



Are you getting the most from your payment processor?

Switching to an enterprise-quality payment processor like PayPal Braintree can help you drive revenue. Use this checklist to see if your platform is a relic of the past or is ready for the new era of payments.



Gold Standard	PayPal
 More than 99% uptime	 PayPal Braintree has a target gateway uptime of 99.95% ¹
 High authorization rates	 PayPal Braintree has shown an increase in authorization rates by ~4 p.p. globally ²
 Global, omnichannel payments	 Accept in-person QR codes, ³ debit, credit, PayPal, digital wallets like Apple Pay, more than 20 local payment methods, and 130+ currencies
 More payment choices	 Venmo (US only) has almost 90 million active accounts, including 57 million monthly active accounts ⁴
 Buy now, pay later	 PayPal Pay Later can increase customer average order value by 10% compared to multiple competitors' AOV ⁵
 Frictionless mobile checkout	 PayPal buy button checkout flow facilitates 43% faster checkout compared to those that do not use the feature ⁶
 Easy, powerful payouts	 629% increase in payout volume for one merchant after PayPal integration ⁷
 Helps mitigate risk	 PayPal offers tools like Fraud Protection Advanced and Dispute Automation on eligible transactions
 Unique data insights	 Our two-sided network provides insights from 432 million global active accounts and 20+ billion annual transactions ⁸
 Helps increase conversions	 PayPal has shown to increase checkout conversion (the point at which the customers starts to pay) by 28% ⁹
 Cost optimization	 Merchants using Happy Returns by PayPal see an average savings of 21% ¹⁰
 Marketing tools	 On average,* US Store Offer users** can help merchants to increase their Net Promoter Score by 31% ¹¹
 White-glove service	 Your dedicated account team helps resolve your questions quickly

Learn more about our flexible, end-to-end payment platform.

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¹ PayPal Internal Data, June 2020.

² Major global payments network data and PayPal internal data analysis from transactions over a 12-month period from Q4 2020-Q3 2021 in 8 markets (US, UK, DE, AU, FR, IT, ES, CA) across 12 verticals. Does not include transactions from domestic schemes (e.g. Cartes Bancaires, EFTPOS). *Composite results weighted across countries (excl. CA) based on size of 2021 digital commerce markets, sourced from Euromonitor.

³ Merchant and consumer must have PayPal or Venmo App to use feature.

⁴ PayPal Q3 Earnings-2022, based on PayPal internal data.

⁵ TRC online survey commissioned by PayPal in April 2021 involving 1000 US consumers ages 18+.

⁶ PYMNTS.com, The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022, N=636: Merchants that accepted at least one buy button in Q2-2022, fielded May 23, 2022-June 5, 2022.

⁷ When comparing Walmart data for Q2 and Q3 of 2020. Note: Results are based on internal PayPal data from 2020. Results may not be typical and may vary substantially by business.

⁸ PayPal Q2 Earnings-2022, based on PayPal internal data.

⁹ Nielsen, 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.

¹⁰ Based on Happy Returns internal data tracking costs savings, 2020.

¹¹ Netfluent, commissioned by PayPal, June 2021. Netfluent conducted online consumer survey amongst 1,003 online shoppers in the US (PayPal Store Offer users and online buyers) during June 2021. Note: Not applicable to Honey (Store Offer users surveyed).

*31% is the average across the verticals where verticals include home goods, general merchandise, clothing and fashion, health and beauty, and software and electronics.

**Store Offer users are the consumers who have used Store Offers (offer/discount-offered by PayPal). Store Offers is a PayPal brand product.