

# Prioritize customers. Embrace efficiency. Realize revenue.

Focus on driving revenue and improving efficiency without sacrificing a seamless customer experience. PayPal's modern payment system can help your business become predictive and proactive, so you can confidently seize opportunities for growth.



## To unlock new sales, efficiency is key.

Optimize processing to help capture more revenue and achieve higher authorization rates.



### Pay their way.

Drive conversion rates with first-time customers and loyal customers alike by providing your target customers with the right payment choices at checkout.



### Uncomplicate your commerce.

Seamless checkout and processing provide customers with an easy and frictionless commerce experience.



### Streamline and connect.

Spend less time on back-end minutiae and more time on value-add activities with PayPal's robust reporting, automated dispute resolution,\* and one-time integration.

## Better customer experiences.

Drive incremental growth by optimizing the buying journey from point-of-discovery through retention.



### Maximize sales with payment choice.

Offer the wide range of payment methods — credit cards, digital wallets, PayPal, and local payment options — that your customers want to help drive more revenue.



### Reliability from the cloud.

Leverage the power of the cloud to help minimize the distance between businesses, buyers, and servers, improving uptime (99.95%) and potentially shaving seconds off checkout.<sup>2</sup>



### Put data to work.

Leverage customer insights from over 22 billion transactions to help better understand their preferences and habits and take action.<sup>3</sup>

## Discover incremental growth.

Take advantage of a diverse range of engaged customers in 200+ markets.



### Convert new customers.

Tap into a high-value network of customers who are more loyal, active, and likely to buy.



### Boost your brand.

Increase local relevance in new markets by partnering with the 2nd most trusted brand in the world.<sup>5</sup>



### Harness consumer insights.

PayPal's deep relationships with consumers all over the world allow us to help businesses be predictive and proactive.



In the US, PayPal Braintree has shown an increase in authorization rates by **3.8 percentage points**.<sup>1</sup>



**93%** of enterprise PayPal merchants surveyed agree that PayPal allows them to access more customers and markets.<sup>4</sup>



Merchants can increase their Net Promoter Score (NPS) by **14%** with PayPal.<sup>6</sup>

The world can be unpredictable. But with PayPal's global payment processing solutions and seamless, secure checkout experiences, you can have the tools and solutions to help you hit your growth targets and thrive in uncertain times. Talk to us today to learn more about the power of PayPal.



## Knowledge Center:

- The Total Economic Impact™ of PayPal's enterprise payment solutions. [Read the report.](#)
- The future of enterprise payments is focused on enabling seamless customer experiences. [Read the IDC Report.](#)
- See how **CrowdFarming** and **CUTS** leveraged the power of PayPal for growth.
- Save lost revenue at every stage of the buyer journey. [View infographic.](#)

\*Success of chargeback responses through Dispute Automation is not guaranteed. Issuers may apply additional fees for contested chargebacks which are not resolved in a merchant's favor.

<sup>1</sup> 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).

<sup>2</sup> PayPal Proprietary Data (PPCP & Braintree RFP Library), May 2021.

<sup>3</sup> PayPal Q4 and FY 2022 internal data.

<sup>4</sup> B2B International, commissioned by PayPal, Nov-Dec 2021, B2B International surveyed amongst 504 mid-market and large enterprises in US, UK, and DE during November/December 2021. LE defined as merchants with annual revenue >100M; Mid-market defined as merchants with annual revenue between 20M-100M. Base N: PayPal Users = 227

<sup>5</sup> 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.

<sup>6</sup> Nielsen, Commissioned by PayPal, May 2021. Nielsen Behavioral Panel of desktop transactions, Nielsen Attitudinal survey, Forrester (online buyers), PayPal data (active users) from 2,100 LE merchants in seven markets (US, UK, DE, FR, IT, ES and AU) with ~1 Million purchases from +200K consumers.