



# The PayPal Impact

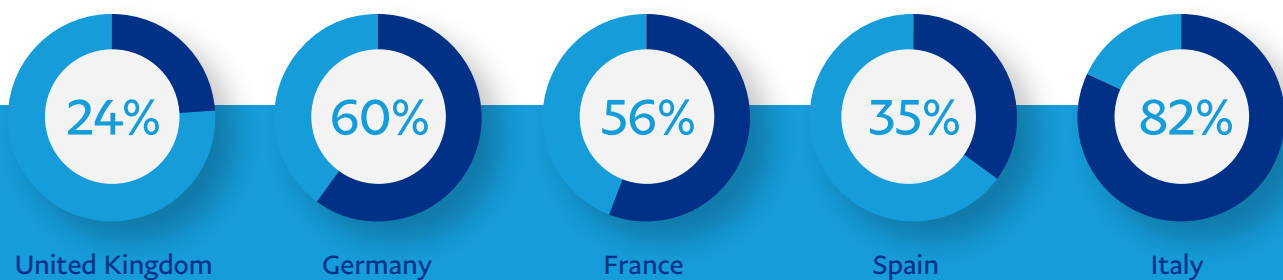
Nielsen Behavioral and Attitudinal Research 2021

The 2021 PayPal Behavioral and Attitudinal research was commissioned by PayPal and conducted by independent research provider Nielsen Media across five European countries and across key verticals. The study compared the online behavior of customers using PayPal and those using non-PayPal methods.

## More conversions

Merchants that accept PayPal can enjoy higher conversion rates at checkout (from the point at which customers start to pay) than other payment methods.

### Increase in conversion rate when PayPal is selected



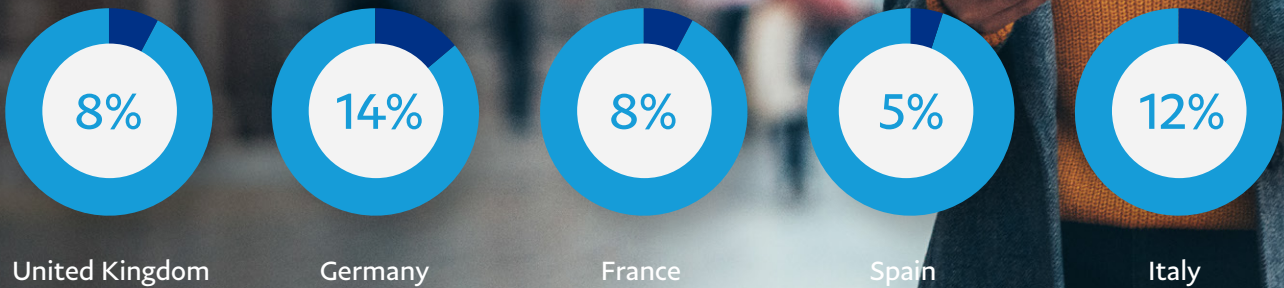
### Increased likelihood to convert on sites where PayPal is available



## More repeat purchases

The study found that PayPal helps increase buyer confidence. In fact, when PayPal is visible, **customers are more likely to make repeat purchases.**

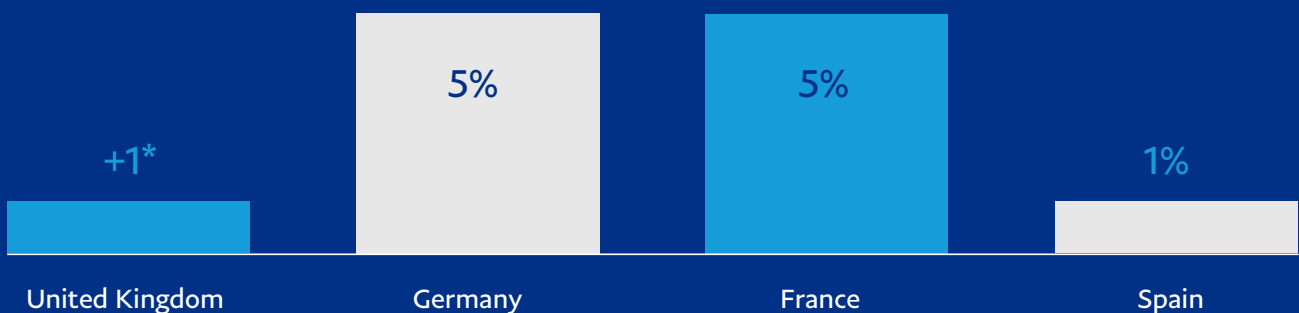
### Increase in repeat purchases when PayPal is an option



## More loyalty

Displaying PayPal can increase customer loyalty and can have a positive impact on your NPS.

### Increase in NPS (Net Promoter Score) purchases when PayPal is an option



## Vertical outlook

PayPal's presence at checkout drives more first-time customers for merchants, with increases across all verticals participating on the study.

### Increased likelihood to convert on sites where PayPal is available



### PayPal uplift in new customers vs. other online payment methods



## About the Research

The 2021 PayPal Behavioral and Attitudinal research was commissioned by PayPal and conducted by independent research provider Nielsen Media. A Behavioral Panel examined desktop purchase transactions from 707,625 consumers across five European countries and across key verticals between October 2019 and September 2020. The study compared the online behavior of customers using PayPal and those using non-PayPal methods.

An Attitudinal Survey was conducted in January-February 2021 with 19,990 consumers who had made an online purchase in the past 2 weeks. The 10-minute survey captured key attitudes and drivers behind payment method choice and events leading to their most recent online purchase.



## About PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering more than 400 million consumers and merchants in more than 200 markets to join and thrive in the global economy.

**To learn more, visit [paypal.com/ie/impact](https://paypal.com/ie/impact)**

## Questions?

Our sales and support experts are here to help.

[Fill out this form to request a call back.](#)