



# Go from digital laggard to insurance leader with innovative payment solutions.



The insurance industry may be poised for digital transformation – and the possibilities are endless. Learn how payments can go beyond checkout to help you reach new audiences, build efficient processes and stay ahead of your competition.



## Boost Your Reach

### PayPal Checkout

- Help reach younger demographics with PayPal Wallet, PayPal Pay Later and Venmo.
- Also offer traditional credit, debit and ACH.

### Digital wallets

- Connect with 426+ million global active PayPal accounts, and offer Apple Pay, Google Pay and more.

### New sales channels

- Build new partnerships to help expand your reach and scale across channels, devices and markets.



PayPal and Venmo are the two most-used payment providers in the US.<sup>1</sup>



of surveyed consumers currently have a digital wallet account.<sup>2</sup>



## Help Reduce Churn

### Frictionless checkout

- Help drive conversion with frictionless experiences and fewer clicks to checkout.

### Saved payments

- Securely store payment details so shoppers can check out quickly and seamlessly in the future.

### Recurring payments

- Make premium payments easy for customers with automatic recurring payments.

30%

higher checkout conversion with PayPal than other checkout options.<sup>3</sup>

13%

increase in repeat purchases from the same merchant when using PayPal.<sup>4</sup>



## Reveal New Efficiencies

### Payouts

- Help reduce the high cost of checks and settle claims fast with instant digital payouts.

### Fraud Protection

- Help mitigate fraud more efficiently with embedded authentication, security and compliance controls.

### Authentication

- Help improve auth rates with account updater, tokenization and global FinTech rails that help keep data fresh and accurate.

629%

increase in payout volume for one merchant after PayPal integration.<sup>5</sup>



2% increase in approvals could translate into millions of dollars of previously unrealized revenue.<sup>6</sup>



## Put the world of PayPal to work for you

Visit [paypal.com/us/webapps/mpp/enterprise/insurance-business-payment-solutions](https://paypal.com/us/webapps/mpp/enterprise/insurance-business-payment-solutions)

<sup>1</sup> Statista Global Consumer Survey, May 2020. It is being conducted as an interactive online survey; the target population are internet users in the US between 18 and 64 years of age.

<sup>2</sup> 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. n = 653 | Base = all respondents.

<sup>3</sup> Nielsen, Commissioned by PayPal, Nielsen Media Behavioral Panel of USA with 75,311 SMB desktop purchase transactions from April 2020 to March 2021.

<sup>4</sup> Nielsen, Commissioned by PayPal, July 2020 to September 2020 of 15,144 US consumers to understand and measure the impact that PayPal has for US-based LE merchants across different verticals.

<sup>5</sup> When comparing Q2 and Q3 of 2020. Note: Results are based on internal PayPal data from 2020. Results may not be typical and may vary substantially by business.

<sup>6</sup> A Mercator Advisory Group Research Brief, "Are You Maximizing Your Revenue Potential?" Sponsored by PayPal, December 2020.

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