



Better Business Together

Today's consumers want fast, easy and safe shopping from grocers and retailers. Businesses need to be thinking about providing enhanced customer choice and experiences. To demonstrate how PayPal can help increase conversion rates and drive growth, PayPal commissioned Nielsen to measure PayPal's impact across 73 of Digital Commerce 360's Top 100 merchants.



PayPal helps businesses win



Conversion



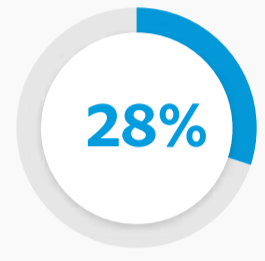
Spend



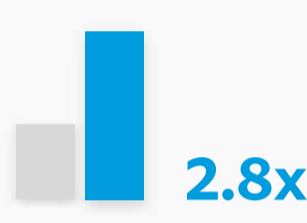
Net Promoter Score (NPS)

Conversion

PayPal's consumer network helps create a positive impact through trust & credibility.



Businesses can see a **28%** increase in conversion when PayPal is selected.



Consumers are **2.8x more** likely to convert on sites where PayPal is visible.

PayPal helps attract first-time visitors and mobile shoppers.



More likely for first time visitors to purchase when PayPal is presented.

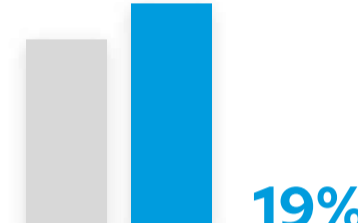


More likely for mobile shoppers to purchase when PayPal is presented.

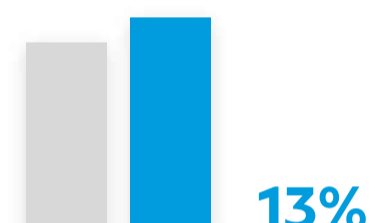


Spend

PayPal helps increase buyer confidence.



Unplanned purchases
More likely for consumers to make unplanned purchases.



Repeat purchases
Increase in repeat purchases.

NPS

Displaying PayPal can help increase customer loyalty.

8pt increase in NPS

2/3 of Net Promoter Scores are used by the F1000 to measure customer loyalty.



Our verticals

Conversion uplift at checkout

PayPal's impact when compared to other online payment methods.

Increase in repeat purchases

PayPal's impact when compared to other online payment methods.

Grocery

48%
Conversion uplift at checkout
20%
Increase in repeat purchases



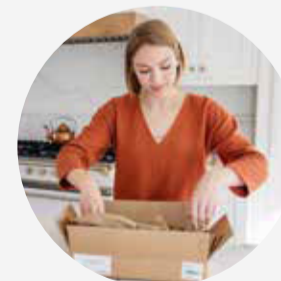
Health & Beauty

28%
Conversion uplift at checkout
12%
Increase in repeat purchases



Multicategory

35%
Conversion uplift at checkout
11%
Increase in repeat purchases

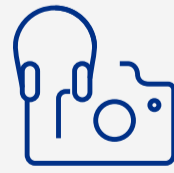


Increases likelihood to convert when shopping

When PayPal is visible, businesses see an increased likelihood in conversion.



Up 1.3x
Clothing & Fashion



Up 1.6x
Electronics



Up 4.7x
Multicategory

To find out more about how we can start doing Better Business Together, visit: www.paypal.com/uk/grocery



Source: Nielsen, commissioned by PayPal, a study to understand and measure the impact that PayPal has for US-based LE merchants across different verticals (e.g., health & beauty, travel, fashion) by Nielsen Behavioural Panel of desktop transactions from 15,144 US consumers between July 2020 to September 2020. Checkout conversion measured from the point at which the customer starts to pay. Nielsen Attitudinal Survey of 2,801 consumers who had made a recent (past 2 weeks) purchase across any of 8 verticals (e.g. health & beauty, fashion, groceries) in June 2020.