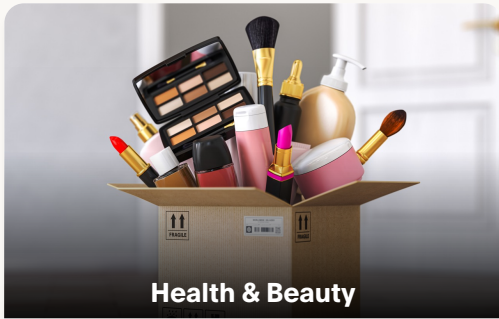
QSR & Food Delivery

+9%

Conversion uplift at checkout¹

+12%

Increase in repeat purchases¹



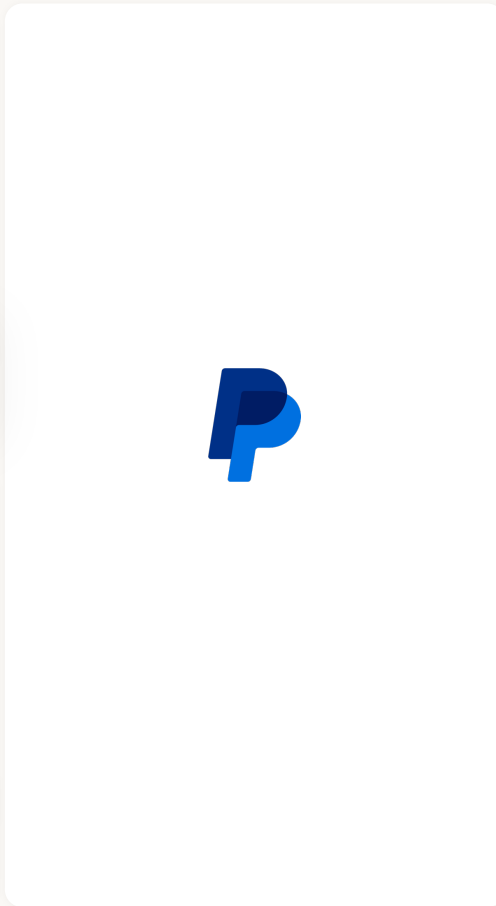
Health & Beauty

+17%

Conversion uplift at checkout¹

+9%

Increase in repeat purchases¹



Entertainment & Leisure

+46%

Conversion uplift at checkout¹

+61%

Increase in repeat purchases¹



Clothing & Fashion

+27%

Conversion uplift at checkout¹

+18%

Increase in repeat purchases¹



Travel & Transportation

+84%

Conversion uplift at checkout¹

+14%

Increase in repeat purchases¹

More Vertical Highlights

Health & Beauty

+58%

AOV increase with PayPal²

QSR & Food Delivery

+38%

Unplanned purchases increase with PayPal²

Software & Electronics

+20pt

Increase in merchant NPS with PayPal²

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