

Growing your business is easy with PayPal.

Help drive acquisition, conversion, and loyalty without sacrificing the customer experience. With the right tools, proven solutions, and a global network of active accounts, PayPal can help you confidently hit your growth targets while keeping customers engaged.



Meet growth goals.

Reach and acquire the right customers for your business.



Expand your reach.

With a single integration, enable multiple currencies and payment methods that can satisfy worldwide and cross-border audiences.



Tap into a global network of active accounts.

Attract and acquire new customers using the loyal base of over 435+ million active accounts that use PayPal.¹



Get discovered.

Use a one-stop distribution and intelligent marketing ecosystem to connect customers to the right incentives, at the right time, to help drive conversion.

Conversion is key.

Leverage payments technology to deliver on customer expectations and drive conversion.



Seamless checkout experiences.

Delight your customers by delivering a checkout that is equal parts simple and secure.



Personalize the customer journey.

Use customer intelligence to send personalized offers based on predictive shopping patterns, complementing your in-house marketing efforts.



Incentives that drive conversion.

Reduce cart abandonment by sending customers cash back offers if they return to complete the purchase.

Ramp up retention.

Help unlock loyalty and lifetime value with differentiated checkout experiences and simple returns.



Boost customer lifetime value.

Maximize the lifetime value of your customer and encourage future purchases by linking payments to third party loyalty and rewards programs.



Purchases on repeat.

Securely store customer's payment information to make repeat purchases a snap.



Revolutionize returns.

Leverage a nationwide network of Returns Bars to help streamline returns and keep happy customers post-purchase.



Merchants can increase their Net Promoter Score (NPS) by **14%** with PayPal.²



Globally, **32%** of consumers surveyed rate rapid checkout with login to access store payment as essential while shopping online.³



Happy Returns has **4,000+** Return Bar locations across the United States.⁴

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 hit your growth targets and thrive in uncertain times. Talk to us today to learn more about the power of PayPal.



Knowledge Center:

- The future of enterprise payments is focused on enabling seamless customer experiences. [Read the report.](#)
- Attract, convert, and retain customers with the power of PayPal. [Watch the video.](#)
- See how PayPal can help drive revenue growth and boost conversion, spend, and satisfaction. [Read the 2021 Nielsen Report.](#)
- See how [Speedway Motors](#), [Spokeo](#), [BetterMe](#), and [JTV](#) leveraged the power of PayPal for growth and to optimize the customer journey.

¹ PayPal Earnings-FY 2022, based on PayPal internal data.

² Nielsen, Commissioned by PayPal, May 2021. Nielsen Behavioral Panel of desktop transactions, Nielsen Attitudinal survey, Forrester (online buyers), PayPal data (active users) from 2,100 LE merchants in seven markets (US, UK, DE, FR, IT, ES and AU) with ~1 Million purchases from +200K consumers.

³ IDC InfoBrief, Sponsored by PayPal, "Do Retailers Really Know What Digital Shoppers Want?," Doc. # US49041822, May 2022. The survey conducted by IDC among 505 large enterprises and 10,054 consumers in five markets: the US, UK, Australia, Germany and France.

⁴ Based on Happy Returns Internal data, April 2022.