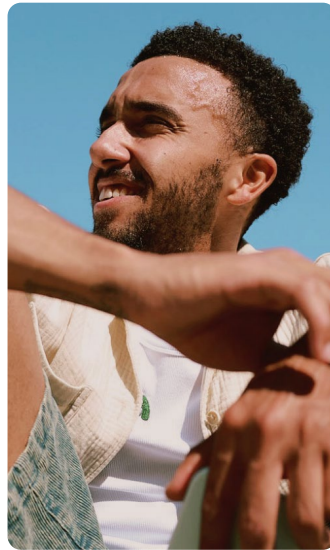


Boost conversion with a high-speed guest checkout



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Optimize conversion with an accelerated guest checkout.

Every moment can make a difference in improving checkout conversion rates. And every hurdle makes it less likely that shoppers will make it to the finish line and complete their purchases.

A 2022 survey found:¹

82%

of customers have decided against an online purchase because the account registration process was too complicated

72%

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

66%

of customers expect online checkout to take four minutes or less

Introducing Fastlane by PayPal.

By recognizing millions of customers across the PayPal network and pre-filling payment and shipping information for verified guests, Fastlane by PayPal can help businesses increase conversion rates and improve their reach — all powered by the scale and credibility of the PayPal brand.

¹ Capterra, "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.

SPEED

Fastlane-accelerated shoppers have been shown to complete guest checkout

**~32%
faster.²**

CONVERSION

Shoppers with Fastlane profiles have been shown to have a guest checkout conversion rate of

~80%.³



² 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.

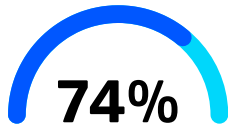
³ Based on PayPal internal data from Apr 3–Jun 15, 2024.

Less friction. More sales.

Shoppers don't want another online account to manage. When you make them create one, they may abandon their carts. Guest checkout solves that problem and can help improve conversion.

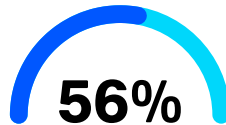
Of shoppers surveyed in 2022, **43% favor guest checkout for online purchases.**⁴ Customers who prefer guest checkout favor it because of:⁵

Speed:



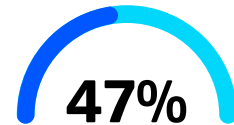
think it's faster than creating a new account

Convenience:



don't want to keep up with another online account

Privacy:



like it because they don't need to provide as much personal information

When you offer customers a fast and convenient guest checkout option that respects their privacy, they're more likely to make a purchase — and shop with you again.



^{4,5} Captterra, "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.

“ 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, like PayPal, to truly make this possible.



— **Mike Sutter,**
SVP and Head of Checkout at PayPal

No sign-in. No passwords. Just the Fastlane.

Fastlane by PayPal — PayPal's newest shopper-recognition and high-speed checkout tool — helps you give customers what they want.



Speed:

Customers with a Fastlane profile can speed through checkout in seconds. Their payment and shipping details will be automatically populated.

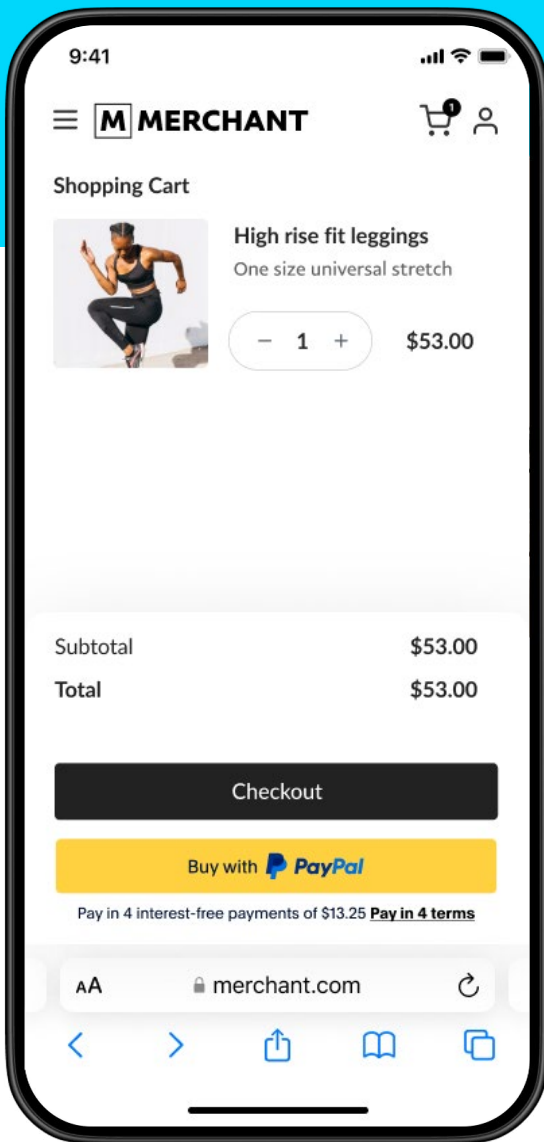
Convenience:

Customers without a Fastlane profile can quickly create one during guest checkout, letting them check out faster with any Fastlane-enabled business site.

Privacy:

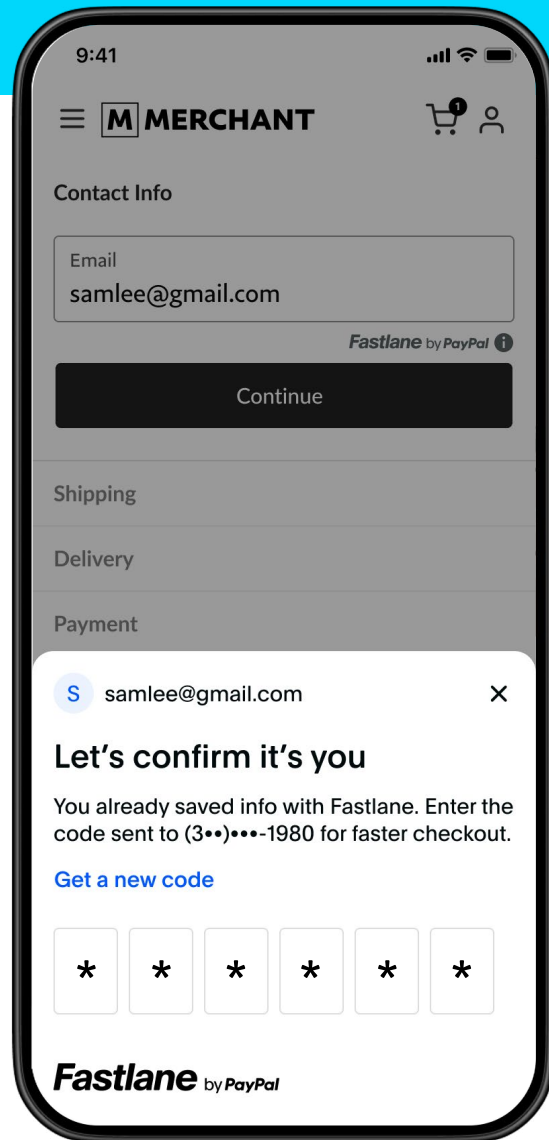
Shoppers with a Fastlane profile need only provide an email and a secure PIN-code sent to their phone — no password needed.

How it works.



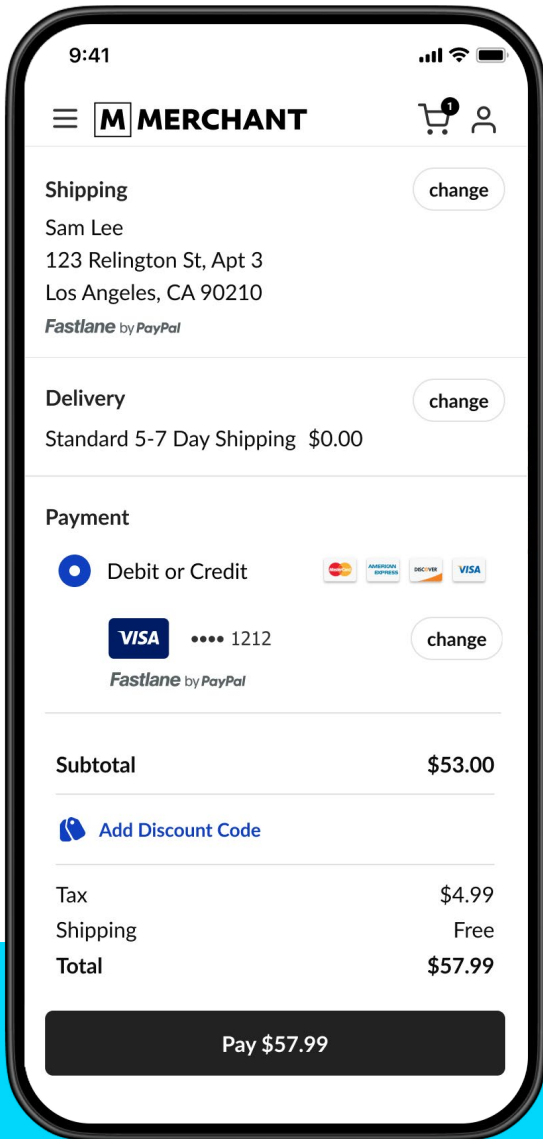
01

Guest chooses to bypass PayPal and proceeds to checkout.



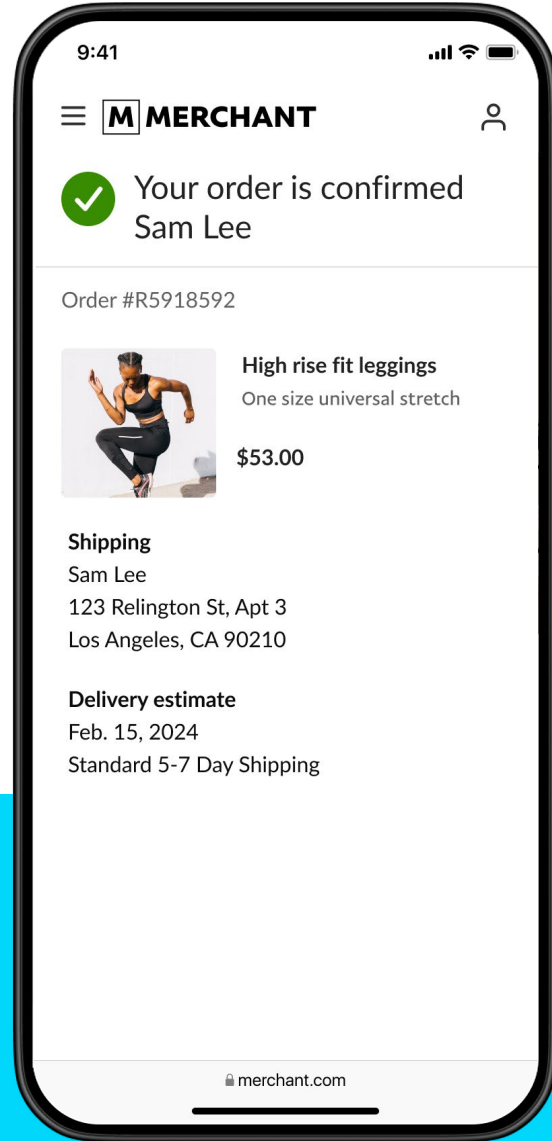
02

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




03

Billing and shipping details are auto-filled.



04

Customers can enjoy a faster guest checkout. Businesses can improve their conversion.

A man with glasses and a dark polo shirt with "BOLD" on it is speaking. The background is a window with greenery outside. A blue decorative shape is in the top right corner.

“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

BOLD



Harness the power of the PayPal network.

Fastlane by PayPal offers businesses a fast guest checkout solution by tapping into the millions of customers who trust the PayPal brand, quickly recognizing shoppers, and accessing their saved checkout credentials from a secure network vault. Shoppers can then pay in seconds — all without a password.

550 million cards
are secured in PayPal's network
vault, as of November 2023.⁶


49% of customers
surveyed expressed trust in PayPal
to provide a vault service.⁷

As more shoppers sign up for a Fastlane profile, more shoppers will be recognized and will speed through checkout. Shoppers have been shown to opt in for a Fastlane profile to be created approximately 35% of the time during guest checkout.⁸

⁶ 550M vaulted cards represent non-expired cards in the global PayPal Wallet. Participation in the accelerated checkout consumer network requires consent. Only available in the United States at launch.

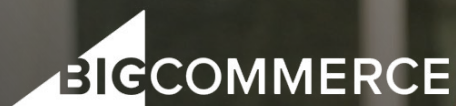
⁷ PYMNTS, "Consumer Interest in Credentials Vaults," Mar 2023. N=2,313.

⁸ Based on PayPal internal data from Apr 3–Jun 15, 2024.



“We’ve had amazing feedback from our initial merchant group using Fastlane by PayPal. They’ve seen about a 40% reduction in checkout speed... It’s really important to get a consumer through checkout as fast as possible, and we’ve had really good results identifying guest checkout shoppers.”

— **Michaela Weber**, SVP, GM, Payments & Global Business Development, BigCommerce

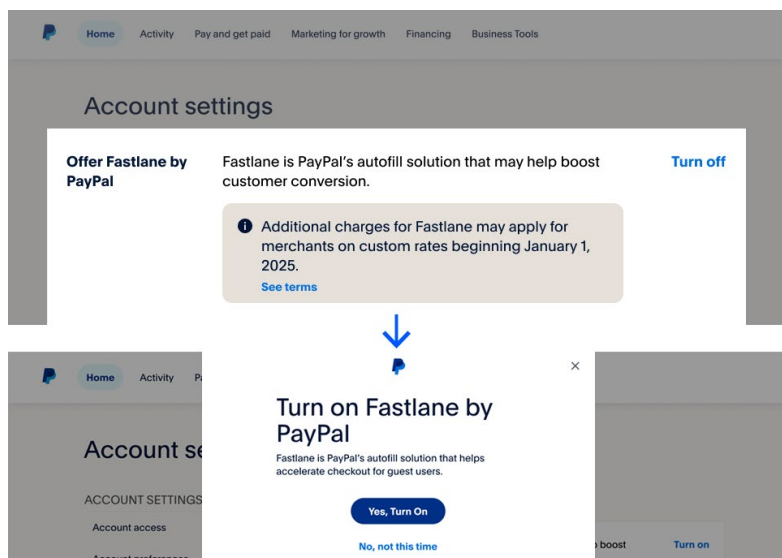


Integration is easy.

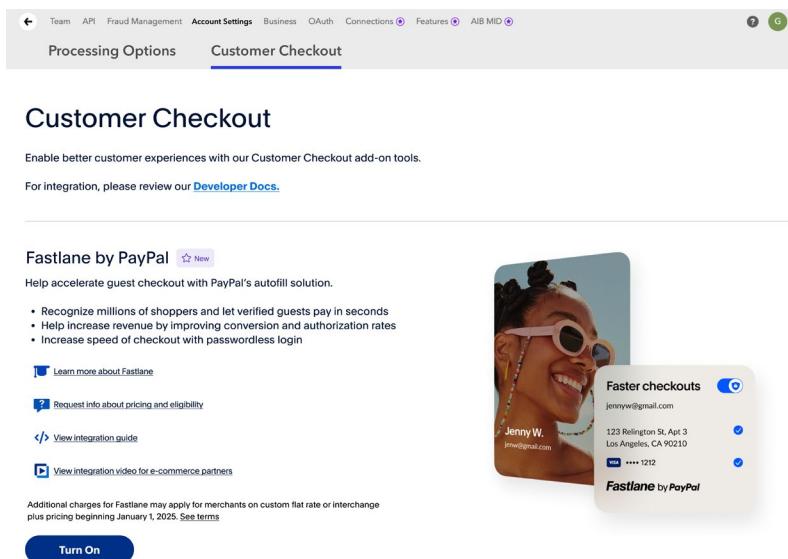
If your business is already integrated with PayPal, enabling Fastlane by PayPal only takes a few steps. Fastlane can be integrated in as few as two to four weeks,⁹ or even one step.¹⁰

Not integrated with Fastlane by PayPal yet? [Learn more](#) about how easy it is.

PayPal Complete Payments



PayPal Braintree



⁹ For existing BT DCC and PPCP ACDC merchants.

¹⁰ Varies by partner and requires partner platform support.



Start boosting guest checkout conversion today.

Give customers the speed, convenience,
and privacy they want.

Give them Fastlane by PayPal.

[Learn More](#)

Fastlane by PayPal