PayPal™

Mobile checkout BEST PRACTICES
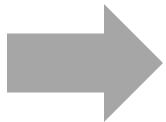
The Ultimate Mobile Checkout Experience
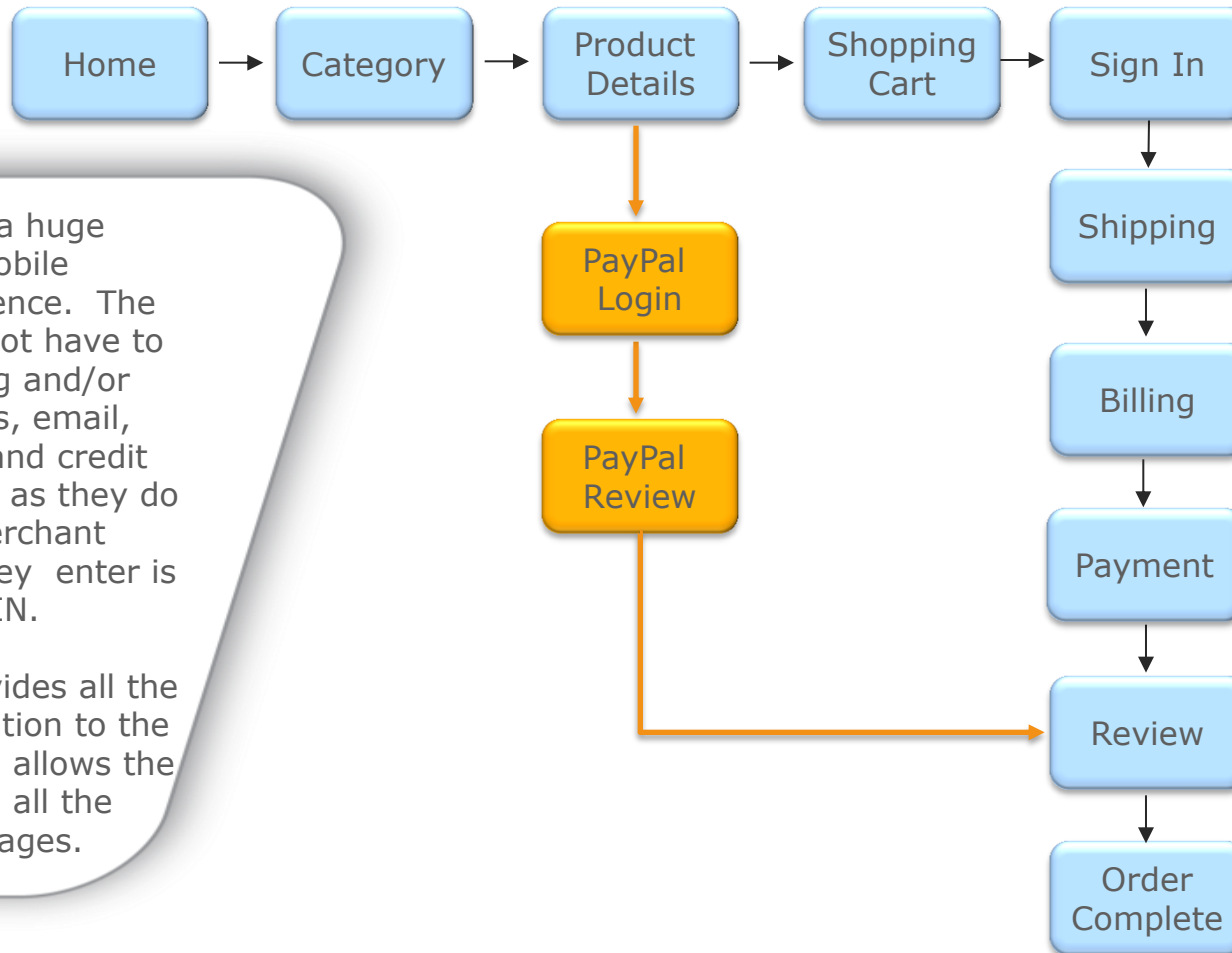
WHY SHOULD YOU USE PAYPAL BEST PRACTICES?

Mobile checkout best practices can increase conversion up to 30%

- PayPal collects user feedback to create the best checkout experience
- PayPal runs quantitative testing to ensure the best conversion

Create the best possible shopping and checkout experience

PRODUCT PAGE *BUTTON*

```
Home → Category → Product Details → Shopping Cart → Sign In
```

Product Details → PayPal Login → PayPal Review → Review

Sign In → Shipping → Billing → Payment → Review → Order Complete

PayPal provides a huge benefit to the mobile checkout experience. The customer does not have to enter their Billing and/or Shipping address, email, phone number, and credit card information as they do in the typical merchant checkout. All they enter is a password or PIN.

PayPal then provides all the required information to the merchant, which allows the customer to skip all the data collection pages.

Checkout buttons download: https://github.com/paypal/sdk-packages/blob/gh-pages/mobile-checkout-buttons/PayPal--mobile-checkout-buttons.zip?raw=true

PRODUCT PAGE

Adding a PayPal "Buy Now" button to your product page, next to your "add to cart" button can increase your sales by 10%.
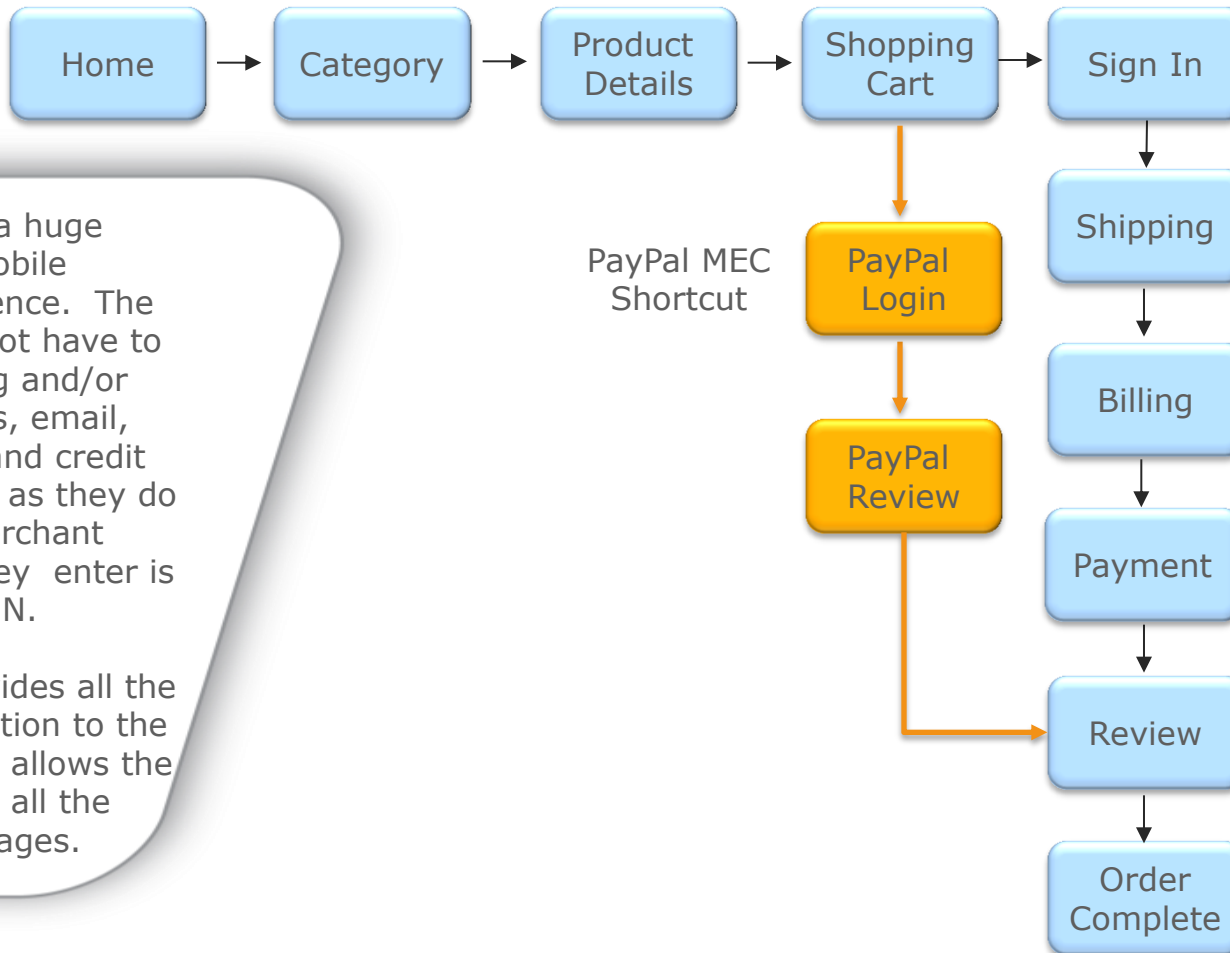
Use the supplied mobile version of the "Buy Now" button

PayPal supplied graphics must not be resized or altered

Checkout with PayPal button takes the customer directly to PayPal

SHOPPING CART *BUTTON*


```
Home  →  Category  →  Product   →  Shopping  →  Sign In
                        Details       Cart
```

PayPal provides a huge benefit to the mobile checkout experience. The customer does not have to enter their Billing and/or Shipping address, email, phone number, and credit card information as they do in the typical merchant checkout. All they enter is a password or PIN.

PayPal then provides all the required information to the merchant, which allows the customer to skip all the data collection pages.

PayPal MEC Shortcut

PayPal Login

PayPal Review

Shipping

Billing

Payment

Review

Order Complete

Checkout buttons download: https://github.com/paypal/sdk-packages/blob/gh-pages/mobile-checkout-buttons/PayPal--mobile-checkout-buttons.zip?raw=true

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SHOPPING CART

Add a PayPal button above the fold or if not possible on top and bottom of the page.

Use the supplied mobile version of the "Checkout with PayPal" button

PayPal supplied graphics must not be resized or altered

Place Checkout with PayPal button before any substantial data entry

Checkout with PayPal button takes the
customer directly
to PayPal

PAYPAL LOGIN AND REVIEW

PayPal Login

PayPal Review

The customer can login with a password or PIN

The customer can easily change funding source or shipping address if needed

Order details should be provided for continuity in the shopping and checkout experience
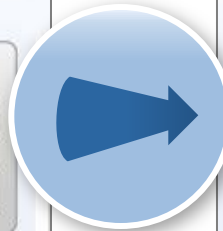
PayPal

ORDER REVIEW

PayPal drives the customer to the purchase decision very quickly

PayPal is shown as selected payment method on order review with account and email text

Shipping Address section populated with data returned from PayPal

Above the fold break

PayPal

PAYMENT PAGE PLACEMENT

```
Home → Category → Product → Shopping → Sign In
                  Details    Cart
                                        ↓
                                     Shipping
                                        ↓
                                     Billing
                                        ↓
PayPal selected
PayPal Login ← Payment
     ↓          ↓
PayPal Review → Review
                   ↓
                Order Complete
```

Most customers will use PayPal from the shopping cart for the added convenience, but there are some customers who prefer to go to the payment page.

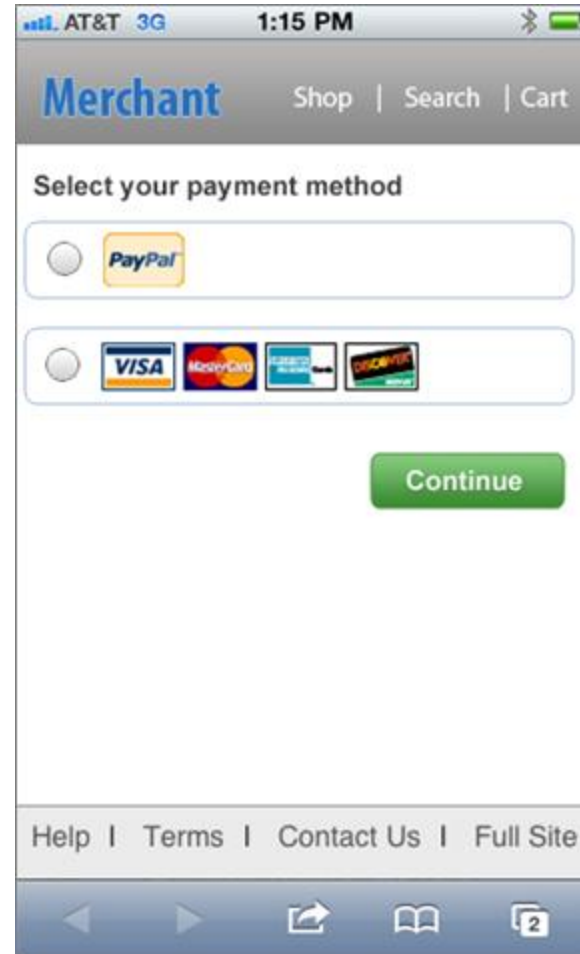PayPal selected

PAYMENT PAGE

All available payment options are clearly visible prior to interaction

There is a clear and distinct choice between payment options

PayPal has equal prominence with other payment options

Radio buttons have at least 44 pixels between them

Credit card fields are hidden until credit card radio button is selected

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PAYPAL LOGIN AND REVIEW

PayPal Login
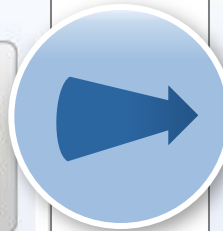
PayPal Review

The customer can login with a Password or PIN

Merchant supplied shipping address is displayed

Order item details should be displayed for continuity in the shopping and checkout experience

ORDER REVIEW

PayPal shown as selected payment method on order review with account and email text

Above the fold break

PAYPAL BEST PRACTICES CHECKLIST #1

Best practices	Done
I. "Checkout with PayPal" buttons on the shopping cart page	
a. The "Checkout with PayPal" button must appear before any substantial data entry	
b. The checkout must be done no more than 2 pages after PayPal, unless screenscraping from web is used	
c. The "Checkout with PayPal" button must take the customer directly to PayPal	
d. For a faster checkout, add the PayPal checkout button on top and bottom of the cart page	
II. "Buy now with Paypal" button on product pages	
a. Add a PayPal "Buy now" button next to your "add to cart" button on each product page.	
b. Recommended for all merchants who sell physical goods	
III. Offer PayPal on the payment page, if there is one	
a. All available payment options are clearly visible prior to interaction	
b. There must be a clear and distinct choice between payment options	
c. PayPal must have equal prominence with other payment options	
d. Selection options must have at least 44 pixels between them to reduce usability issues	
e. No Payment method should be defaulted	
IV. Use approved PayPal graphics	
a. PayPal supplied graphics cannot be resized or altered by the merchant	
b. Use the mobile version of the "Checkout w/PayPal" button on the shopping cart	

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NOTE: If there is no shopping cart or no way to leverage the data, the requirements outlined in section (I) do not apply. This determination should be made jointly with your PayPal representative

PAYPAL BEST PRACTICES CHECKLIST #2

Best practices	Done
V. **When using a webview** from within a mobile application, please show the PayPal pages in full screen with no application interface elements on top or bottom	
VI. **Your process should not cause excessive performance issues/ delays.** Redirect to PayPal login page**:** After clicking on the PayPal checkout button, the redirect should be as fast that the PayPal login page loads <10sec (ideally 2-3sec on a good carrier connection)	
VII. **You should append the –mobile variable to the end of the redirect command.** So the customer gets redirect to the PayPal mobile optimized pages.	
VIII. **You should pass the correct return and cancel URLs for mobile site** or support deep linking/redirects so the user is automatically redirected back to the mobile pages	

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