

Delivering seamless customer experiences is easy with PayPal.

In this evolving digital landscape, business leaders must modernize legacy infrastructure to help keep pace with the next generation of consumers and their shifting buying behaviors. Optimize the end-to-end customer journey, delivering better experiences and creating more opportunities to help your business grow with PayPal's modern payments platform.



Optimize customer experience.

Modern, frictionless experiences can keep customers engaged, loyal, and primed to purchase.



Drive the conversions.

Use flexible tools and solutions like promotions, retargeting for abandoned carts, and targeted incentives that encourage conversion before, during, and after checkout.



Raise the bar.

Optimize your checkout experience to help meet (and exceed) customer expectations using consumer trends, data, and buying preferences.



Set the standard.

Combine your consumer knowledge, and PayPal's knowledge of the industry, to create a tailored purchasing experience that cements your business as the standard for customer care.

Expand your reach.

As a payment processor and payment method, PayPal has unique insights into connecting customer experience and merchant operations.



Unlock new sales channels.

Expand your footprint by selling on any owned or partner channel of your choice.



Grow efficiently and stay agile.

Find new groups of buyers, launch new products and services, and increase reach in new markets using flexible tools that can be turned on and off as you grow.



Navigate global expansion.

With our global relationships and innovative technologies, PayPal can help deliver a secure and convenient payment experience that drives customer loyalty.

Leverage customer insights.

Consumer trends data, risk patterns, and buying preferences can help you optimize checkout, authorizations, and the customer journey.



Put data to work.

Leverage actionable data from over 435+ million active accounts to help you attract and acquire new customers.²



Keep up the pace.

Use PayPal's global relationships with consumers to inform your digital transformation strategy and keep up with digital trends.



Stay plugged in.

Leverage insights from trillions of data points³ and access up-to-the-minute customer and payments data with data freshness tools.



The future of enterprise payments is focused on enabling seamless customer experiences. [Read the report.](#)



of enterprise respondents expect digital wallets to have the biggest impact on how they engage with customers and process online payments.¹



Within payments, **38%** of consumers surveyed globally prioritize the security of payment data.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 deliver high-converting customer experiences without adding complexity. Talk to us today to learn more about the power of PayPal.



Knowledge Center:

- See how Pressed and PayPal partnered to revolutionize the customer experience. [Watch the video.](#)
- 10 ways to reimagine the customer experience and help drive conversions online. [Launch the eBook.](#)
- Sprinting into digital commerce: understanding your shopper expectations. [View infographic.](#)
- 5 reasons adaptive fraud prevention should be at the heart of digital transformation. [Read the article.](#)
- Why leading retailers are implementing digital platforms to drive sales and create seamless customer experiences. [Read the article.](#)

¹ IDC. An IDC Thought Leadership White Paper, Commissioned by PayPal. June 2021. IDC partnered with PayPal to study how e-commerce-enabled enterprises in the US are adapting to today's digital economy and which business-level objectives are driving technology investments.

² PayPal Earnings-FY 2022, based on PayPal internal data.

³ PayPal Q4 and FY 2022 internal data.

⁴ 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.