

Shape your customer journey from acquisition to retention

New technologies and rising customer expectations have made it challenging to optimize the path to purchase. We understand how difficult and complex it can be to acquire, convert, and retain customers – and we want to help. Learn how we can help shape the customer journey in a way that helps you reach more customers, boost conversion, build loyalty, and ultimately, grow your business in surprising ways.

ACQUIRE

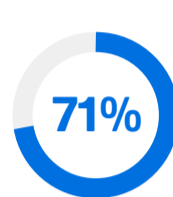


Expand your reach

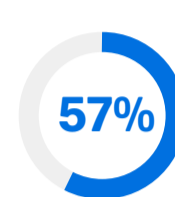
- ✓ Access a global network of customers.
- ✓ Offer customers more ways to pay.
 - ▶ Credit/debit cards, Apple Pay, Google Pay, Click to Pay, Samsung Pay, Checkout with Crypto, Pay with Rewards, Mercado Pago, bank redirects, vouchers, direct debits, and many local payment methods
 - ▶ PayPal's proprietary payment methods: PayPal Checkout, Venmo, PayPal Pay Later options, and Integrated QR Codes
- ✓ Harness a single integration to offer online, in-store, mobile, and contextual commerce payment options.



PayPal is the most used online payment provider in the United States with 429 million active accounts globally in over 200 markets across 130 currencies.^{1,2}



of consumers are more likely to trust businesses that offer their preferred payment method.³



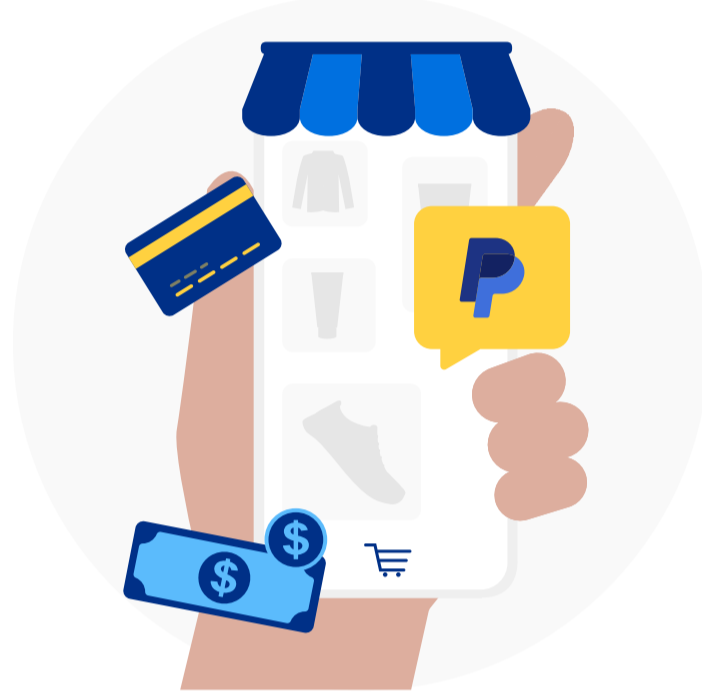
of consumers now say that the availability of digital payment options would impact their choices of where to shop.⁴

CONVERT



Drive consideration

- ✓ Present customers with a brand they trust – PayPal – early in the buying journey to help improve conversions.
- ✓ Let customers know they have flexible payment options, like Pay in 4 and Pay Monthly,⁵ right on product pages or through promotional emails.
- ✓ Display the most relevant Pay Later offer to your customers with dynamic messaging.



Of all global brands, PayPal ranks as the second most trusted brand globally.⁶



of buy now, pay later users have been prompted to use BNPL by a message early in the shopping experience.⁷



of BNPL users have abandoned a purchase due to not seeing a BNPL option.⁸

Boost conversion

- ✓ Provide a fast, frictionless, and secure checkout experience to help customers convert.
- ✓ Make sure customers' preferred payment methods are available during checkout, preferably methods that have their information stored.
- ✓ Offer PayPal's proprietary payment methods – which help drive conversion and increase average order value (AOV).



of shoppers have abandoned a shopping cart when their preferred payment method is unavailable.⁹

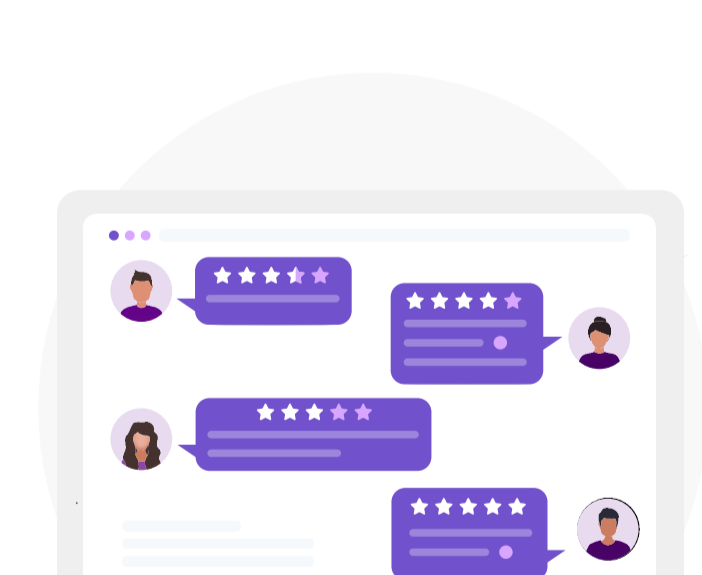


PayPal increases checkout conversion by 28%.¹⁰



PayPal's global BNPL solutions have driven a greater than 2x AOV compared to PayPal's standard AOV.¹¹

RETAIN



Build relationships and loyalty

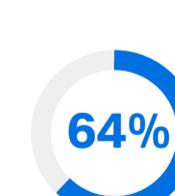
- ✓ Offer PayPal to help increase the chances for repeat purchases.
- ✓ Propose rewards as a payment option to help inspire loyalty.
- ✓ Retarget abandoned carts with PayPal Store Cash and help increase retention.
- ✓ Use Happy Returns by PayPal for automated, in-person returns that delight shoppers and help reduce your shipping costs.



Merchant Net Promoter Scores are 8 points higher when paying with PayPal.¹²



PayPal increases repeat purchases by 13% from the same merchant.¹⁰



of respondents think rewards balances are as valuable as spendable cash.¹³

¹ Statista Global Consumer Survey April 2020. "Which online payment services have you used in the last 12 months?"; Multi Pick; Base: n=2,403 online payment users.

² PayPal internal data, 2020.

³ An online study commissioned by PayPal and conducted by Netfluential in November 2020, involving 1,000 US online shoppers ages 18-39.

⁴ PYMNTS.com, Commissioned by PayPal. It examines survey data collected from 2,163 U.S. consumers between June 22 and June 24, 2020.

⁵ About Pay in 4: Loans to California residents are made or arranged pursuant to a California Financing Law License. PayPal, Inc. is a Georgia Installment Lender Licensee, NMLS #910457. Rhode Island Small Loan Lender Licensee.

Pay Monthly is subject to consumer credit approval. 9.99-29.99% APR based on the customer's creditworthiness. PayPal, Inc.: CT Small Loan Licensee, NMLS #910457. RI Loan Broker Licensee, VT Loan Solicitation License, NMLS #910457. The lender for Pay Monthly is WebBank.

⁶ 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.

^{7,8} An online study commissioned by PayPal and conducted by Netfluential in November 2020, involving 1,000 US online shoppers ages 18-39 (among BNPL users, n=357).

⁹ A Mercator Advisory Group Research Brief, "Are You Maximizing Your Revenue Potential?"; Sponsored by PayPal, December 2020.

¹⁰ Nielsen Study, Commissioned by PayPal, July 2020 to September 2020 of 15,144 US consumers to understand and measure the impact that PayPal has for US-based LE merchants across different verticals.

¹¹ PayPal Q1 Earnings-2021.

¹² Nielsen Online Survey commissioned by PayPal, June 2020 of 2,801 US consumers including at least 200 PayPal transactions and 200 non-PayPal transactions in each vertical.

¹³ Atomik Research, commissioned by PayPal, online survey of 1,543 American credit card users who are enrolled in at least one credit card rewards program, April 2020.