



Conversion Co-op

G2G and PayPal squad up to help boost user trust.

[Gamer2Gamer](#) (G2G) is a global online marketplace that connects gamers with digital goods and services, including game top-ups, in-game mods, gift cards, even coaching. As a purely online offering, providing a seamless, trustworthy payment platform is at the core of their exponential growth.

G2G's significant percentage of repeat customers and increased PayPal transaction volume of 50-75% year-on-year are testament to this commitment. G2G's Group CEO & Founder, Ken Chee, tells us of users, "Their familiarity with the PayPal platform and its security features play a big role in driving customer retention."

45%

of G2G's US and EU customers prefer PayPal.¹

90%

checkout flow success rate with PayPal.¹

20%

increase in PayPal transactions since implementing Pay Later.¹

¹ Data source from G2G, March 2025

The opportunity

A payment gateway built for an online community

It's essential to earn and maintain customers' trust, but equally to reduce transaction friction wherever possible. With countless other businesses serving online gamers, seamless checkout maximises conversion. Long checkout times and failed payments represent not only a lost sale, but a customer who's unlikely to return.



The solution

A simplified checkout with protection

"PayPal helps reduce these barriers with its fast checkout experience, secure infrastructure, and recognisable brand, which help speeds up the path to purchase and reduces drop-off rates."

Ken says their successful checkout flow is now around 90%.²

PayPal Checkout, Seller Protection³ on eligible purchases, and multi-currency support have been crucial in streamlining transactions and helping to reduce the impact of financial losses, while offering flexible payment options has boosted sales. After going live with Pay Later in the EU, Australia, Germany and the US, Ken says they've seen a 20% increase in PayPal-related transactions.

² Data source from G2G, March 2025.

³ Available on eligible transactions only. Limits, terms and eligibility criteria apply. www.paypal.com/uk/legalhub/paypal/useragreement-full

PayPal

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When entering new markets, PayPal's brand recognition serves as an immediate trust signal for users.



Ken Chee



PayPal

High security, low costs

PayPal continues to support G2G's expansion by enabling seamless international transactions. "Moving forward," Ken says, "we look forward to greater local coverage without requiring a local entity (e.g., Brazil) and access to more settlement currencies for merchants, reducing withdrawal fees. This would help us save around 3-5% in costs per transaction."

Ken says the cost efficiencies don't stop there. "Since integrating PayPal's tools, our chargebacks have been reduced to about 0.3%.⁴ This is a significant improvement considering our scale, and has helped lower dispute-related overheads."

Market reach for continued growth

When it comes to expanding into new markets, Ken tells us, "Having a trusted payment partner like PayPal is invaluable in navigating the complexities of international commerce."

With the online gaming market worth an estimated US\$225 billion in 2025,⁵ having the confidence to expand into new markets means the future is bright. Wherever customers pop up, the G2G team knows its all-in-one payments solution can handle it.



⁴ Terms, exclusions and fees apply to the Chargeback Protection tool. Chargeback Protection is available for accounts enrolled in Advanced Credit and Debit Card Payments. See terms.

⁵ Source: Online Gaming Market Size and Share Analysis - Growth Trends and Forecast Report 2025-2033

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