



The Payments Buyer's Toolkit

Discover how your payments strategy can help you achieve your business goals.



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→ Navigating Today's Payment Landscape

The current economic climate can be described in one word: uncertain. Businesses are competing in an increasingly complex, fragmented commerce ecosystem. And customers around the world are increasingly demanding more. Consumers want to pay the way that suits them – with their preferred payment method, that works at their desired speed. And, faced with more choice than ever before, today's consumers are more likely to leave and find an alternative if this demand isn't met.

From faster, personalized shopping experiences to choices in the way they pay, consumers are seeking payment experiences that are convenient, reliable, seamless, and secure.



Mobile is the channel of choice.

So, after years of increasing adoption, it's not surprising that smartphones and mobile devices have become the preferred device across all markets¹ for online shopping. 29% of US respondents would like to always use mobile payments.²

Enterprises are adapting to meet this demand, with business leaders planning to leverage digital platforms and ecosystem capabilities to adapt their value chains to new markets, industries, and ecosystems.

¹ PayPal, June 2022, 4 global eCommerce opportunities to watch out for.

² Statista Global Consumer Survey : United States, as of August 2021. Published in In-depth:Fintech 2021. November 2021, basis: all respondents, n=5,704.



There's a clear need for payment processing speed.

Today's world is one of instant gratification. Consumers don't want to wait – and in many cases, they won't. In fact, 18% of respondents in a recent survey³ report abandoning their cart because the checkout process took too long.

Slow payment processing can decrease customer satisfaction, slow growth, and affect revenue streams. Merchants need to establish quick and instant processing speeds for seamless customer experiences that see consumers speed through checkout.



Simple, customer-centric designs create better experiences and better results.

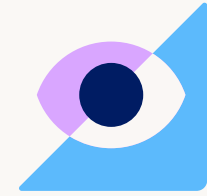
Customers want simplicity, as evidenced by the recent interest in digital wallets. Consumer research found that digital wallets are rapidly growing in popularity because people find them easy to use, convenient, and secure. By 2024, digital wallets are projected to account for more than half of all eCommerce payments worldwide.⁴

Unsurprisingly, merchants mirror this trend. When asked which future trends in digital commerce and payments they expect to have the biggest impact on how their organization engages with customers and processes online payments, respondents' top answer was digital wallets (31%), followed by speed of transaction (which happens to be a key attribute of digital wallets) at 24%.⁵

³ Statista, April 2021. Research done in cooperation with Baymard Institute on 4,329 US respondents 18 years and older to understand the reasons for cart abandonment.

⁴ The 2021 Global Payments Report by Worldpay from FIS.

⁵ IDC. An IDC Thought Leadership White Paper, Commissioned by PayPal. June 2021. IDC partnered with PayPal to study how ecommerce-enabled enterprises in US are adapting to today's digital economy and which business-level objectives are driving technology investments. n = 653 | Base = all respondents.



Security needs to be both visible and seamless.

With cyber risks and fraud becoming increasingly common and sophisticated, security remains a top consideration for merchants and consumers alike.⁶ Ultimately, consumers want security to be visible but seamless, so it does not act as a barrier.

Digital wallets in particular provide a seamless customer experience, and are growing in popularity because consumers find them easy to use, convenient, and secure. As this method becomes even more widespread, biometric authentication that relies on face, fingerprint, or retinal data may become increasingly important to improving security.



One integrated buying and selling process.

Using a variety of payment partners for different functions can impact the customer experience. When there are payment processing problems, it could take hours to figure out the cause. Using a single integration can help you resolve issues faster and at a cost that may be lower than coordinating multiple vendors.

A single payment's platform means giving your customer a seamless way of placing the order, paying for the order, and receiving the order. And for merchants, a single integration can help you streamline the end-to-end payment process, find new operational efficiencies, maximize revenue, and get the most from your payment processor.

Rapidly shifting consumer behaviors pose new challenges for enterprises. Your payments processor may be in a unique position to help you meet those challenges head-on. From front-end conversions to back-end efficiencies, partnering with the right provider could have the tools you may need to meet, and exceed, your annual forecasts. In short, there has never been a better time to analyze your payments processing setup.

⁶ IDC InfoBrief, Sponsored by PayPal, "Do Retailers Really Know What Digital Shoppers Want?," Doc. # US49041822, May 2022. The survey conducted by IDC among 505 large enterprises and 10,054 consumers in five markets: the US, UK, Australia, Germany and France.

→ The Top Three Things You Need From Your Payment Solution

Consumer adoption of ecommerce and digital payments has skyrocketed in recent years, accelerating the need for ecommerce-enabled enterprises to modernize their payment technology so that they can accept the payment methods their customers prefer.

A payment platform is a service that acts as a one-stop-shop for a business's payment needs.

52%

consider digital payments the no. 1 priority for business growth.⁷

6/10

consumers use their digital wallets multiple times per week.⁷

53%

said that their digital wallet usage has increased over the past year.⁷

⁷ IDC. An IDC Thought Leadership White Paper, Commissioned by PayPal. June 2021. IDC partnered with PayPal to study how ecommerce-enabled enterprises in US are adapting to today's digital economy and which business-level objectives are driving technology investments. n = 653 | Base = all respondents.

So, if you're planning to adopt a digital payment solution or simply exploring the possibility of upgrading your existing one, here's what you should look for:

1 Maximum security, minimum friction.

An average of \$3.7 million is lost per year to fraudulent online transactions.⁸

42% of respondents say their organizations are much more vulnerable to an online fraud attack due to digital transformation.⁸

The takeaway: Offer digital wallets and other alternative payment methods so consumers can choose the method they trust most. 72% of consumers trust PayPal to keep their financial information secure.⁹

2 Flexibility for you and your customers.

A flexible, seamless platform can help you uncover new efficiencies:

401% ROI and benefits PV \$4.2million for a composite merchant.¹⁰

The takeaway: Payments as a platform offers one simplified, unified infrastructure you can customize to your business and easily integrate with your existing tech stack. Keep using what works, while adding even more functionality.

⁸ Ponemon Institute, Commissioned by PayPal. The 2022 True Cost of Online Fraud Global Study. Ponemon Institute surveyed 3,739 individuals in the United States (442), Canada (468), Australia (475), United Kingdom (471), France (462), Germany (453) and European Cluster (968). August 2022.

⁹ TRC online survey commissioned by PayPal in April 2021 involving 1000 US consumers ages 18+.

¹⁰ Forrester, Commissioned by PayPal, December 2021. Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in the PayPal's enterprise payment platform, powered by Braintree.

*For the purpose of this study, Forrester aggregated data from four enterprise merchants to create a single composite merchant with \$500 million in revenue processed yearly. Individual results will vary.

3 Simplified, mobile-first experiences.

Complicated checkouts can be a barrier for customers: 55% say their biggest customer experience challenges stem from too many steps to complete checkout.¹¹

Checkout via "buy" buttons saves consumers 148 million hours each year when checking out online.¹²

The takeaway: A seamless experience that minimizes the steps and clicks required keeps customers coming back, e.g.: PayPal brings 17% more repeat buyers¹³, and Venmo can increase repeat purchases by 19%.¹⁴

¹¹ Business Insider, commissioned by PayPal, April 2022. Business Insider contracted Dynata to conduct a survey on our behalf to understand "behind the checkout" during 3/8/2022 - 3/21/2022 across adults 25+ who are business decision makers in US, UK, DE, FR, AU, CA. N=562 total respondents.

¹² PYMNTS.com, The 2022 Buy Button Report: Accelerating Checkout Optimization. August 2022

¹³ 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.

¹⁴ Edison Trends, commissioned by PayPal, April 2020 to March 2021. Edison Trends conducted a behavioral panel of email receipts from 306,939 US consumers and 3.4+M purchases at a vertical level between Pay with Venmo and non-Venmo users during a 12-month period.



Identifying Your Payment Processing Needs

The benefits of using the right payment processing setups are clear: improved customer experience, smart fraud detection, new opportunities for revenue and growth, and unparalleled scalability.

But how do you know what “right” looks like in the context of your business?

It’s important to understand how your payment processing capabilities align with your overall business goals. So, this quiz has been designed to help you achieve just that.

Keep score of your answers for each section to determine what your focus should be.

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly Agree

1

2

3

4

5



Complete the quiz to identify your needs and the most pertinent opportunities for payment success.

Market penetration

1. My company's payments setup creates a seamless omnichannel experience to keep customers coming back.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

2. My business securely saves customer data for returning customers and recurring payments.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

3. My company's existing checkout experience has reduced form fields to 8 or fewer to help make checkout frictionless.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

SCORE: ____

Market development

1. My company's current payments system offers options to help us reach millennial and Gen Z markets.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

2. My company's existing payments platform offers popular digital wallets to stay at the forefront of customer preferences.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

3. My company's payments platform provides buy now, pay later solutions to help ease financial uncertainty and increase AOV.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

SCORE: ____

Flexibility

1. My company's current payments processor transitions to a full-stack solution that consolidates all our payment technology.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

2. My company's payments platform leverages a flexible, reliable, and scalable architecture to ensure seamless growth.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

3. My company's existing payments platform obtains end-to-end visibility in all processes to help overcome roadblocks.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

SCORE: ____

Technology

1. My company's payments platform helps us to stay ahead of fraudsters with quality fraud tools.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

2. My company's current payments system leverages comprehensive reporting to identify areas for improvement.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

3. My company's existing payments platform rapidly deploys new customer experiences to keep up with fast-changing preferences with the click of a button.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

SCORE: ____

Outcomes

Review the focus overviews here if you scored 9 or under on any of the quiz sections.

Market penetration

Market penetration is all about driving conversions. PayPal's marketing tools can help you create effective campaigns, while buy now, pay later options can help increase conversion rates and cart sizes.¹⁵ Overall, we can help you make checkout more frictionless and encourage customers to return to make repeat purchases.¹⁶

Market development

Payments are an essential part of entering new markets. Digital wallets are more popular than cash among millennials and Gen Z, and offering these payment methods, along with flexible payment options such as buy now, pay later, may help you capture these younger audiences.¹⁷ Plus, we were ranked one of the most trusted brands in America across all generations.¹⁸ We've also built relationships with global payments networks, to help take some of the stress out of global expansion.

It's important to reflect on your previous progress as you define your future.

For a more in-depth analysis, you can take the full **Payment Gap Assessment** [here](#).

Flexibility

When you're focused on diversifying, the last thing you want to worry about is your payments tech stack. Our agile, scalable, full-stack payments solution can help you integrate new partnerships quickly and easily, while our data-sharing capabilities make it possible for you to get more from those partnerships. Our technology can help you create seamless in-context commerce experiences to open new channels and help drive revenue – without draining technical resources. Once implemented, you can access the whole platform to scale for your future needs.

Technology

We're more than a digital wallet and payments processor. We can help you reveal hidden revenue and create new efficiencies. Leverage Fraud Protection Advanced on eligible payments to help you keep out bad actors while approving more legitimate transactions. Take control of chargeback management and give your customers confidence thanks to 3DS2. See all your data in one place to better plan for this year and beyond.



¹⁵ PayPal Q2 Earnings-2021.

¹⁶ Based on PayPal Internal data from January 2021 - December 2021.

¹⁷ IDC InfoBrief, Sponsored by PayPal, "Do Retailers Really Know What Digital Shoppers Want?," Doc. # US49041822, May 2022. The survey conducted by IDC among 505 large enterprises and 10,054 consumers in five markets: the US, UK, Australia, Germany and France.

¹⁸ Morning Consult -The 15 Most Trusted Brands Globally, March 2021. Morning Consult surveyed over 330,000 consumers across 10 international markets to provide a global view on the current state of consumer trust across brands.

→ How to be the Champion of Your Payment Processing Goals

The digitization of payments offers so many opportunities to drive sales and fuel continued business growth. And it's more important than ever for companies to adapt to the rapid changes in the payments industry and take full advantages of new opportunities.

So, you're ready to upgrade your payments processing setup, but gaining consensus and buy-in from cross-functional teams can be a struggle. Sound familiar? Championing your payment processing goals can be a challenge in itself, so we've got you covered with everything you need to start the conversation, get those you need on side, and help make your payment solution strategy a success.

Establish alignment among key stakeholders.

Whether your priority is Market penetration, Market development, Technology, or Flexibility, implementing a solution to meet your desired outcome requires first identifying your stakeholders, and ensuring they are also aligned with your goal.

Creating cohesion between key stakeholders around payment processing is a key part of kickstarting your payment solution strategy. To diminish siloes and encourage cross-functional collaboration, you must align on your business goals internally.

When it comes to switching payment processing solutions, the four most influential functions will likely be your Executive Management, Finance, Marketing and Technology departments.

So, let's take a closer look at their motivations, and how the right payment processing solution can help them to achieve their goals.

Stakeholder Alignment.

Stakeholder	Primary goals for payment processing	How PayPal can help
Executive Management	Drive revenue, increasing market share and efficiency.	<p>The right payment processing solution can help you be prepared for the unexpected, pivot as new opportunities and threats emerge, and enable plans for growth:</p> <p>Stand out from your competitors. Think of payments as a competitive lever. Use every tool at your disposal to stay ahead to help drive conversion, optimize operations and detect risk.</p> <p>Drive operational efficiency. Leverage data, help detect fraud, and manage chargebacks to help look after your bottom line and unlock new revenue.</p> <p>Expand globally. Grow local relationships, connect with international audiences, and offer local payments to support your entry into new markets.</p>

Stakeholder	Primary goals for payment processing	How PayPal can help
Finance	Plan for long-term growth and cost savings.	<p>An end-to-end payments solution could save resources and drive cost optimization, while simultaneously helping to expand reach and increase authorization rates:</p> <p>Drive long-term bottom line growth. Help drive conversions, capture new revenue streams, and open new distribution channels to play the long game.</p> <p>Optimize operational efficiency. Leverage data, manage chargebacks, and improve authorization rates with back-end optimization that could unlock new revenue.</p> <p>Focus on cost optimization. Consolidate and streamline operations by focusing on cost optimization with transparent pricing and reporting with no hidden fees.</p>

Stakeholder	Primary goals for payment processing	How PayPal can help
Marketing	Customer experience through better brand visibility, customer insights, and customer growth.	<p>The right payment processing tools can help to increase reach, enable new sales channels, convert more customers, and build lifetime value:</p> <p>Improve customer experience. Streamline your checkout, help prevent unnecessary card declines, and encourage customer LTV to help drive conversions.</p> <p>Increase your reach. Meet customers where they are, open new distribution channels, and reach millennials and Gen Z.</p> <p>Leverage customer insights. Execute targeted campaigns and help prove impact on KPIs by tapping into our 2-sided network, which has vast data to improve our solution.</p>

Stakeholder	Primary goals for payment processing	How PayPal can help
Technology	Scale efficiently while staying agile, mitigating risks and reducing tech debt.	<p>Partnering with the right payment processing system can help to optimize processes and future-proof operations, so you can focus on what's important: your customers.</p> <p>Integrate easily. Minimize disruptions, reduce integration time, and get questions answered quickly for easy integration and interoperability with your existing tech stack.</p> <p>Improve flexibility. Mitigate system outages, strengthen your payments ecosystem, and help reduce tech debt with a full-stack solution designed to help you stay agile.</p> <p>Adapt to changing threats. Help detect fraud, drive authorization rates, and reduce reputational risks with a tool to help ease data security and fraud concerns.</p>

Championing your business goals starts with engaging stakeholders and speaking their language.

And although making the switch or upgrading your current tool is a big decision, the right payments setup can help you enter new markets, turn browsers into buyers, earn consumer trust and loyalty, detect fraud, and more.

Across the board, executives are primarily focusing on two things: increasing sales while reducing their total cost of processing. And through PayPal's network of over 435 million active accounts, executives are able to channel their focus on driving new customer acquisition and topline growth, with an optimized buying experience. They can also leverage their payment platform to keep transactions low, often managed by lean teams that rely on the scale and operational efficiency PayPal provides to maximize ROI for this enterprise.

It all starts with stakeholder buy-in, successfully implementing new, modern tools, and making payments a priority.



→ One Solution, Endless Possibilities

As a leading connected payment provider, PayPal offers endless efficient, and scalable possibilities.¹⁹

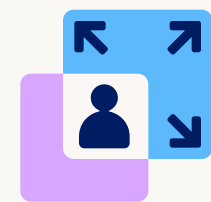
With decades of experience in the payment industry, PayPal can help businesses drive growth, efficiency, and security by finding active buyers, driving conversions across channels, and scaling into new markets.

And as customer demands and expectations shift rapidly, you need a business that is agile and future ready.

With PayPal, you can help future proof your business with a forward-thinking solution complete with APMs, tokenization and advanced security features.

More than a button.

Unlock the latest and greatest PayPal innovations for some of the best consumer and merchant experiences, with technology, relationships and insights to help augment value throughout your business.



Grow your business.

Acquire, convert, and retain more customers using PayPal's extensive global consumer data, robust marketing tools, and extensive shopping channels.

PayPal can help you:

- Understand consumer preferences with insights from 435+ million active accounts.
- Connect with customers who trust the PayPal brand.
- Increase checkout conversion by 28%.²⁰



Optimize your operations.

Unlock a smart tech stack and take a customized approach to sales with extensive payment options and a flexible commerce toolkit.

PayPal can help you:

- Overcome your legacy infrastructure and tech debt with a single integration from PayPal for your payment, CX and dashboard needs.
- Offer a wide range of payment methods with a seamless UX and flexible integrations to help enable many commerce scenarios.
- Incorporate tools to help optimize your back-end processes.



Safeguard what you've built.

Navigate an increasingly complex risk environment with the help of PayPal's robust data insight, machine-learning tools, and global expertise.

PayPal can help you:

- Mitigate compliance risk and anticipate what's coming next with a flexible, future-ready solution.
- Detect fraud, chargebacks, and disputes.
- Keep customer and transaction data safe with a secure payments platform.

²⁰ Nielsen, Commissioned by PayPal, January 2021, How PayPal helps drive revenue growth and boost conversion, spend and satisfaction.

A trusted payments solution can help you drive conversion, top-line growth, and revenue in a variety of new ways. What's more, PayPal is easy to integrate with current payment solutions, making it simple to switch or include with your existing integrated stack.

Don't just take our word for it.

Discover why leading brands use PayPal to grow and optimize their business.



Walmart Marketplace to increase payout volume by 629%.²¹



Samsonite achieves 205% growth in its Pay Later program using PayPal technologies.²²



Subito increases sales by 260% in just one year with PayPal solutions.²³

²¹ PayPal Case Study, July 2022, Walmart and PayPal's Hyperwallet.

²² PayPal Case Study, October 2021, How PayPal Pay in 4 helps Samsonite deliver a stellar customer experience.

²³ PayPal Case Study, October 2021, A strategy for sustainable growth: PayPal and Subito.

→ Let's See How Far We Can Go Together



As customer needs, expectations, and options continue to grow and evolve, it's up to you to use every tool at your disposal to help maximize the growth and competitive potential of your business. Your approach to payments is much more than completing sales – it can be the differentiator your business needs to win.

With more than 435 million active accounts including 25+ million merchants globally, can any other payments provider match PayPal for global scale, local expertise, processing capacity, and data insights? And as your ally in the business, we're here to help your business grow, compete, and thrive in today's digital commerce landscape.

We're better together.

[Chat with us](#) to find out how far we can go, together.