



Help future-proof your business with PayPal's customer engagement strategies.

Our expert tips will empower your journey to success in the ever-evolving digital payments landscape.



Optimize, thrive, succeed: empower your business with PayPal.

Businesses are rapidly expanding their online commerce offerings, and now more than ever, mastering digital customer experiences (CX) is of utmost importance.

CX encompasses every touchpoint along the customer journey, from seamless inventory management and omnichannel checkout experiences to efficient payment processing and cultivating customer loyalty.

According to a recent report commissioned by PayPal, a majority of companies are prioritizing offering regional payment methods, including traditional payment methods like credit cards (92%) and alternative payment methods (APMS) such as digital wallets (87%)¹. Failing to meet customers' expectations in this digital landscape may lead to losing valuable clientele.

Amidst these dynamic changes, business should be able to focus on driving revenue and improving efficiency without sacrificing a seamless customer experience. PayPal's modern payment system can help your business become predictive and proactive, so you can confidently meet customer expectations.

¹ Cicero Research survey commissioned by PayPal, PayPal Payment Processing Benchmark Assessment 2023. n=927, 5 markets: the US, UK, Australia, Germany and France. Online survey of global merchants (Executive & senior decision-makers responsible for selecting their business's payment provider) between April 2023 - May 2023.



Keep reading to discover our top tips and insights to help propel businesses forward in the digital age—and let's take yours to the next level, too.

TIP 1

Navigating tomorrow's payments: Elevate your business with Buy Now, Pay Later.

Buy Now, Pay Later has won the hearts of customers worldwide, thanks to its flexibility and interest-free options, especially for substantial purchases. Despite the immense potential, only 16% of businesses currently offer Buy Now, Pay Later as a payment option¹. The good news: buy now, pay later may benefit your business by potentially raising revenue, enhancing brand awareness, and fostering customer loyalty.

By integrating Buy Now, Pay Later, you can expand your reach and unlock access to our vast network of 400+ million active accounts across the world. With speedy application approval decisions and a seamless checkout process, you empower your customers to enjoy a hassle-free shopping experience. The best part? You can do all this without incurring any additional cost or risk.

Embrace the power of Buy Now, Pay Later with PayPal Pay Later and watch your sales soar while nurturing lasting customer relationships.



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TIP 2

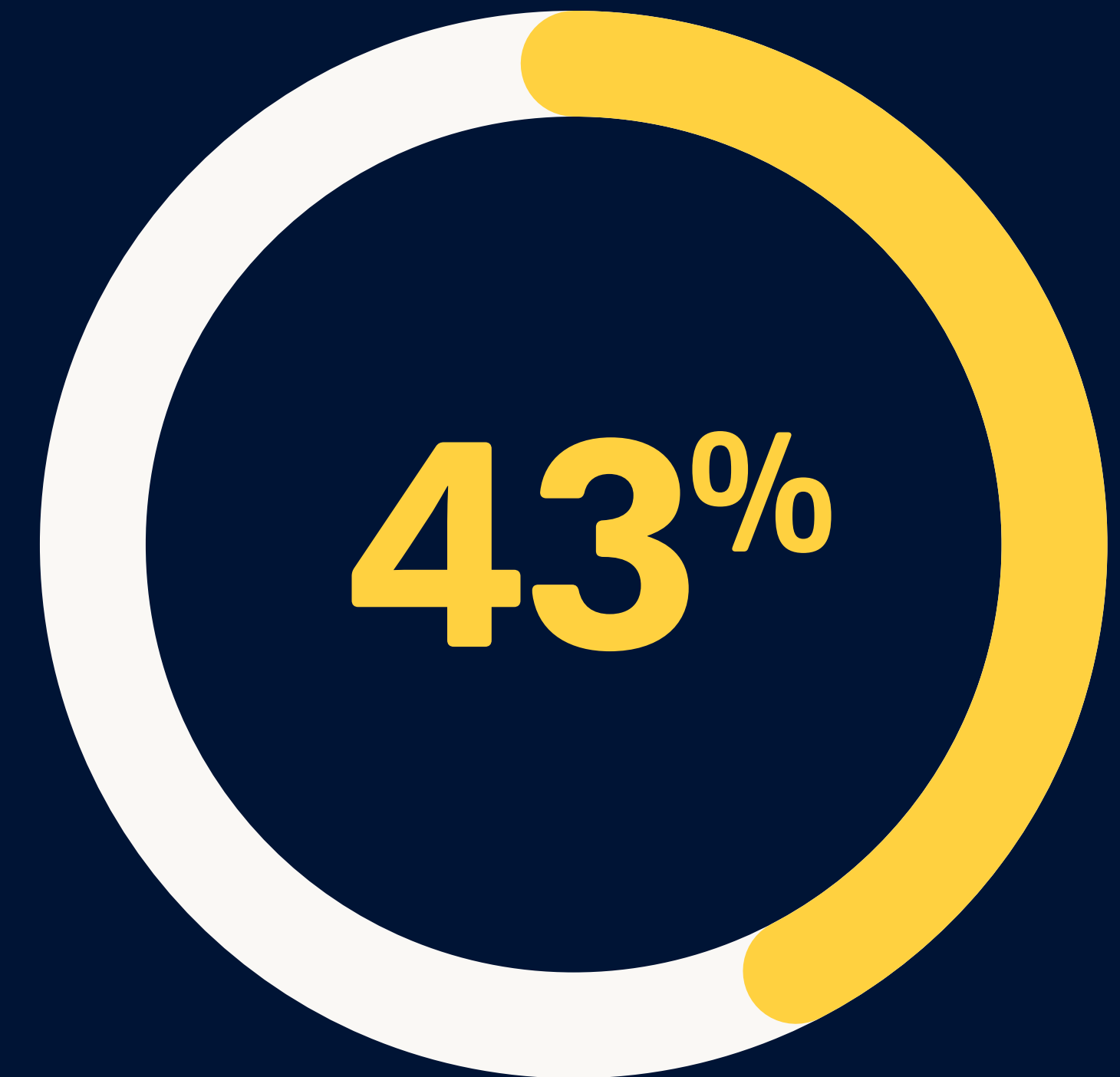
Securing every transaction: Discover tokenization with PayPal.

In today's fast-paced digital world, offering a diverse range of payment options is crucial. Equally important, however, is safeguarding your customers' payment information.

That's where tokenization steps in to provide a reliable security solution. Tokenization replaces valuable customer payment data with secure tokens, ensuring that sensitive information remains protected at all times.

But with PayPal, you can help stay ahead of the curve. We prioritize the privacy and security of your customers' payment details by employing vaulting, which keeps the information confidential and securely stored. Plus, our network tokenization help you take protection to the next level, reducing opportunities for data theft and ensuring seamless transactions for repeat purchases for shoppers, even when the underlying card number changes. By providing a secure and trustworthy payment environment, PayPal helps customers trust your business, can result in an improved customer experience that drives conversion rates.

Leverage tokenization with PayPal to instill confidence within your customers, transaction after transaction.



Despite its significance, only 43% of businesses have realized the importance of tokenization¹.

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TIP 3

Full-stack ahead with PayPal's seamless integration.

Large businesses, developers, and customers want choice and control when it comes to their payment integration. Tech stack integration presents businesses with a game-changing opportunity to achieve efficiency and scalability. By integrating various technologies into a cohesive system, companies gain access to a comprehensive set of features and functionalities essential for success.

Remarkably, despite its potential, only 34% of firms have currently implemented tech stack integration with their platforms, such as their CDP and CRM platforms¹.

Partnering with PayPal, you can help unlock the potential of your enterprise. As a full-stack payment platform, we streamline your operations, reduce friction during checkouts, and employ advanced fraud detection and prevention measures. With PayPal's simple integration, you can provide a shopping experience to your customers without the hassle, allowing you to focus on what truly matters—growing your business.

Incorporate tech stack integration with PayPal and revolutionize your operations today.



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TIP 4

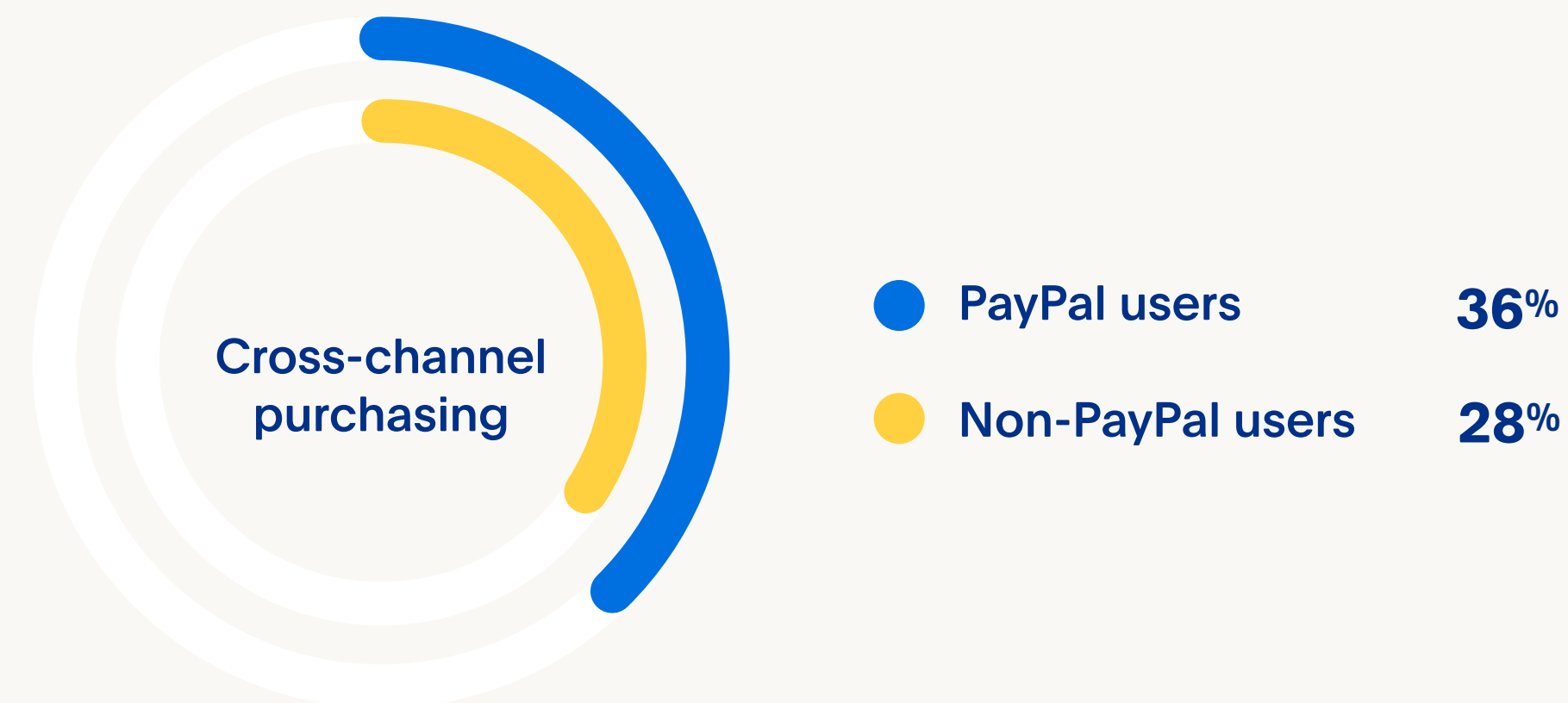
Meet customer expectations & embrace cross-channel shopping.

In the evolving landscape of commerce, the integration of cross-channel purchase options has become a game-changer—think buying online, shopping in-store, or browsing on social media.

As online channels continue to expand, brick-and-mortar stores are making a remarkable comeback. Customers now prefer a seamless, consistent, and connected shopping experience, seeking better interactions with their favorite brands. This extends beyond conventional online shopping to include in-store experiences, as well as options like BOPIS (buy online pick up in-store) and BORIS (buy online return in-store). By embracing these diverse purchasing avenues, businesses not only meet customers where they want to buy but also gain the advantage of a unified view of their customers across all channels. **Yet, it's surprising that only 32% of businesses have recognized this trend and integrated cross-channel purchase options¹.**

The advantages of adopting this strategy could be immense. Not only does it help attract new customers, but it could foster deeper connections with them, paving the way for potential international expansion. By implementing a cross-channel strategy, your customers can benefit from a wide range of payment options, including PayPal payments, card processing, and country-specific payment methods from around the world, all easily managed within the platform.

Integrate cross-channel purchase options with PayPal today and unlock new horizons for your business.



At PayPal, we understand the power of a multi-faceted approach. That's why 36% of our users already offer cross-channel purchasing, surpassing the 28% among non-PayPal users¹.

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Payments powerhouse: Streamline processes with PayPal Braintree.

Discover the power of PayPal Braintree, a dynamic tech stack that puts you in the driver's seat.

To deliver an exceptional customer experience on the front-end, you need a fully equipped backend tailored to your unique requirements. With PayPal, you can quickly optimize your customer experience at scale through intelligent and agile optimization. Our platform equips you to navigate the inevitable risks and uncertainties of today's economy with confidence.

At PayPal Braintree, we've got you covered with an end-to-end payment solution that integrates with your existing tech stack and future service providers. Embrace simplicity as you effortlessly streamline your payment processes. With PayPal Braintree, you have the ultimate tool to elevate your business, delight customers, and thrive in today's dynamic market.

Let's shape your success together.

**Contact a PayPal representative to give you
customized solutions for your business.**

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

