

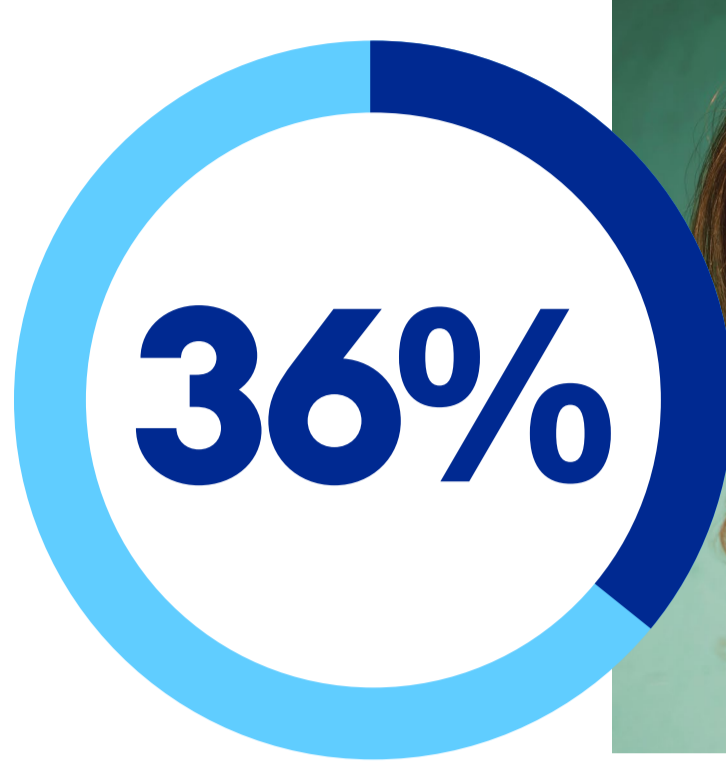
PayPal Open

Upgrade your checkout with the latest payment innovations

Today's shoppers aren't just looking for products. They're looking for a modern experience that delivers from start to finish, with multi-channel consistency, preferred payment methods, fast checkout, and more.

Let shoppers pay how they want

Reduce checkout friction. Offer payment methods customers prefer.



36% of US shoppers surveyed use Venmo, making it the second most used online payment service¹

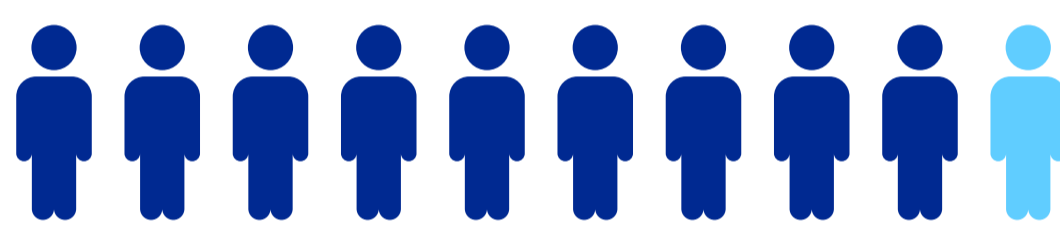
[Learn how](#) to accept digital and alternative payment methods.

Help them shop across channels

Unlock sales. With a cohesive shopping experience from in store to mobile to social to desktop.



9 out of 10 shoppers expect consistent interactions across channels²



[Learn how](#) to put together a smooth multi-channel shopping experience.

Get them through checkout fast

Shoppers don't want to wait through long checkouts. Accelerated guest checkout with Fastlane by PayPal means they don't have to.



46%

46% of consumers surveyed would not make a purchase from a retailer if forced to create or log in to a website account³

[Learn how](#) to speed up guest checkout for your shoppers.

And give them what they want

Build customer loyalty. Offer tailored brand promotions and reward points to keep them coming back.

79% of consumers surveyed say receiving discounts or rewards is important to them when completing an online purchase⁴

[Learn how](#) to foster shopper loyalty and attract repeat buyers.

Get growing. With PayPal Open's innovative tech.

Discover how PayPal Open's end-to-end solutions can help you foster deeper connections with customers.

[Learn More](#)

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

¹ Statista. (2024, Oct). Global Consumer Survey Brand Report, Online payment: Venmo users in the United States. Base: n=3,930 online payment users.

² Firework. (2024). "52+ Omnichannel Stats You Can't Afford to Ignore in 2024 (Or Risk Losing Customers!)"

^{3,4} Nielsen, commissioned by PayPal. Nielsen attitudinal survey of US (June 2024) with 1,000 consumers who made an online purchase in the past 2 weeks.