

# Power your ambitions today and stay ready for tomorrow with PayPal.

Commerce is constantly evolving and customers' interaction with technology has rapidly changed their buying behaviors. To thrive in this new digital economy, you need a payments system that can help you stay ahead of competition and drive efficiency for your business and customers. Optimize your digital commerce to keep up with emerging trends and achieve your vision – all while driving your business forward – with PayPal's end-to-end solutions.



## Streamlined success.

Amplify customer reach, conversion, and retention with PayPal's diverse growth solutions.



### Conversion across the funnel.

Use flexible tools and solutions to deliver a checkout that is equal parts simple and secure.



### Seamless checkout experiences.

Invite and engage customers with fast checkout, fewer clicks, and the ability to pay with their preferred payment methods.



### One partner, one platform.

Simplify and connect your front- and back-end systems, reducing reliance on multiple vendors and friction in the payment process for consumers.

## Future-focused protection.

Manage fraud, security, and compliance confidently with a versatile suite of tools informed by powerful data.



### Build trust through partnerships.

For 20+ years, businesses have trusted PayPal to help them securely navigate the complexities of global commerce and consumer trends.



### Experience and expertise.

Stay ahead of consumer trends, regulatory changes, and industry innovations with a team of experts dedicated to your business's long-term success.



### Put data to work.

Help increase acceptance rates, improve security, and reduce fraud using PayPal's powerful data and risk models.

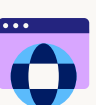
## Global expansion.

Harness PayPal's versatility, relationships, and technologies to create a flexible, customized payments infrastructure.



### Unlock new sales.

Enable multiple currencies and payment methods that satisfy worldwide and cross-border audiences, so customers can pay how and when they want to.



### 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.<sup>3</sup>



### Reach new customer cohorts.

Help enable collaborations, co-selling, or partner activations to sell outside your owned channels.

24%

of shoppers surveyed stated they'll abandon their carts when forced to create an account at the start of the checkout process.<sup>1</sup>

42%

In one survey, 42% of respondents said their organizations are much more vulnerable to an online fraud attack due to digital transformation.<sup>2</sup>



Merchants can increase their Net Promoter Score (NPS) by 14% with PayPal.<sup>4</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 stay resilient and capitalize on opportunities in uncertain times. Talk to us today to learn more about the power of PayPal.



## Knowledge Center:

- Help attract, convert, and retain customers with PayPal. [Watch the video.](#)
- See how Happy Returns by PayPal has helped increase Cariuma's customer satisfaction. [Launch the case study.](#)
- How to optimize your customer experience with the right payment presentation strategy. [Read the eBook.](#)
- How PayPal pay later helps you drive conversion, cart size, and loyalty. [Launch the infographic.](#)
- Measuring the business impact of PayPal's enterprise payments solutions: Three merchants' case studies. [Read the white paper.](#)

<sup>1</sup> Baymard.com, 2021 data, Research conducted by Baymard.com across 4,329 responses by US adults to know the reasons for abandonments during the checkout process.

<sup>2</sup> Ponemon Institute, Commissioned by PayPal, The 2022 True Cost of Online Fraud Global Study, Ponemon Institute surveyed 3,739 individuals in the United States (442), Canada (468), Australia (475), United Kingdom (471), France (462), Germany (453), and European Cluster (968), August 2022.

<sup>3</sup> PayPal Earnings-FY 2022, based on PayPal internal data.

<sup>4</sup> 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.