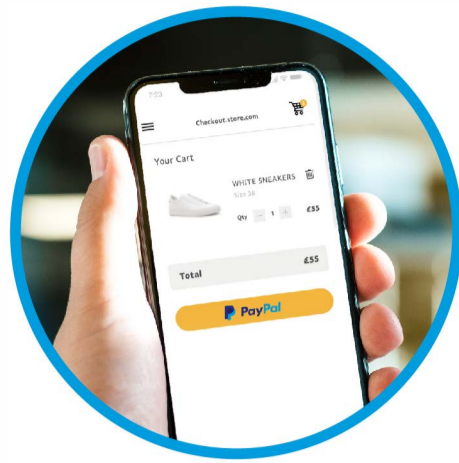


PayPal's impact on UK merchants

To demonstrate an optimised strategy, PayPal commissioned Nielsen to measure PayPal's impact across 315 United Kingdom based Enterprise merchants across 7 unique verticals. Here's what we found.

PayPal helps merchants win



Conversion



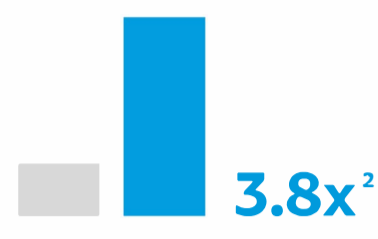
Spend



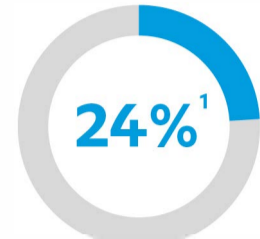
Net Promoter Score

Conversion

PayPal's consumer network helps create positive impact through trust & credibility.



Consumers are 3.8x² more likely to convert on sites where PayPal is visible.

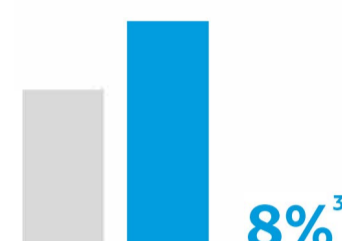


PayPal increases checkout conversion by 24%¹.



Spend

PayPal helps increase buyer confidence.



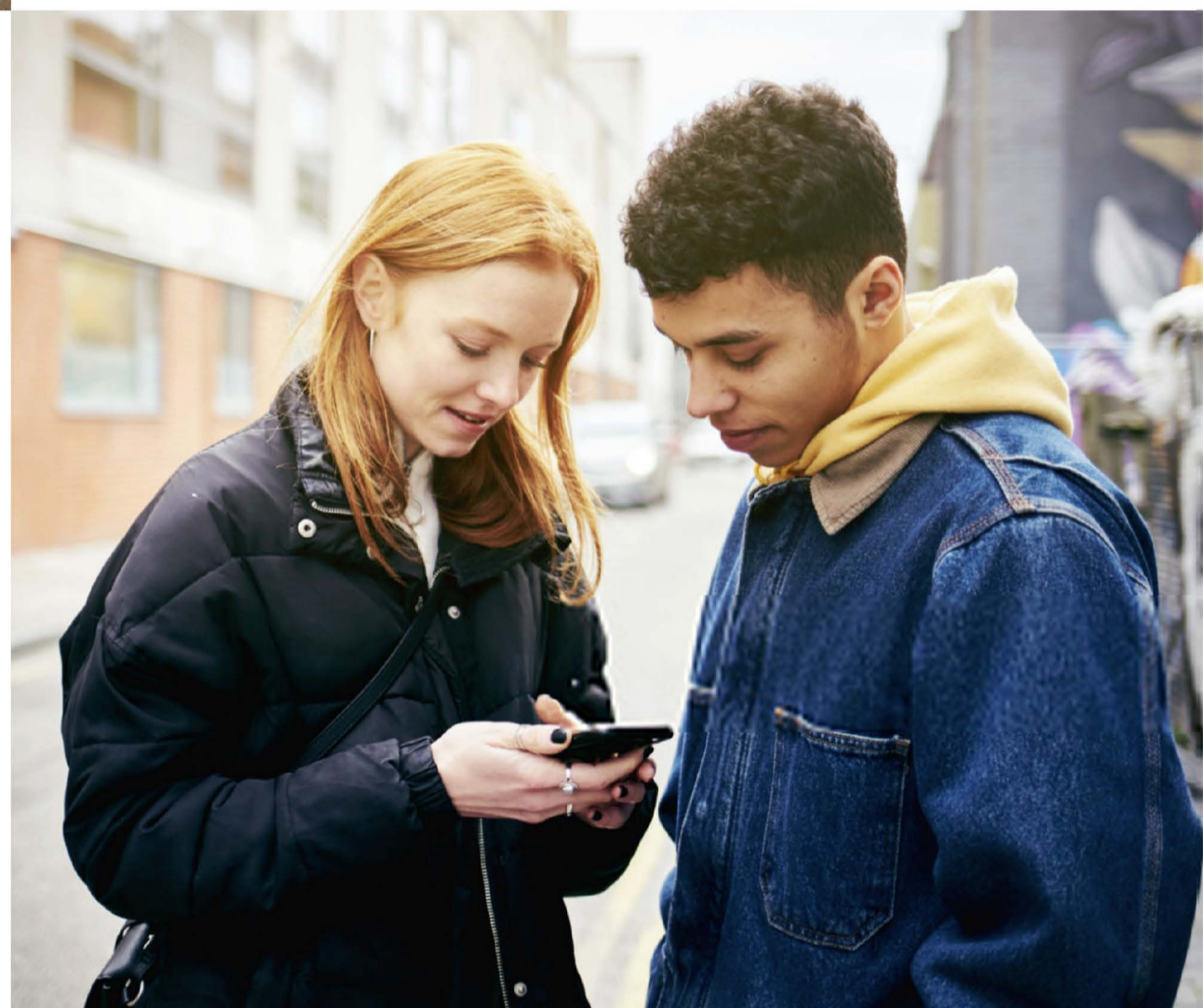
Repeat purchases
Increase in repeat purchases.

Net Promoter Score (NPS)

Displaying PayPal helps increase customer loyalty.



Merchant NPS increases when paying with PayPal



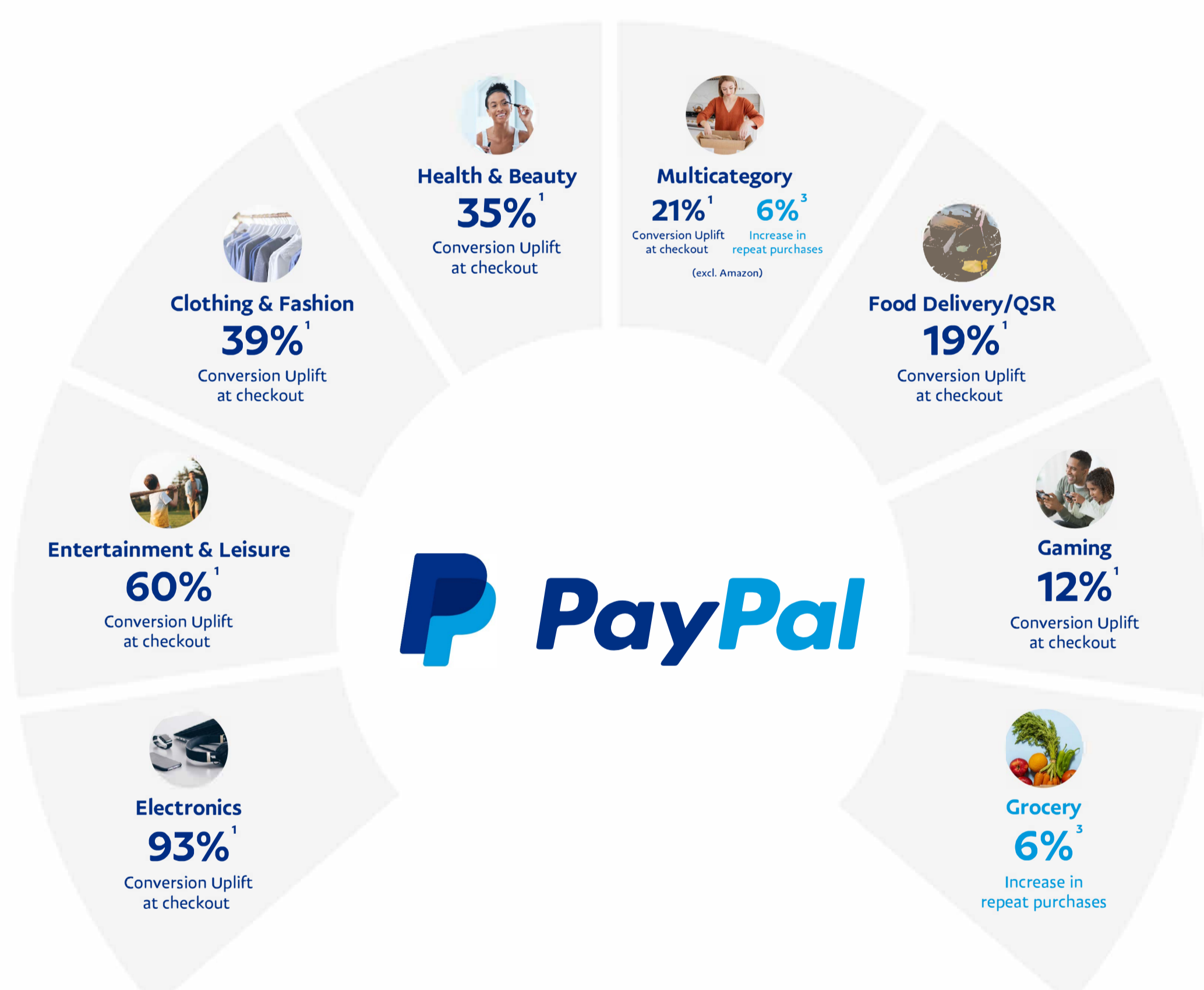
Our verticals

Conversion uplift at checkout

PayPal's impact on Conversion when compared to other online payment methods.

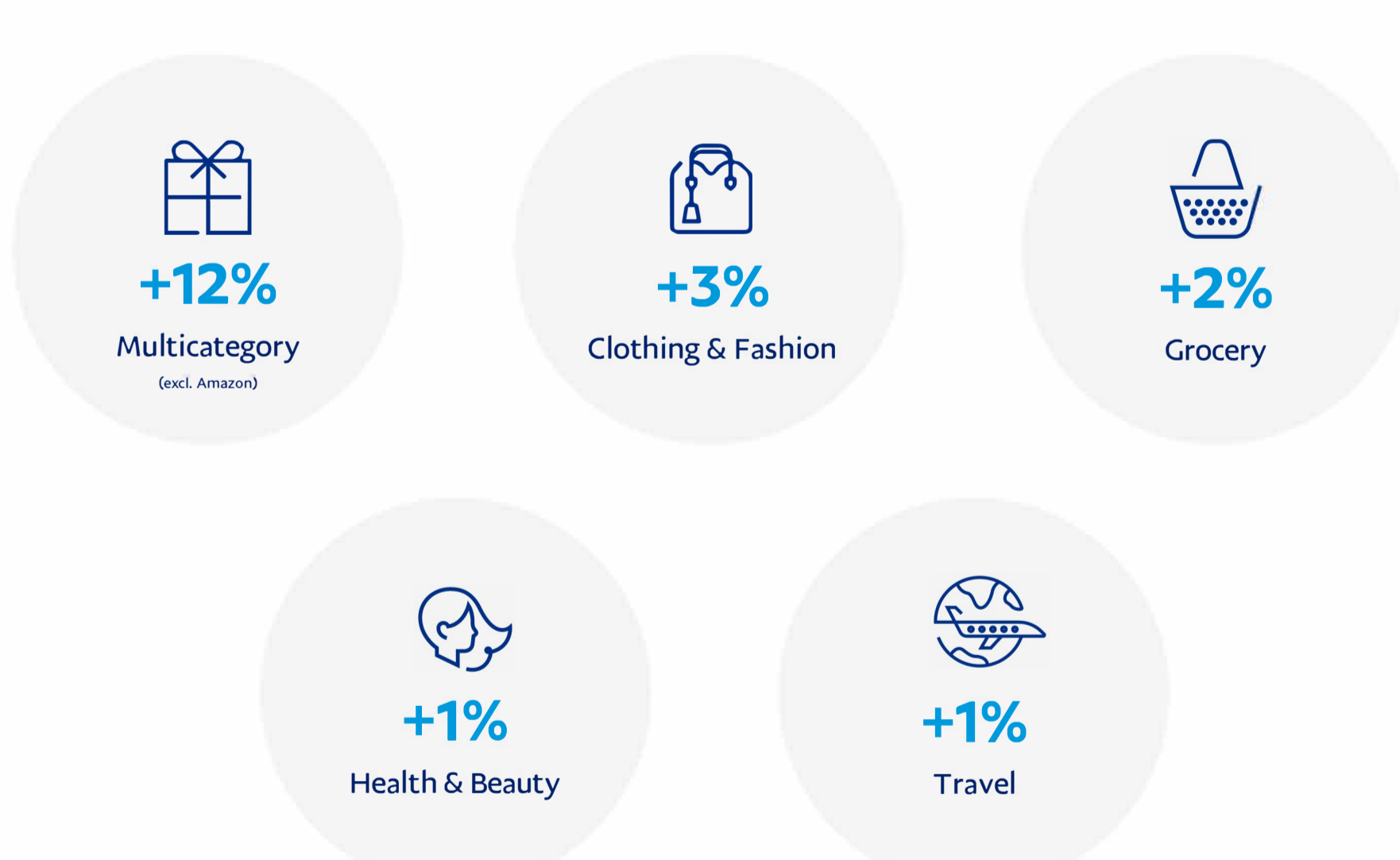
Increase in repeat purchases

PayPal's impact on repeat purchases when compared to other online payment methods.



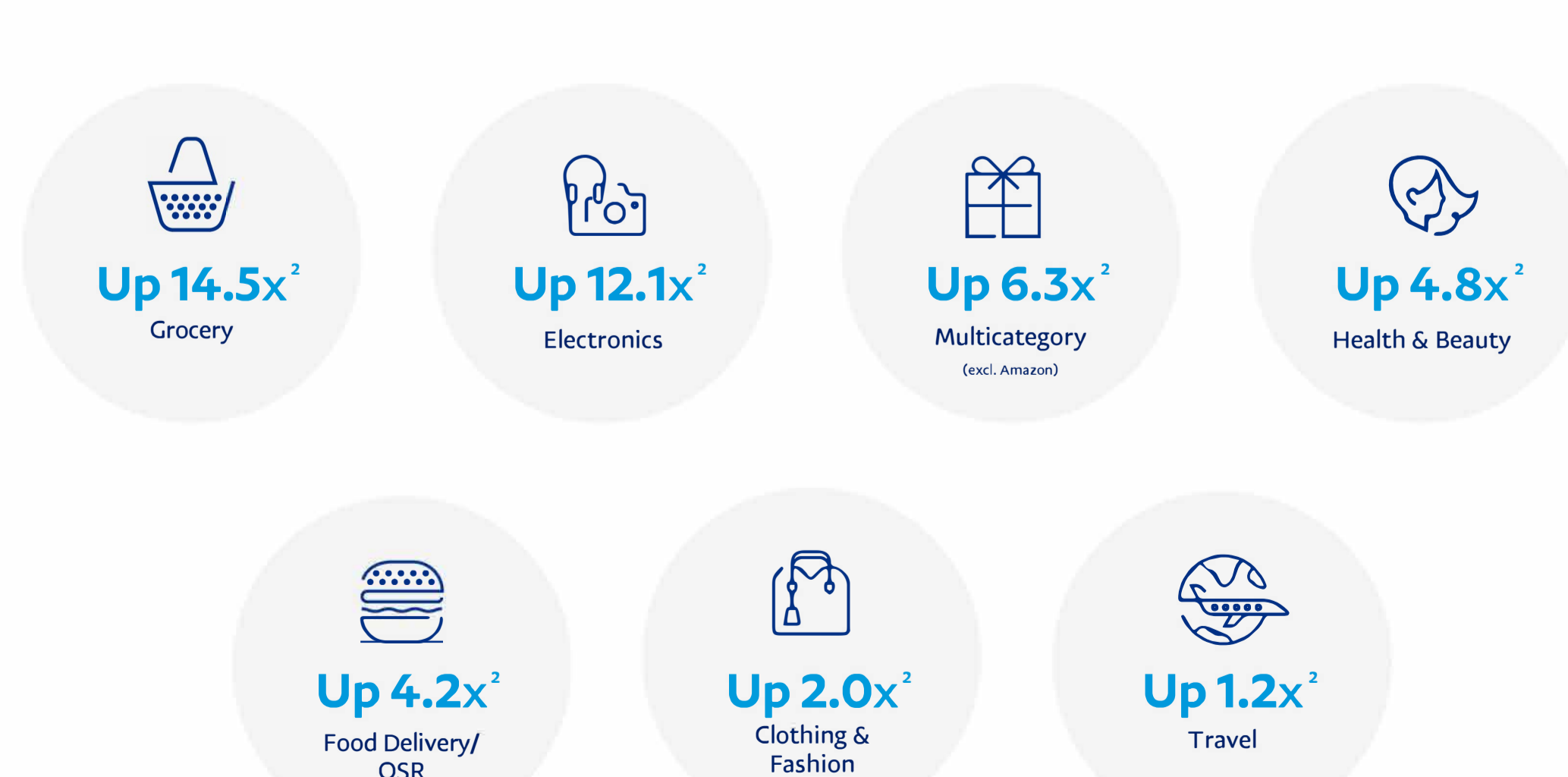
PayPal helps convert new customers across various verticals

Delta of percentage of transactors with Payment method who are first time visitors to merchant's website (PayPal vs. other methods on same site)



Increases likelihood to convert when shopping

Conversion likelihood increases when shopping online with merchants where PayPal is visible.



1. Nielsen Media Behavioural Panel of UK 95,161 desktop purchase transactions between October 2019 to September 2020.

2. Nielsen Media Behavioural Panel of desktop transactions from 13,013 UK consumers who are PayPal users, from October 2019 to September 2020.

3. Nielsen Media Behavioural Panel of desktop transactions from 27,898 UK consumers from October 2019 to September 2020.

4. Nielsen Media Attitudinal Survey of UK (January-February 2021) with 3,985 recent purchasers (past 2 weeks), with approximately 200 PayPal transactions and 200 non-PayPal transactions per vertical.