

Air France Sales Take Flight with PayPal Payments

Connecting people through flight since 1933, Air France is a leading global airline and key member of the Air France KLM Group.

Air France set out to drive growth and partnered with PayPal to perform a comprehensive A/B test, comparing 2 versions of the Air France website's payment page:

- Version A did not include PayPal as a payment method
- Version B featured PayPal as a payment method

Air France wanted to assess the impact on Conversion and Average Order Value (AOV) by adding PayPal.



By featuring PayPal as a payment method, Air France experienced :

+4.5% HIGHER
Conversion

+5% HIGHER
AOV

Additionally, **40% of surveyed customers*** would not have completed their purchase if PayPal was not present.

One of the surveyed customers noted, "**I prefer PayPal...it saves me from having to take out my credit card**, which I don't always have with me, and type in all the card numbers."

Note: Results are based on merchant and PayPal data from a one-month A/B test of PayPal button performance in Q4 2019 and qualitative interview (n=150). These results may not be typical and may vary substantially by business. *PayPal, Q4 2019, 150 buyers were contacted by phone. Survey was conducted in French: Q5. Auriez-vous finalisé votre achat s'il n'y avait pas en PayPal? (Would you have finalized your purchase PayPal wasn't available?). Approved for B2B use in EMEA and USA, MRF-35522.