VeeFly • PayPal Open

From first campaign to global growth: PayPal and VeeFly

Founded in India by CEO Vivek Kataruka and his team, VeeFly was built on a simple idea: helping creators promote their YouTube content without needing deep expertise in digital advertising.

What began as a solution for individual creators has evolved into a global business serving everyone from solopreneurs to established companies, with approximately 65% of VeeFly's customers now located in the United States and Canada.

As VeeFly expanded, the team recognized that payments would play a critical role in supporting growth. Customers of all types, making purchases of any size, needed a way to pay that felt both familiar and trustworthy.

"We chose PayPal because of the brand, and the trust value people globally have for it.

Vivek Kataruka
CEO, VeeFly

The opportunity

VeeFly's customers vary in more than just size. They differ in experience level, geography, and willingness to spend.

"A creator may be a solo creator, an agency handling multiple channels, or a business with its own YouTube presence," says Kataruka. "Anyone with a YouTube channel is a potential customer."

Their purchasing behavior is just as varied. Approximately 78% of transactions are under $100, but the platform also supports purchases that can reach $50,000.

Supporting such a wide range of purchase sizes means the payment experience needs to be accessible to someone making their first purchase and trustworthy enough for someone making a significant investment in growth.

And then there is VeeFly's global customer base. It adds another layer of complexity, requiring payment options that are easy to use and familiar across markets. The challenge wasn't just accepting payments. It was creating a payment experience that inspired confidence, no matter who the customer was or where they were located.

The solution

For Kataruka, PayPal's reputation and global recognition made it a natural fit for a business serving customers around the world. VeeFly integrated PayPal in 2020 and has relied on it as part of its payment infrastructure throughout its growth journey.

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To give customers more flexibility and help increase order value, VeeFly uses PayPal Checkout and added Pay Later to its checkout stack in eligible markets.

PayPal also gives VeeFly more than a way to process transactions. The company deeply values the support that comes with direct access to account managers when questions or issues arise. "When something is stuck, we don't like to talk to support emails and chatbots. We need an account manager. That human touch is very important," says Kataruka.

Together, trusted payment options, payment flexibility, and responsive support help VeeFly deliver a purchase experience that aligns with the ease of the platform itself.

The impact

Six years ago, VeeFly was processing approximately $5,000 to $10,000 in monthly payment volume.* Today, the company processes more than $1 million annually through PayPal,* a reflection of how the business has grown from serving a handful of creators to supporting customers around the world.

That growth has translated into meaningful scale. In 2024, VeeFly processed more than $1.27 million in annual PayPal payment volume,* and the business has continued to build on that momentum in 2026, with more than $581,000 in PayPal payment volume* through May alone.

As VeeFly has expanded, so have the ways customers choose to pay. Pay Later now accounts for approximately 5% to 10% of PayPal payment volume,* giving more eligible customers greater flexibility at checkout.

From first-time creators launching a campaign to businesses investing heavily in audience growth, VeeFly serves customers with very different needs and expectations. Throughout that growth, PayPal has remained a trusted part of the payment experience, helping the company deliver the flexibility and confidence customers expect when making a purchase.

Success metrics

- Grew from approximately $5K–$10K monthly volume to more than $1M annually*
- $1.27M in PayPal payment volume in 2024*
- +37% in PayPal volume growth through May 2026*

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*Veefly case study interview, June 2026.