

Don't let guest checkout slow down conversion.

Discover Fastlane by PayPal.

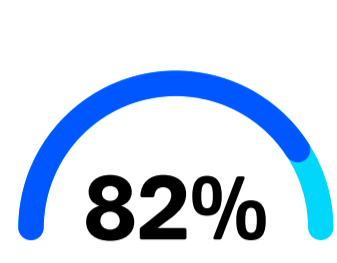


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Fastlane: 157143 is your security code to log in to Fastlane. Don't share your code.

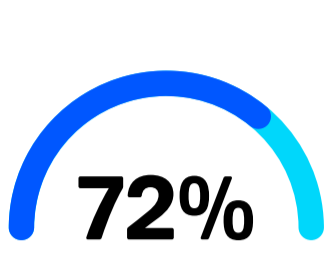
Fastlane-accelerated shoppers have been shown to complete guest checkout ~32% faster.¹

Why do customers want guest checkout?

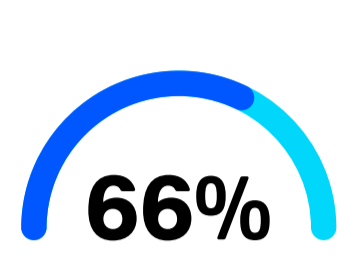
A 2022 survey found that:²



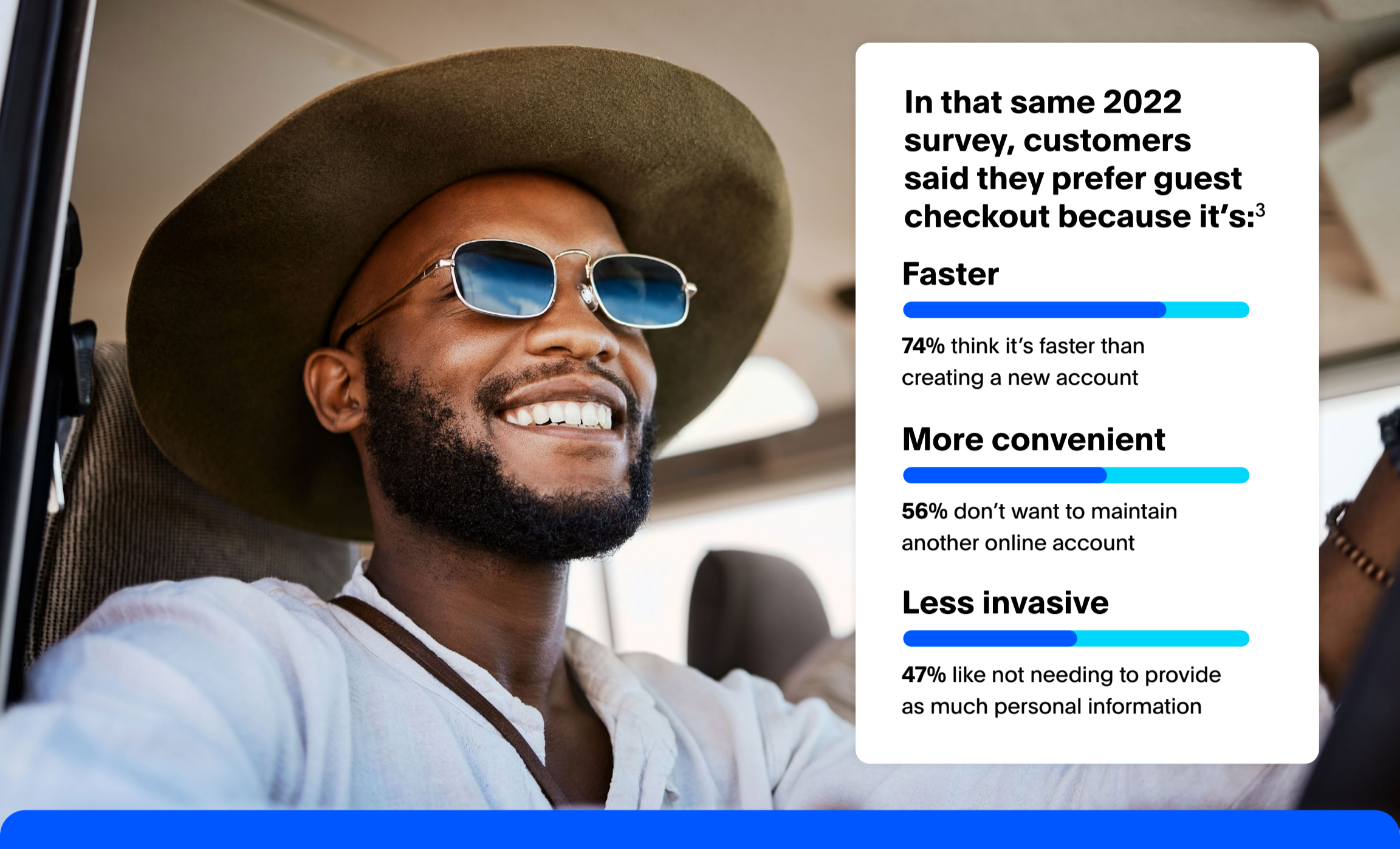
82% of customers surveyed have decided against an online purchase because the account registration process was too long



72% of respondents with retail accounts would *still* use guest checkout



66% of customers surveyed expect to check out online in four minutes or less



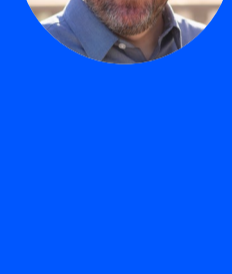
In that same 2022 survey, customers said they prefer guest checkout because it's:³

- Faster**
74% think it's faster than creating a new account
- More convenient**
56% don't want to maintain another online account
- Less invasive**
47% like not needing to provide as much personal information

Fastlane by PayPal changes it all.

Powered by the scale and credibility of the PayPal network, Fastlane:

- Provides a fast, convenient guest checkout for everyone
- Removes the need for new account sign-up with powerful shopper-recognition capabilities
- Offers easy-to-integrate components so businesses can customize checkouts



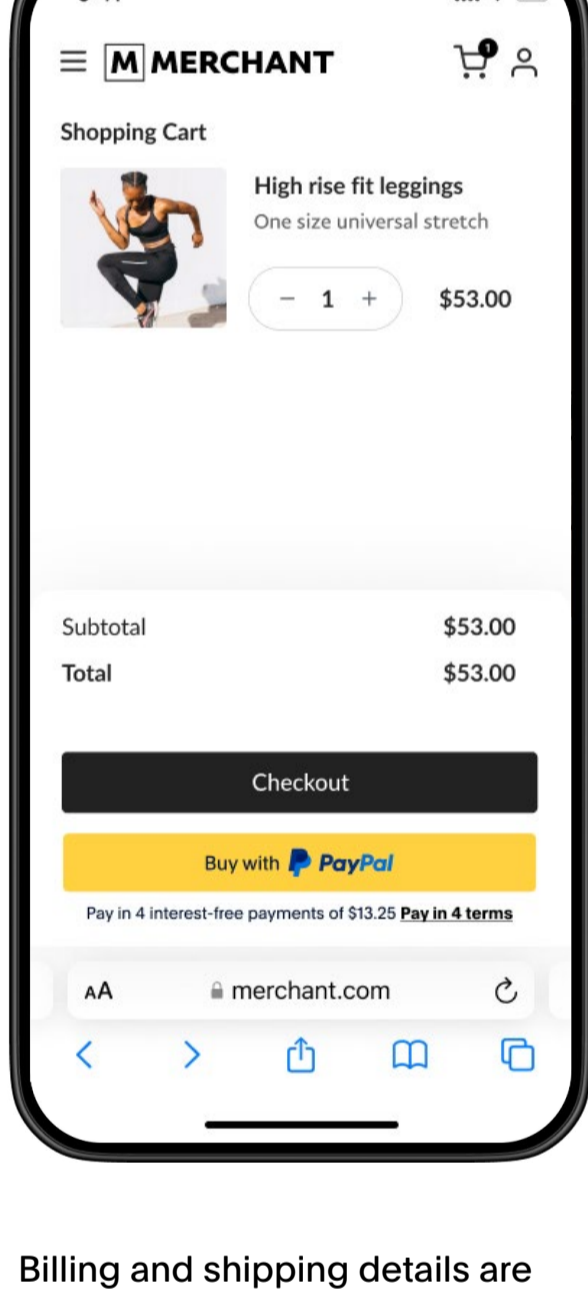
"The ability to recognize verified shoppers is what makes a one-click guest checkout experience possible. And it's only possible with the right breadth and depth of data. You need the scale and trust of a large network to truly make this possible."

— Mike Sutter, SVP and Head of Checkout at PayPal

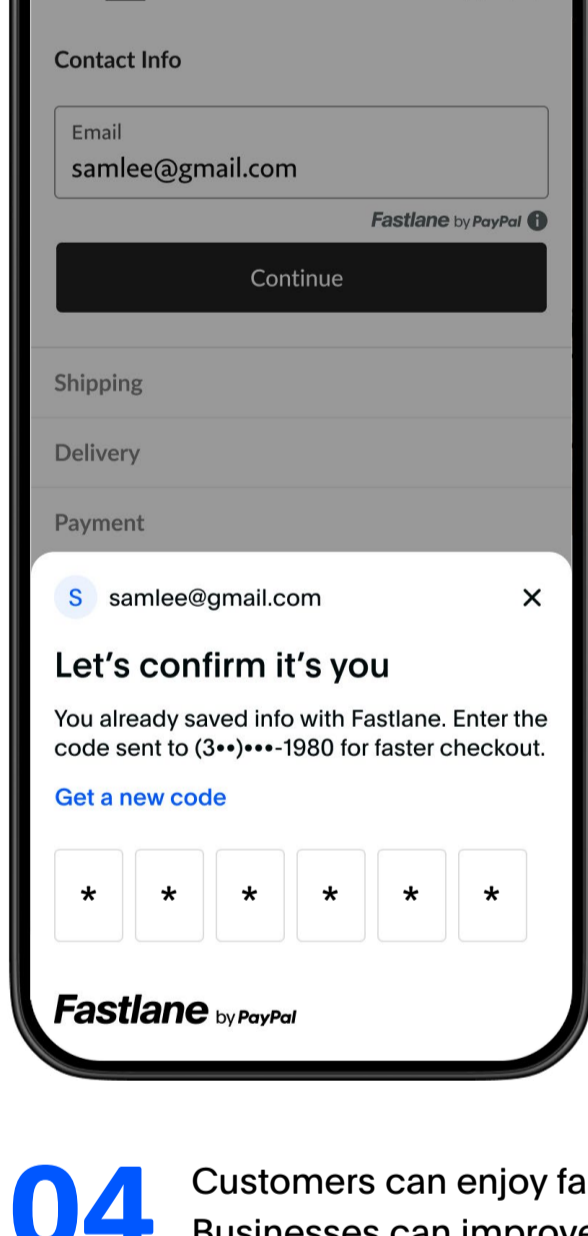
How it works.

Since we can recognize shoppers, we can auto-fill payment, billing, and shipping info for a faster checkout experience — no passwords required.

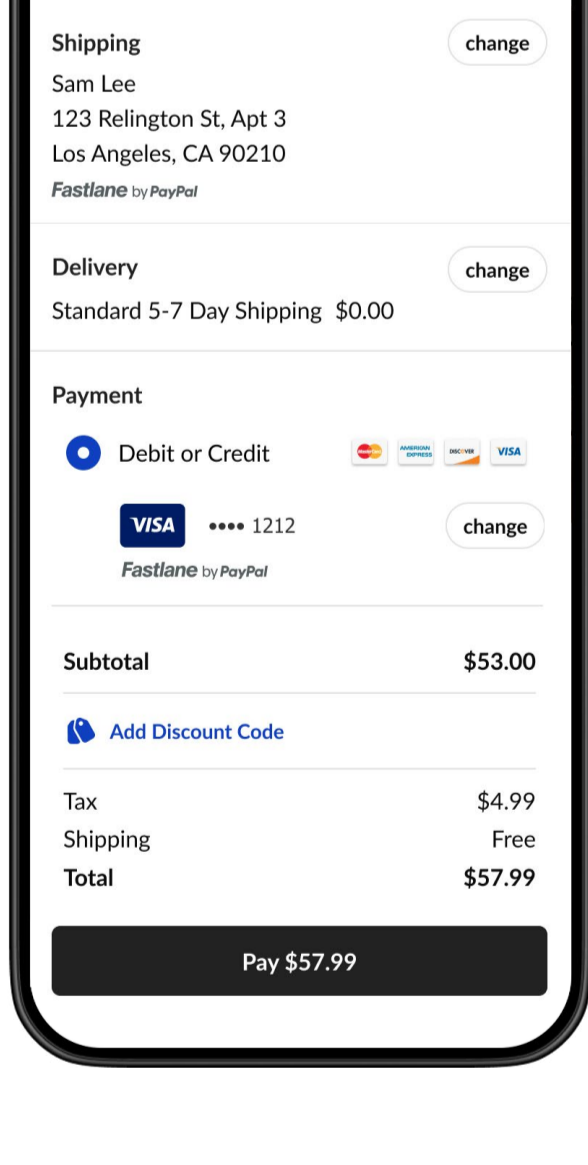
01 Guest chooses to bypass PayPal and proceeds to checkout.



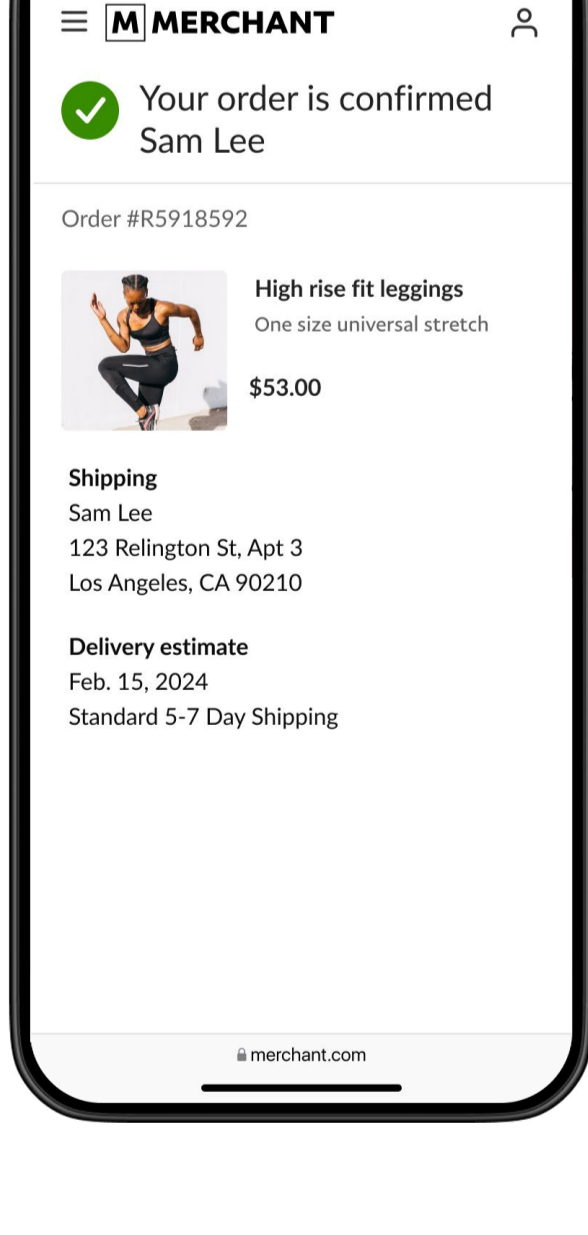
02 User with Fastlane profile gets authenticated using an email and phone number.



03 Billing and shipping details are auto-filled.

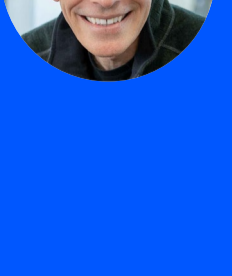


04 Customers can enjoy faster guest checkout. Businesses can improve conversion.



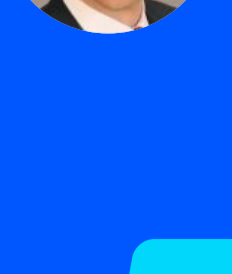
Shoppers have been shown to opt in to create a Fastlane profile approximately 35% of the time during guest checkout.⁴

The results speak for themselves.



"The importance of Fastlane by PayPal is twofold. One, it makes guest checkout better for merchants. But the concept of Fastlane is not unique to PayPal. What PayPal offers is their network."

— Peter Karpas, CEO, Bold Commerce



"We implemented Fastlane by PayPal, and, so far, are seeing customers speed through guest checkout with a conversion rate of approximately 86%.⁵"

— Dustin Dupus, COO and CFO at Black Forest Décor

Shoppers with Fastlane profiles have been shown to have a guest checkout conversion rate of ~80%.⁶

Don't miss out.

Learn how to boost your guest checkout conversion today.

[Learn More](#)

¹ Based on PayPal internal data from Apr 3–Jun 15, 2024. Comparing Fastlane-accelerated shoppers vs. non-accelerated shoppers for merchants that have integrated Fastlane.
² Capgemini, "Your Online Checkout Process Should Take 4 Minutes or Less—Here's How to Speed Things Up," Apr 2022. Online shopping survey conducted in Mar 2022 among 770 US consumers. N=770.
³ Based on PayPal internal data from Apr 3–Jun 15, 2024.