

Gen Z

Tailor your payments to meet the needs of the new generation

Payment Strategy

Focus your priorities on the right things for 2023

Valued Voices

Podcast recos to help you be ready for what's next

The Stack

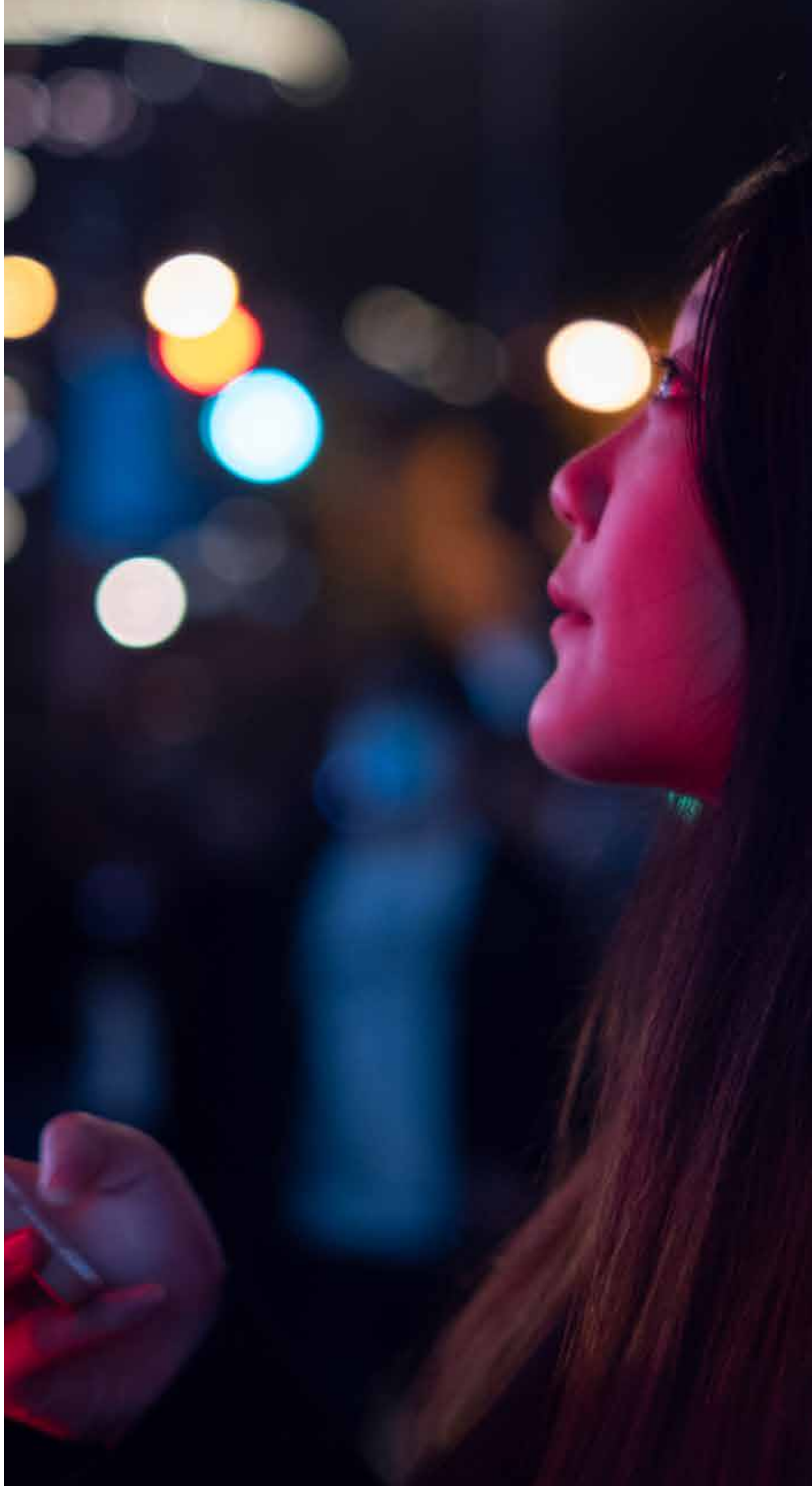
Insights that add up to real change | Vol. 1, Issue 1

The Art of Resilience

Planning for FY 2023

An exclusive publication by





First Things First

Welcome to **The Stack**, a magazine series designed to help you navigate the future of payments.

CASE STUDY: SPOKEO

One Size Doesn't Fit All

Mature Silicon Valley startup listened to their customer base and changed things up.

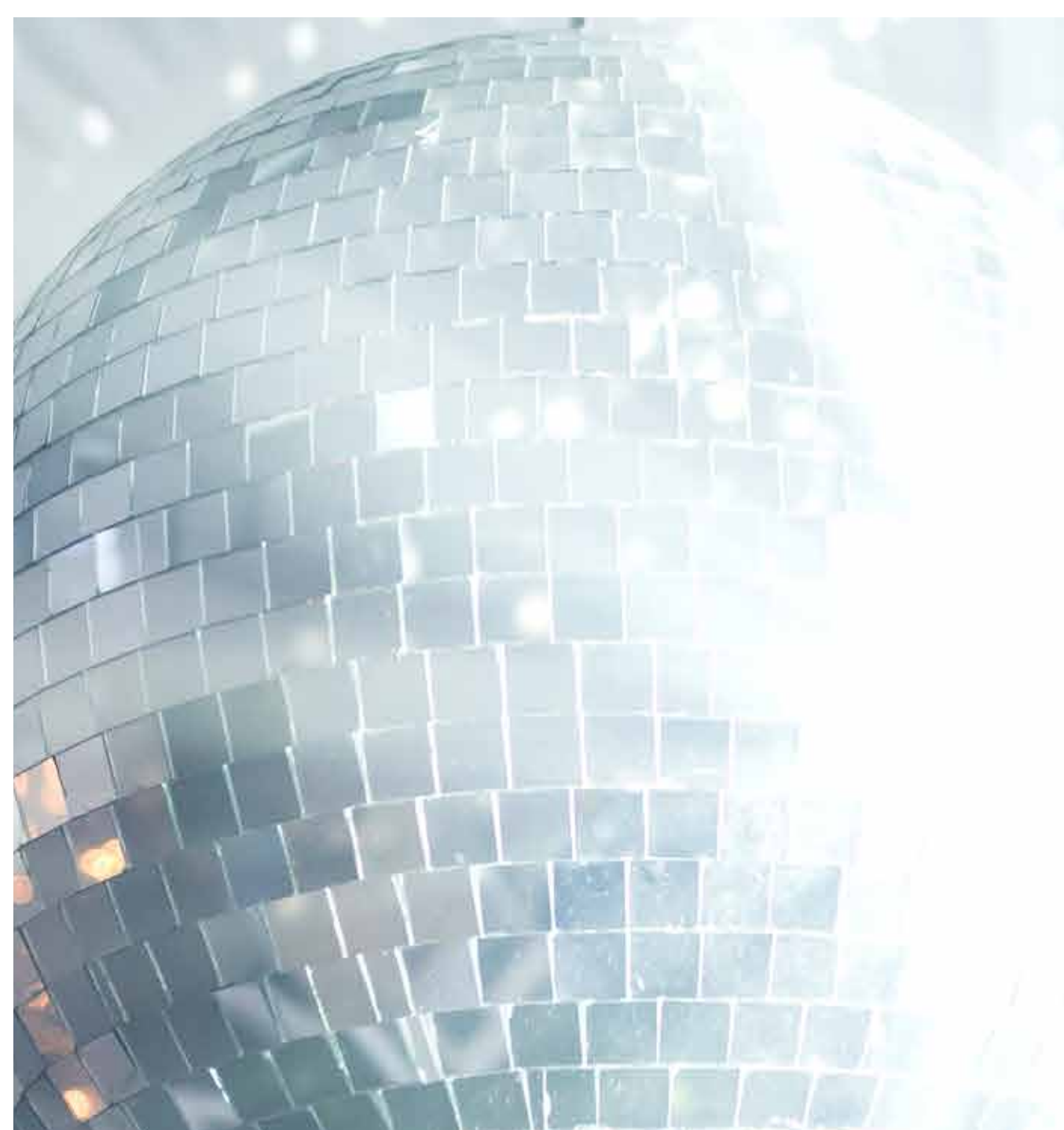


Valued Voices

Podcasts we love that can help your business thrive.

New (Fiscal) Year Resolutions

What will your business do differently in 2023?



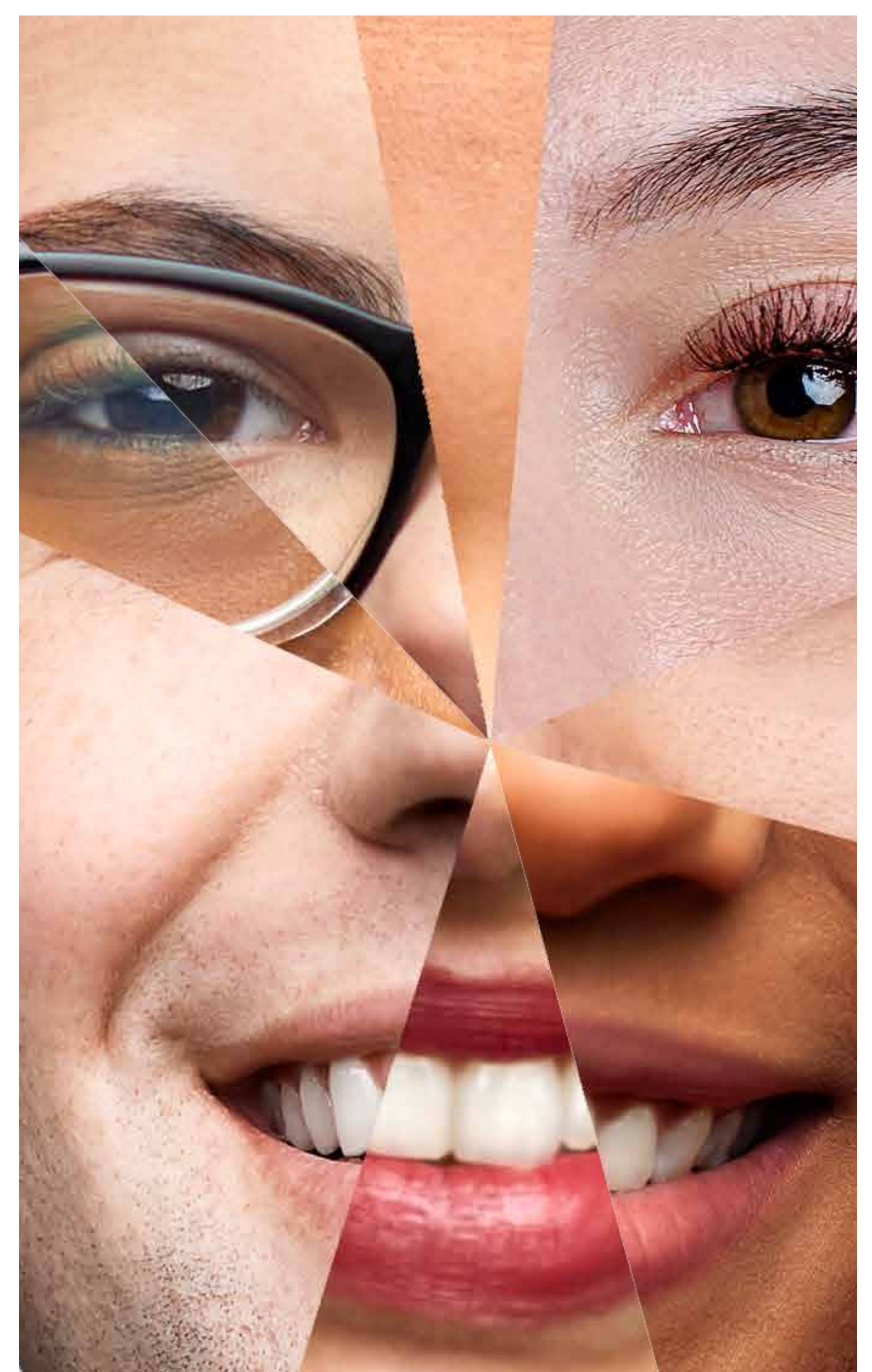
PLANNING CHECKLIST

Bolster Your Payment Strategy for 2023

Protect your business by planning ahead.

Generation: Data

See how different generations approach payment solutions.



Taking Stock of The Stack

You're a business leader, which means you have a clear-eyed view of the world.

You make decisions based on the facts and your best read of the future. Executives making plans for 2023 are preparing today for a challenging economic climate tomorrow.

But The Stack isn't about the bad news. It's about designing a payment platform that can help your business grow revenue, mitigate risk, and scale no matter what the economic forecast looks like.

We know that acquiring, converting, and retaining customers is challenging even in boom years. Modern business is complex and always evolving.

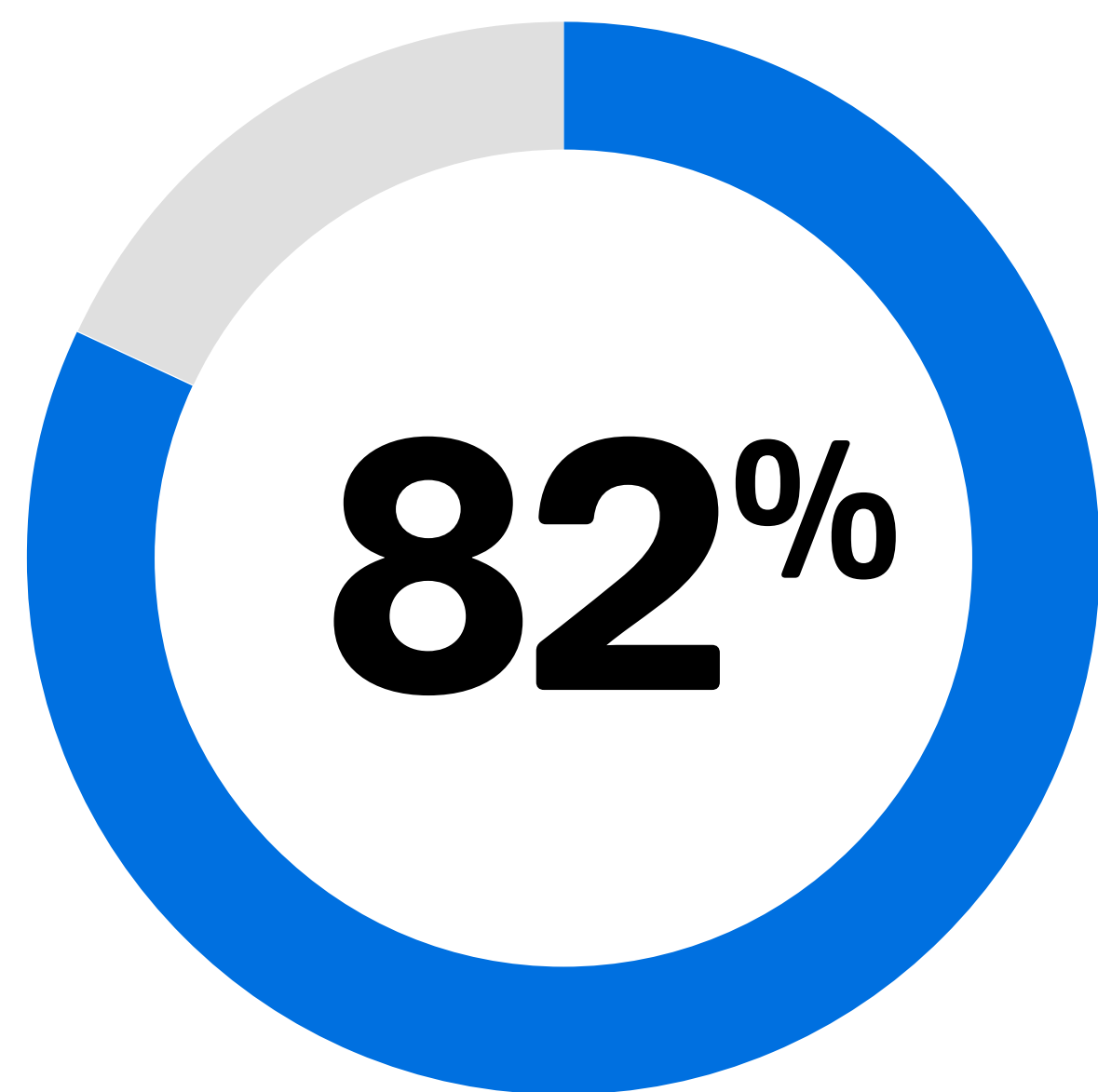
The Stack is here to help.

PayPal is your partner in this and we aim to give you timely, relevant, and actionable information to help you plan for the coming year.

Among the features in our first issue is a statistical portrait of Gen Z, a checklist to make sure your business is aligned with what customers want, and New Year resolutions to ensure your payment strategy is poised for success in 2023.

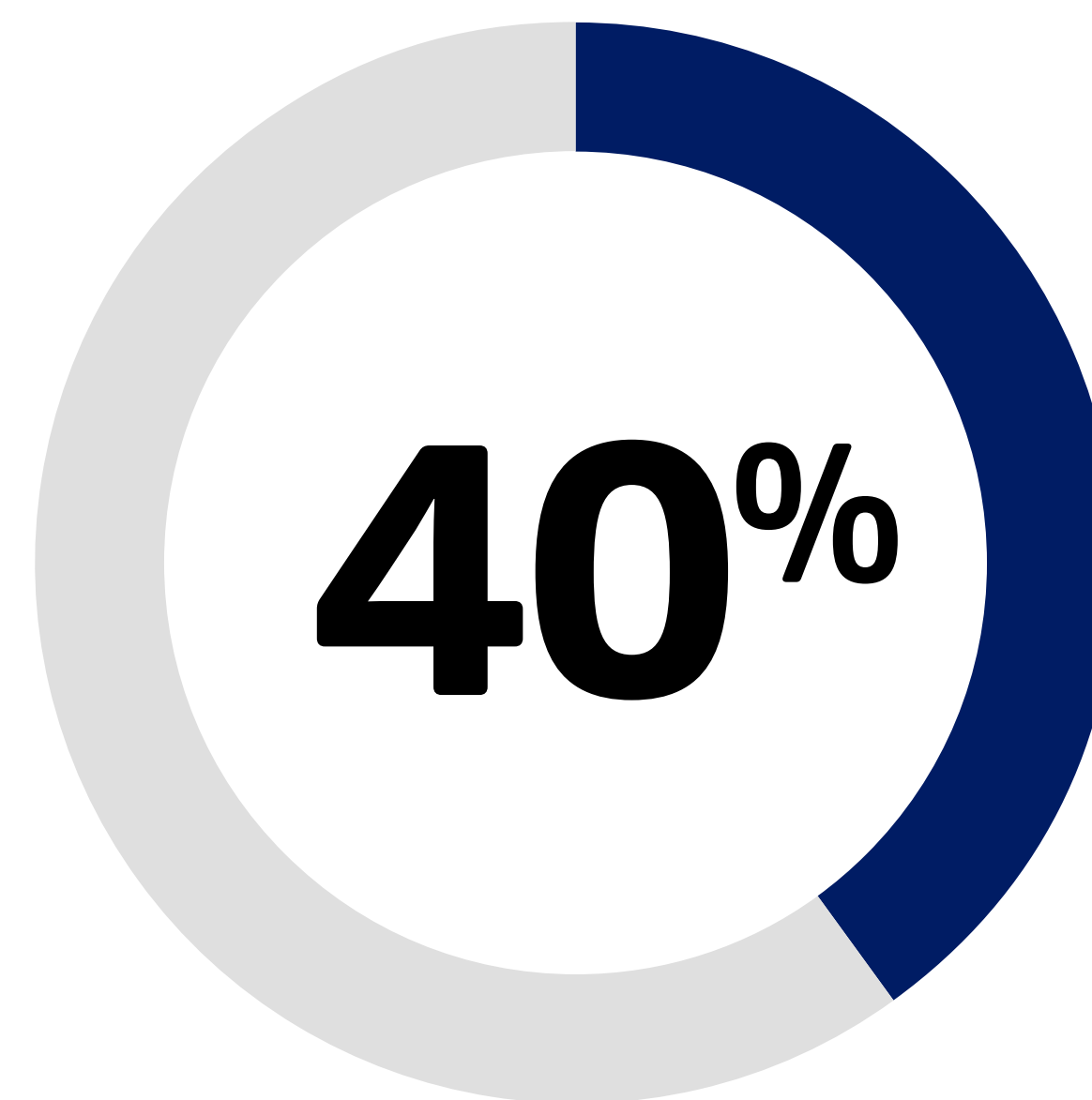
StatShot

The Security Divide. The difference between what businesses think and what customers believe offers businesses an opportunity to make security a priority in 2023. Only 35% of businesses consider the security of their payment data to be an online investment priority.



of businesses are confident their sites are secure

yet only



of online customers trust the sites where they shop to keep data safe¹

Valued Voices

Looking for new podcasts to help you plan? We've got you covered. If they aren't already on your playlist, add these podcasts to your queue for finding ideas, inspiration, and motivation as you plan for 2023 and beyond.



The Pymnts Podcast

One of the main resources in the payments industry, **The Pymnts Podcast** frequently sits down with key people in the business world to talk about challenges and opportunities in the space.

Listen 



The McKinsey Podcast

With clients all over the world and in every industry, McKinsey's experts have a unique perspective on business and so do the guests on their flagship podcast. We're biased but we particularly like the episode with our own chief of corporate affairs officer, Franz Paasche.

Listen 



Entrepreneurs on Fire

You don't have to be a founder to be an entrepreneur. In fact, in a world of constant change, everyone who deals with digital payments is an entrepreneur of sorts. Even if you work for a large enterprise, you can learn a lot from what small businesses are doing to get off the ground.

Listen 

Bolster Your Payment Strategy for 2023



With high inflation and the likelihood of a recession, customers in 2023 will be paying closer attention to costs. Sales might be slower. Deals may take longer to close. Protect your business tomorrow by making sure you have the right tools and strategies in place today.

IDC recently surveyed customers in the US to learn what they consider to be essential features of online shopping². Let their answers prompt your planning questions.

Is your product catalog accurate, up-to-date, and easy to understand?
64% said a navigable and current product menu was absolutely essential for online shopping.

Do you offer fast shipping with free returns?
53% reported speedy delivery and hassle-free returns as an e-commerce must-have.

Are your payments secure and do you safeguard customer data?
49% placed security at the top of the list.

Do you provide easy-to-navigate omnichannel shopping and quality customer experiences?
37% of respondents listed customer service and the ability to buy across platforms as the features they looked for most.

Are you able to offer rewards and promotions that build loyalty?
31% of customers count coupons and bargains as the primary feature for online shopping.

You can't control what happens in the economy but you can control how your business adapts and evolves to withstand whatever 2023 has in store.



One Size Doesn't Fit All

Less than ten years old, Spokeo is what might be called a “mature startup.” Based in Silicon Valley, Spokeo used its own in-house talent to build much of the technology that’s brought them success over the years. That includes their payment platform, which only accepted credit cards.

But as the company grew, demand for different ways to pay also grew. “Our customers repeatedly requested PayPal. They wanted to be able to pay with their preferred payment method and we listened to them,” says Maggie Cheung, Spokeo’s vice president of operations.

After integrating PayPal, Spokeo saw a 20% to 30% increase in conversion³ and a 14% gain in net new customers⁴.

Adding PayPal quickly yielded positive results at checkout but it also opened doors to new customers who might not have been aware of Spokeo, which aims to be a transparent and trusted people intelligence service.

Spokeo is making plans for the future. The company will soon add Venmo to its payment platform to further broaden its customer base and attract new customers.

“Some customers don’t want to disclose their personal card information, so we gave them a payment method with less risk and more protection,” Cheung says. “We gave them PayPal.”

After integrating PayPal, Spokeo saw a 20% to 30% increase in conversion and a 14% gain in net new customers.

New (Fiscal) Year Resolutions

If there's ever been a time to make new fiscal year resolutions, it's FY 2023. After almost three years of uncertainty, there's no reason to think 2023 will be different. The good news is we've all learned a lot about making our payment platforms more resilient. You can't predict the future but you can resolve to consistently make your business stronger.

Reduce Complexity

Offer fast, seamless, mobile-first commerce experiences.

Increase Transparency

Ensure end-to-end visibility of payouts and reporting that validates and confirms payments in real time.

Reduce Risk

Take payment security to the next level with automated, data-driven tools.

Increase Innovation

Leverage AI to analyze and predict customer behavior.

Increase Customization

Tailor your integrations at the most impactful level for your business with developer-friendly SDKs and APIs.

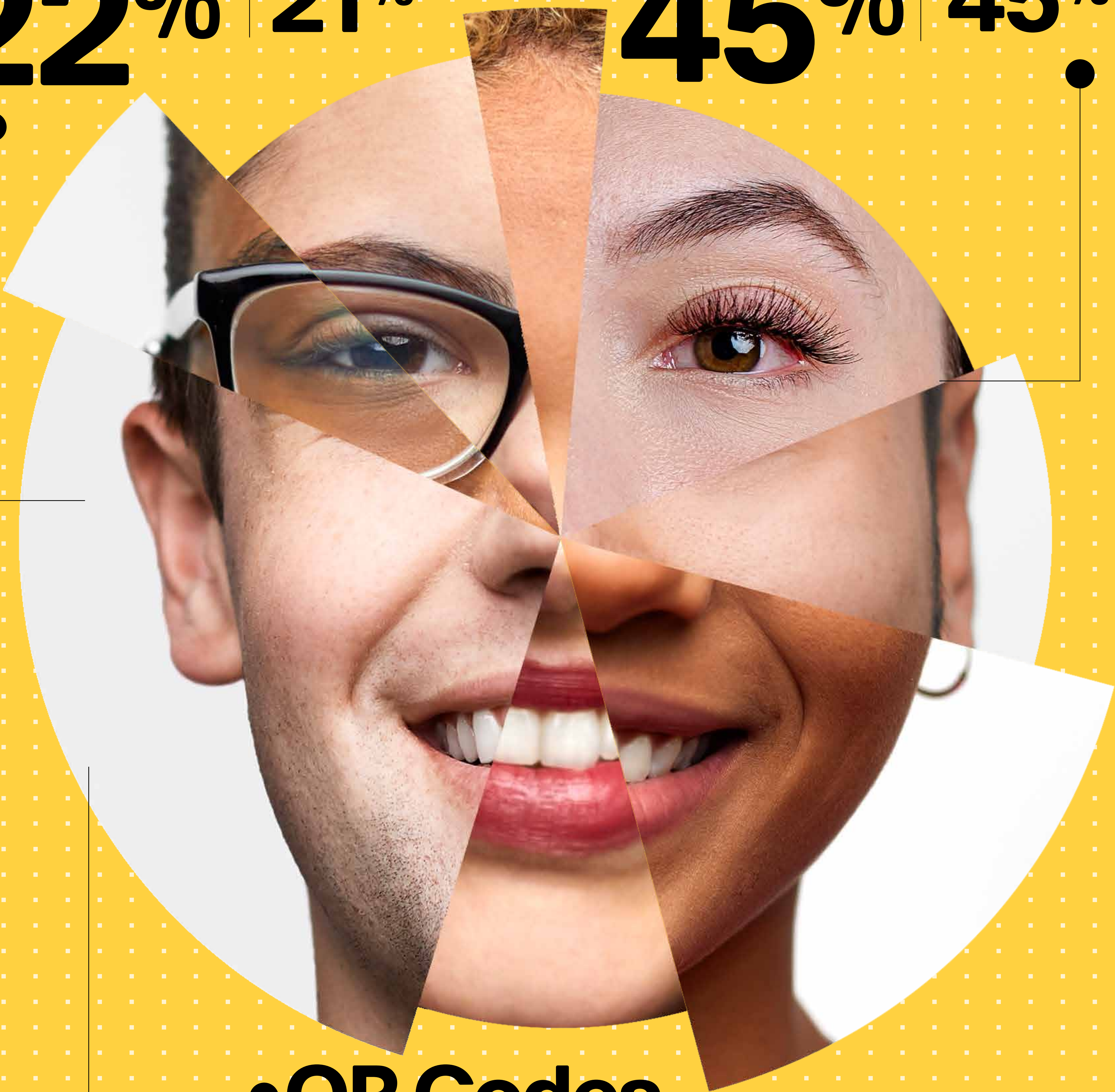
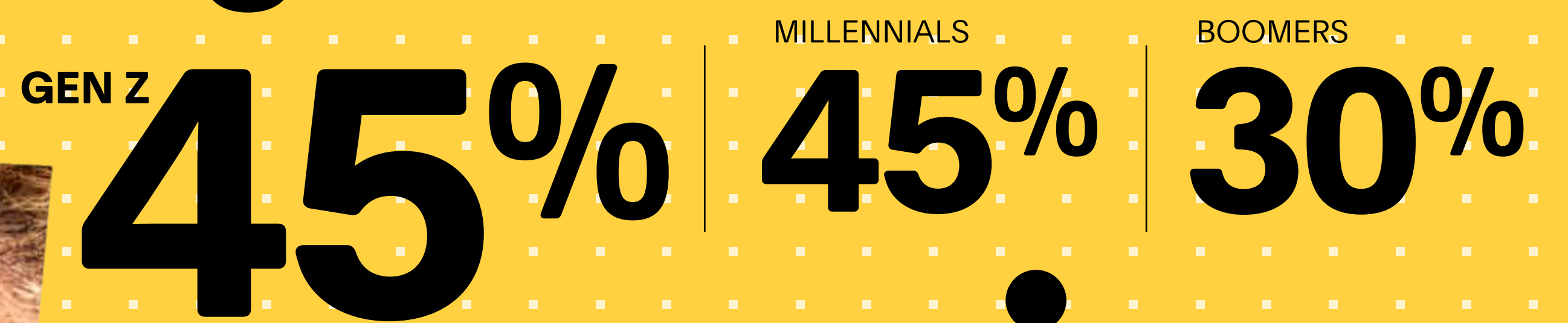
Generation: Data

It's not enough to have a single customer experience. Businesses need to understand what different slices of their customer base want and tailor experiences to meet those expectations. Here's how Gen Z trusts different payment types compared to Boomers, Gen X, and Millennials⁵.

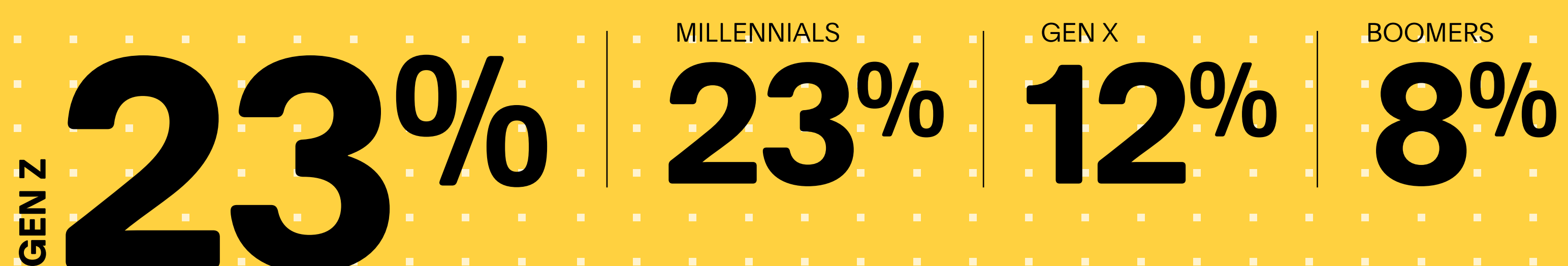
Crypto



Digital Wallets



• QR Codes



The Stack

An exclusive publication by  **PayPal**

Access more resources to make your business more resilient and help you plan for 2023: [PayPal.com/us/enterprise/business-roadmap](https://www.paypal.com/us/enterprise/business-roadmap)

¹IDC Infographic, Sponsored by PayPal, Do Retailers Really Know What Digital Shoppers Want?, Doc. #US49041822, May 2022. The PayPal Digital Payments Customer Experience survey conducted by IDC in January 2022 among 2,004 consumers in US. n = 505 for merchants, n = 10,054 for consumers

²IDC Infographic, Sponsored by PayPal, Sprinting into Digital Commerce: Understanding Your Shopper Expectations, Doc. #US49075222, May 2022. The PayPal Digital Payments Customer Experience survey conducted by IDC in January 2022 among 2,004 consumers in US. n = 2004

³Data source is from Spokeo A/B test. The A/B test began in March 2021, and was gradually expanded to different funnels until June 2021. PayPal was rolled out site-wide in July 2021.

⁴Data source from Spokeo, July 2021 – June 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.

⁵IDC Infographic, Sponsored by PayPal, Sprinting into Digital Commerce: Understanding Your Shopper Expectations, Doc. #US49075222, May 2022. The PayPal Digital Payments Customer Experience survey conducted by IDC in January 2022 among 2,004 consumers in US. n = 588 for Baby Boomers, n=398 for Gen X, n = 798 for Millennials, n = 117 for Gen Z; S