



# Innovating commerce and accelerating checkout with Fastlane by PayPal



BigCommerce's mission is to help customers sell more at every stage of growth, from small startups to mid-market businesses, to large enterprises. As a leading Open SaaS solution, BigCommerce empowers merchants to build, innovate, and grow their businesses online.

We spoke with Brent Bellm, Chief Executive Officer, about BigCommerce's commitment to innovation and how partnering with PayPal helps future-proof their merchants' businesses.

## The opportunity.

**BigCommerce and PayPal partner to improve conversion for merchants.**

A global force across 150 countries in the US, UK, and EMEA, BigCommerce has evolved from a platform for small businesses into one of the world's largest ecommerce platforms. Today, their diverse customer base includes over 50,000 small to mid-size retailers, as well as many of the globe's largest companies.

PayPal and BigCommerce have partnered for over a decade. Often the first to pilot new PayPal products, BigCommerce and PayPal collaborate to build cutting edge solutions for retailers of all sizes.

Harnessing the potential of the long-standing partnership helps BigCommerce focus on delivering big results. Driving innovation to meet the needs of merchants and customers alike, while navigating the evolving landscape of online retail.



## The solution.

### BigCommerce leverages its partnership with PayPal to enhance the checkout experience.

BigCommerce promptly identified Fastlane by PayPal as a valuable solution for optimizing checkout conversion. With no password needed, PayPal customers are quickly authenticated to potentially check out twice as fast.<sup>1</sup>



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**Brent Bellm**

Chief Executive Officer, BigCommerce

Fastlane plays a pivotal role in driving conversion by providing shoppers with a streamlined, one-click checkout experience. In fact, Fastlane can accelerate checkout speeds by nearly 40% compared to a traditional guest checkout.<sup>2</sup> This allows customers to complete transactions using email recognition, password-less authentication, and auto-fills stored payment details.

According to Bellm, “We rely on PayPal and its market leading capabilities all around the world to help create a checkout that’s better designed for consumers with high conversion at checkout for our merchants.” He emphasized the significance of collaboration in product development, highlighting the commitment to delivering an unparalleled checkout experience.

## The impact.

### BigCommerce and PayPal deliver strategic solutions for increasing conversion.

Bellm noted that, “BigCommerce works with more than 60 payment providers globally, but PayPal stands out as our single largest partner, both in terms of merchant volume and merchant adoption.” For BigCommerce, the primary focus revolves around achieving higher checkout conversion rates and minimizing costs for their merchants. “Early results from PayPal’s accelerated checkout for BigCommerce beta customers are nothing short of spectacular.”

Highlighting PayPal’s global influence and commitment to innovation, Bellm stated, “PayPal delivers the highest merchant conversion rates globally for us while actively shaping the future. Together, PayPal and BigCommerce are at the forefront of elevating both the merchant and customer experience.”

The substantial size, scale, and payments volume of PayPal enables partners to cultivate robust relationships with card networks, issuers, and acquirers worldwide. “There is no one size fits all. We’re better off partnering with the best, getting the best integration, and delivering the world’s best solutions to our customers out of the box,” Bellm concluded.

<sup>1</sup> Source: Based on PayPal internal data from October to November 2023. For more information, visit [PayPal First Look | New Products and Features | PayPal US](#).

<sup>2</sup> Source: Based on PayPal Internal data from November 2 to November 18, 2023. For more information, visit [PayPal First Look | New Products and Features | PayPal US](#).