

# Capture customers and cost savings with PayPal.

Drive incremental growth by optimizing the customer journey. Frictionless experiences convert new customers and keep existing ones loyal, which means less time and money spent on customer retention. A streamlined payments solution can also help reduce overhead and complexity, giving you more time to focus on what matters most: the customer.



## Help convert customers, reduce costs.

Leverage the right tools and solutions to help you reach and acquire the right customers for your business and reduce customer acquisition costs.



### Uncomplicate your commerce.

Deliver a checkout that is equal parts simple and secure to incentivize customers to hit purchase.



### Reach the right customers.

Stop searching, start converting. Tap into a high-value network of customers who are more loyal, active, and likely to buy.



### Boost your brand.

Over 435+ million active accounts use PayPal today.<sup>1</sup> Use PayPal and Venmo to help consumers discover your brand when they're primed to shop.

## Streamline your solutions.

Use modern payments technology to deliver on customer expectations, drive efficiency, and lower operating costs.



### Frictionless fraud-fighting.

Use powerful machine learning and unique fraud-fighting tools to help you maximize revenue and decrease friction in the buyer journey.



### Put data to work.

Leverage customer insights from over 22 billion transactions to help better understand customer preferences and drive sales/conversions.<sup>3</sup>



### Continued innovation.

Don't rely on costly trial and error. Keep the systems and partners that work well, and PayPal can help optimize those that don't.

## Hold on to happy customers.

You spend a lot of time, energy, and effort to win new customers. Don't leave hard-won revenue on the table by losing them at the finish line.



### Unlock new sales channels.

Create commerce scenarios across in-store, online, mobile, third party sales channels, and markets to drive opportunities to shop and convert.



### Provide positive experiences.

Deliver differentiated, seamless checkout experiences that invite and engage customers.



### Capture customers.

Drive conversion rates with first-time customers and loyal customers alike by providing your target customers with flexible payment choices at checkout.

43%

PayPal buy button checkout flow facilitates **43%** faster checkout compared to those that do not use the feature.<sup>2</sup>



With PayPal's enterprise payment platform, payment-related support for a composite merchant\* projected **\$465,000** with streamlined payment management and integration.<sup>4</sup>

81%

of the fastest-growing companies accept PayPal for online purchases.<sup>5</sup>

The world can be unpredictable. But with PayPal's global payment processing solutions and seamless, secure checkout experiences, you can have the tools and solutions to help you grow with confidence and retain more of your hard-earned revenue. Talk to us today to learn more about the power of PayPal.



## Knowledge Center:

- Discover six hidden problems with your payment processing. [Launch article.](#)
- Help protect your business from fraud with efficiency. Read this edition of [The Stack](#).
- Help drive conversions and revenue with a streamlined, global checkout experience. [Read about frictionless payments.](#)
- Maintaining your customer's confidence and trust is critical. [Understand the true cost of online fraud.](#)
- The digital last mile: How to optimize authorization rates to help drive conversion and revenue. [Learn more.](#)

<sup>1</sup> PayPal Earnings-FY 2022, based on PayPal internal data.

<sup>2</sup> PYMNTS.com, The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022, N=636: Merchants that accepted at least one buy button in Q2--2022, fielded May 23, 2022--June 5, 2022.

<sup>3</sup> PayPal Q4 and FY 2022 internal data.

<sup>4</sup> Forrester, Commissioned by PayPal, December 2021. Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in the PayPal's enterprise payment platform, powered by Braintree. \*For the purpose of this study, Forrester aggregated data from four enterprise merchants to create a single composite merchant with \$500 million in revenue processed yearly. Individual results will vary.

<sup>5</sup> An IDC thought leadership white paper commissioned by PayPal, June 2021.