



# Less friction. More spend.

Customers have less tolerance to friction when buying online than ever before. To capture sales and keep customers coming back for more, you need a fast and simple checkout experience. With the **PayPal Checkout button**, you'll stand out from the crowd with a fast and secure way for your customers to pay.



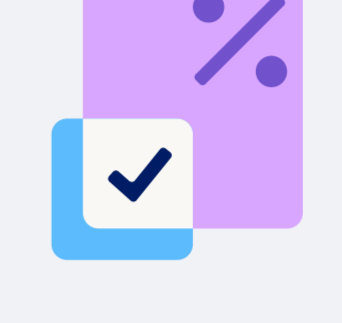
## The opportunity.



There are **3.78 billion** online shoppers worldwide.<sup>1</sup>



That's **48%** of the world's population shopping online.<sup>1</sup>



Yet the e-commerce conversion rate is only **1.77%**.<sup>2</sup>

## Some insights.

How online shoppers behave worldwide:



**39%** of consumers are less likely to shop with merchants offering a long and confusing checkout process.<sup>3</sup>



**47%** of consumers are less likely to make a purchase if they have security or trust issues at checkout.<sup>3</sup>




**30%** of shoppers will abandon your store if they don't find their preferred payment method.<sup>4</sup>



**51%** of PayPal customers abandoned a purchase when PayPal was not available.<sup>5</sup>

## The solution.


With the PayPal Checkout button you can:




Simplify your checkout and enhance your customer experience.



Improve trust and security.



Reduce cart abandonment and drive more sales.




Drive more repeated purchases.

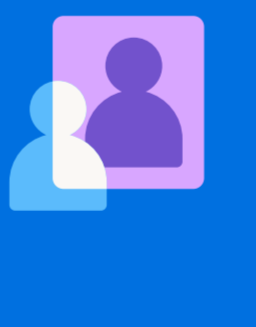
Adding the PayPal Checkout button makes the checkout process **43% faster.**<sup>6</sup>




**74%** of consumers trust PayPal to keep their financial information secure.<sup>7</sup>



Consumers are **54%** more willing to buy when a business accepts PayPal, especially in unfamiliar situations.<sup>8</sup>



**8%** increase in repeat online purchases by customers using PayPal from the same merchant.<sup>8</sup>



Consumers are **3.8x** more likely to convert and complete their purchase when you accept PayPal.<sup>9</sup>

### It's that simple.

## Add the PayPal Checkout button to your online shop today.

Connect with our expert team to find out more:  
[www.PayPal.com/UK/Checkout-Button](http://www.PayPal.com/UK/Checkout-Button)



1. Statista Digital Market Outlook / DataReprtal, DIGITAL 2022: GLOBAL OVERVIEW REPORT, Jan 2022.  
 2. IRP Commerce, 'Ecommerce Market Data and Ecommerce Benchmarks.'  
 3. PayPal e-Commerce Index, ACA Research commissioned by PayPal Pte Ltd, 15 June – 18 September 2022 for the UK with n=2,012 consumers and n=505 businesses.  
 4. PayPal, 26 June 2020. 'Optimizing customer experience with payment presentation.'  
 5. McKinsey & Company Europe Consumer Pulse Survey, 06/08–06/12/2022, n = 5,076 (France, Germany, Italy, Spain, UK), sampled to match European general population 18+ years.  
 6. PYMNTS, '2022 Buy Button: Accelerating Checkout Optimisation', 2022. PYMNTS researched the checkout processes and buy button offerings of leading U.S. eCommerce sites for the original Buy Button Index in 2016. Subsequent reports compiled using information collected from this original, in addition to new data acquired in July 2022 coming from shopping simulations on 808 leading retailers and 210 merchants with BNPL options.  
 7. TRC, Commissioned by PayPal, April 2021. TRC conducted 20 minutes online survey amongst 1,000 UK consumers ages 18+.  
 8. IPSOS, 2018 Online Payment Experiences Study. The IPSOS study was commissioned by PayPal and conducted in July 2018. Study of 10,500 people, including 6,930 PayPal users, across the US, UK, Germany, Australia, Italy, Spain and Brazil (1,500 people per market).  
 9. Nielsen, Commissioned by PayPal, May 2021. Nielsen Behavioral Panel of desktop transactions, Nielsen Attitudinal survey, Forrester (online buyers), PayPal data (active users) from 2,100 LE merchants in seven markets (US, UK, DE, FR, IT, ES and AU) with ~1 Million purchases from +200K consumers.