



# Building Stronger Connections

Harnessing The Power Within



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# Unlock The Power Within

Sellers, today more than ever, need not only to delight customers with seamless experiences but also to unlock every process efficiency to save time and money. That means discovering ways to streamline processes and introducing technologies that can find every last drop of cost savings.

It's also important to have systems that can scale smoothly to accommodate growth,<sup>1</sup> connecting front-end customer checkout experiences with back-end processes that will work anywhere in the world.

**The right payment processor can unlock untapped commercial potential in business of all sizes and manage pressures on people, processes, and technology.**

It sounds like a lot to ask. But the solution is totally within your grasp.



<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.



# Focus On What Matters Most

Not all payment systems are created equal, and the one you choose could be a strategic advantage. Payment platforms can add value to your business. A platform that integrates easily with existing systems and incorporates the latest technologies like artificial intelligence (AI) and machine learning (ML) can produce the speed and efficiency needed to drive ROI and help propel growth.

The right platform is about more than just processing payments. It should help increase your operational resilience, standing up to surges in demand—because a payment system that crashes when you need it most isn't much use. It should allow you to improve your customer experience and help you stand apart from your competition, so you can improve the products and services you offer.

A payment system not only needs to give you room to grow. It should strengthen your potential, helping increase your revenue and profitability.

**77%** of US PayPal Braintree users say PayPal Braintree is fast and easy to integrate into existing platforms.<sup>1</sup>

<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.

“

**The move to Braintree helped reduce our efforts and allowed us to focus more on the customer. We looked at other subscription providers, but Braintree helped simplify the process without introducing any friction to our customer experience.**

— **Blaine LaBron**

Vice President of Digital Commerce  
and Technology for Pressed

# Build Stronger Connections

**Delivering an exceptional customer experience on the front-end requires a powerful back-end that's tailored to your needs.**

With PayPal, you can optimize your customer experience quickly and at scale with an intelligent and agile optimization. PayPal can help you navigate the inevitable risks and unpredictable nature of today's economy.



## Control Your Tech Stack

Stronger connections put you in control of your tech stack, effectively connecting your front and back ends with a single platform that reduces development effort and puts you in control.



## Speed Checkouts

Stronger connections let you link customer profiles so you can speed their checkout experience.



## Connect With Your Processor

The right system lets you build stronger connections with your payment processor, allowing you to build the payment system you need to succeed.



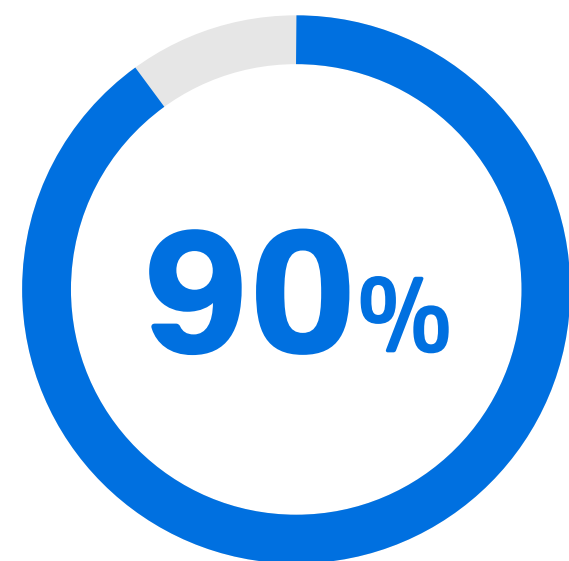
# Connection 1

## A Platform That Adapts To Your Needs

In today's financial environment, agility and flexibility are more important than ever. Give your team the power to adapt to business requirements that can change in an instant, with PayPal Braintree. You can make your business run more smoothly with an end-to-end platform that's capable of handling growth beyond the checkout.

PayPal Braintree's algorithms let you accept more forms of payment—in 135 currencies—and keep more of your transactions' totals by working with payment service providers to help find the most advantageous rates. You can turn features and payment forms off and on quickly and simply.

Make time and money work for you. PayPal can help you streamline your business processes, speed up operations, and save the most important asset of all: time.



**90%** of US PayPal Braintree users surveyed agree that PayPal Braintree makes their life easier.<sup>1</sup>

<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.





# Connection 2

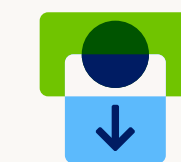
# Scale Without Limits

Electronic commerce can be a complex process, requiring multiple systems to work together seamlessly. Complexity is often the enemy of efficiency, and efficiency in payment systems is critical.

Using a single platform to handle payments, you can reduce operational costs and increase efficiency. PayPal Braintree lets you build a payment infrastructure customized to your precise needs from a versatile product set built by industry pioneers. You can take advantage of our robust anti-fraud and data security tools, and our complete reporting tools and APIs to always know where you stand.

**Freightos reduced overall operational costs and increased its operational efficiency<sup>2</sup> after integrating Paypal Braintree and Hyperwallet.**

Southwest Airlines quickly implemented Hyperwallet to send



**\$200 M**  
in travel  
compensation  
to about



**250 K**  
customers  
in less than  
six weeks.<sup>3</sup>

And because growth is in your business plan, using PayPal Braintree means you don't need to worry about overwhelming your payment system. We scale as your business grows and evolves, supporting everyone up to and including large enterprises and global accounts, day and night. We accept payments in more than 130 countries and can pay out in more than 200 markets around the world.

<sup>2</sup> PayPal case study 2022. Data source from PayPal, 2022. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

<sup>3</sup> Data source is Southwest Airlines, 2023.

# Connection 3

# Take Control Of Your Payments

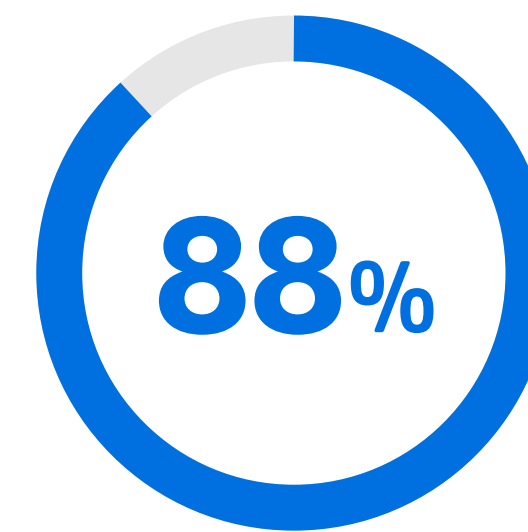
Excess fraud, chargebacks, and transaction expenses can harm both your revenue and your reputation. The right payment system can automate chargeback disputes and protect you against fraudulent transactions and inefficient payment processing.



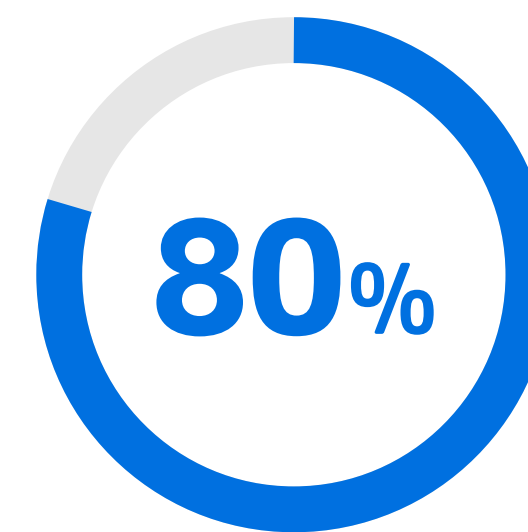
**PartsGeek uses PayPal Braintree to address 100% of their chargeback disputes, with a 68% win rate and a 2.5x increase in revenue.<sup>4</sup>**

Payments need to be secure. PayPal Braintree's fraud detection runs data analytics and machine learning against an immense data set of consumer and merchant data. Our PCI-compliant payment data vault protects you and your customers, making payments more seamless and safer.

The more you can control transaction expenses, the more profitable your business can be. PayPal Braintree lets you take control of your receipts by allowing you to orchestrate your systems to trim what you pay to payment services. We use artificial intelligence and machine learning to analyze and understand complex payment system rules, customizing your processing to maximize your advantage with processors and minimize your expense.



**88% of US Braintree users say that Braintree's payment orchestration feature has met or exceeded their expectations.<sup>1</sup>**



**80% of US Braintree users agree Braintree has an advanced approach to data security.<sup>1</sup>**

<sup>4</sup> PayPal case study 2022. Data source from PayPal, 2022. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.

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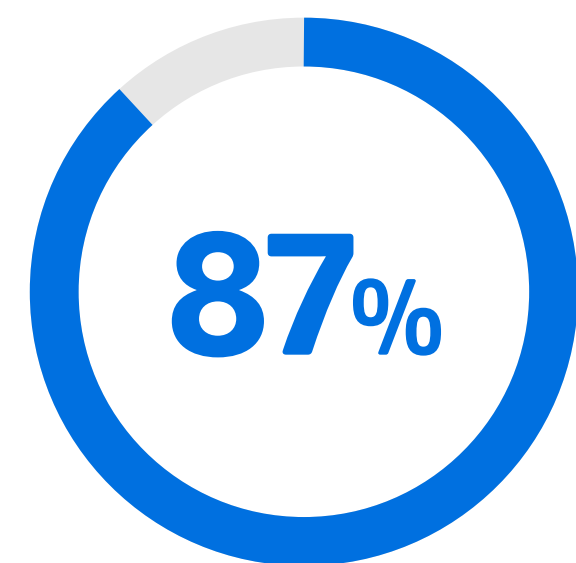
# Connection 4

# Win With Customer Experience

Customers want choice—not only in merchandise but in how they pay. Online and brick-and-mortar brands all know: the better customer experience wins. Offer not only the payment forms your customers know and love, but get the latest integrations first with PayPal and Venmo, plus PayPal’s Pay Later offers.

Customers also want speed—they don’t want to reenter their personal information for every transaction. In fact, 73% of PayPal users surveyed agree that they are more likely to buy when PayPal is present at checkout.<sup>5</sup>

**Let customers pay how and where they want.**



**87%** of PayPal Braintree merchants surveyed agree that PayPal Braintree delivers a streamlined customer experience.<sup>1</sup>

<sup>5</sup> Nielsen Survey, commissioned by PayPal, Nielsen Media Attitudinal Survey of USA, Feb 2023.

<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.

<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.



**88%**

of current US merchants agree that PayPal Braintree is a strategic commerce partner.<sup>1</sup>

# Reach Your Next Level

Millions of commerce sites in a wide range of industries—including grocery and food delivery, ticketing, retail, travel, insurance, and digital gambling—use PayPal to reach the next level of their business.

83%

of US PayPal Braintree users surveyed agree that PayPal Braintree helps my company achieve its business goals.<sup>1</sup>



Naked Wines used PayPal Braintree to integrate PayPal, Venmo, credit and debit cards, and digital wallets into a single, seamless flow—and activated new features quickly to keep up with growth. The result: a 5% increase in approval rates and a 0.03% chargeback rate.<sup>6</sup>



Freightos unified its payments and payout platforms and realized an increase in operational efficiency and a reduction of overall operations cost.<sup>8</sup>



We Ski integrated PayPal Braintree with local support, minimal integration efforts, local support, and a 5.4% increase in authorization rates.<sup>7</sup>



Fandango describes PayPal Braintree's payment processing as "rock solid."<sup>9</sup>

<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.

<sup>6</sup> <https://www.paypal.com/us/brc/case-study/naked-wines-uses-paypal-braintree-increase-approvals>

<sup>7</sup> <https://www.paypal.com/us/brc/case-study/weski-increases-approval-rates-with-braintree>

<sup>8</sup> <https://www.paypal.com/us/brc/case-study/freightos-case-study>

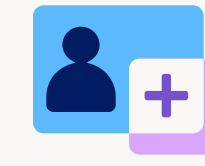
<sup>9</sup> [https://www.paypalobjects.com/ecm\\_assets/10817\\_PayPal\\_CaseStudies\\_Fandango\\_Final%20v5%5b16%5d.pdf](https://www.paypalobjects.com/ecm_assets/10817_PayPal_CaseStudies_Fandango_Final%20v5%5b16%5d.pdf)

# The PayPal Difference

**PayPal Braintree's proof is in the payments.**



**200+**  
global markets



**435 M**  
active accounts



**35 M**  
active merchants

Our scale helps us understand and satisfy your needs and your customers' needs. PayPal Braintree's team helps you stay ahead of what's next with a company that's got 25 years of institutional knowledge of working with banks, governments, and regulators. Our fraud tools help minimize chargebacks and reduce false positives—driving revenues and decreasing payment friction—and data security tools keep bad actors away. Robust reporting lets you know where you stand, and our APIs allow you to bring data into your own platform and share it with trusted partners.

A survey of U.S. PayPal users found that 73% of them agreed they are more likely to buy when PayPal is present at checkout,<sup>10</sup> and PayPal is trusted by 86% of merchants for more secure transactions.<sup>1</sup>

With PayPal Braintree, you get both a secure payment solution that consumers trust and gain a processor that handles over a billion transactions every year. With our experience and track record, we can help you confidently navigate risky economic environments, changing regulatory requirements, and transacting almost anywhere in the world.

**85%**

**of US PayPal Braintree users surveyed agree that PayPal Braintree is a best-in-class solution.<sup>1</sup>**

<sup>10</sup> Nielsen Media Attitudinal Survey, commissioned by PayPal in February 2023, published 2nd Quarter 2023.

<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.

<sup>1</sup> B2B International survey of mid-market and large enterprises in US, UK, and DE, commissioned by PayPal, published 1Q 2022.



# The Power Is Yours

Unlock the latest and greatest PayPal innovations for some of the best buyer and seller experiences, with technology, relationships, and insights to help augment value throughout your business.

## → **Grow your business.**

Acquire, convert, and retain more customers using PayPal's extensive global consumer data, robust marketing tools, and extensive shopping channels. Connect with customers who trust the PayPal brand.

## → **Optimize your operations.**

Unlock a smart tech stack and take a customized approach to sales with extensive payment options and a flexible commerce toolkit. A single integration from PayPal for your payment, CS, and dashboard needs can overcome legacy infrastructure.

## → **Safeguard what you've built.**

Navigate an increasingly complex risk environment with the help of PayPal's robust data insight, machine-learning tools, and global expertise. Help mitigate compliance risk, detect fraud and fight chargebacks, and keep customer and transaction data secure.

[Chat with us](#) to find out how far we can go—together.



Disclaimer: The content of this e-book is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.