

Making the most of global opportunities with PayPal

Cross-border Commerce Playbook



Improve outcomes. Reduce risk. Grow globally.

The uncertainty caused by the COVID-19 pandemic over the past three years has impacted everything from the global economy to shopping trends. As a result, many businesses are looking for new opportunities and ways to diversify. By expanding the number and type of markets served, companies can reduce risk to their business and better cushion impacts if issues arise only in a specific geography or segment.

When it comes to diversifying, growth in eCommerce has been an important option for many businesses, with sales reaching US\$4.9T worldwide¹. New shopping patterns brought on by the COVID-19 pandemic are also seemingly here to stay, offering one of the biggest opportunities in modern retail. In fact, eCommerce sales are projected to increase to US\$7.4T globally by 2025¹.

According to the [2022 PayPal Borderless Commerce Report](#), online businesses can tap into evolving shopping trends to find new ways to reach more potential customers than ever before. In addition to increased eCommerce sales, 57% of global online consumers are now shopping cross-border, which makes the global audience for businesses massive².

Now is the time for small and mid-sized businesses to capitalize on this potential. By expanding your sales channels and markets, you can help to reduce the risk that economic shifts may have on your business.

At the same time, this presents an opportunity for growth and diversification, and with the right partner you can better navigate selling in different currencies, accepting various payment methods, and addressing local consumer preferences. All of which can help you make the most of this global opportunity.

This playbook is designed to help you uncover how to leverage international growth and trends to minimize the impact of changing economic conditions and find new opportunities to thrive amidst ongoing uncertainty. Now is the time to scale globally—and win.

Changing consumer values shape shopping trends.

The pandemic changed both **how** consumers shop and **why** they buy. With consumers re-evaluating what's important to them at a fundamental level, businesses have an opportunity to rethink how they sell to match these new buying behaviors³.

Reacting to the statement

"The pandemic made me totally revise my personal purpose and what is important for me in life."

50%

Agree + Strongly Agree



Reach new customers in new channels.

The global eCommerce market opens up a wider world of customers, but not knowing where to start can prevent businesses from taking the leap. Expand your markets and your customer base with a partner that makes it easy to sell on a global scale.

Expanded audiences, new platforms, broadened markets.

The world is more connected than ever and international expansion is a good way for businesses to grow—however, it can feel intimidating. Understanding the unique complexities in global markets and sales channels is not an easy task, but with immediate access to an extensive user network, and the world’s leading platforms and marketplaces, international sales can offer great opportunity.

Reaching new audiences in new markets is one of the best strategies for sustained business growth. But as any experienced business owner will tell you, it can be tricky to keep on top of shifting local consumer preferences and competitive landscapes.

With 57% of online consumers shopping cross-border, now is the time to go global and grow your consumer base¹. While sticking with a domestic market and familiar platforms can feel comfortable, companies who are open to new channels and international markets can have a greater advantage.

Simplify global growth

PayPal’s global reach of over 400M active users serves as a great entry point for businesses as they dive into the world of cross-border commerce. Available on many of the world’s leading platforms and marketplaces, PayPal also offers solutions that help drive success for businesses tapping into international markets and a variety of sales channels. From new platforms to your own site, and even social marketplaces, PayPal is designed to fit the needs of evolving businesses.

With the ability to accept 100+ different currencies and receive payments from over 200 markets, PayPal provides businesses the tools they need to stay ahead of potential payment barriers when selling cross-border. The multicurrency feature lets you accept payments in various currencies, convert them to your local currency automatically, or not at all, in just a few simple steps. PayPal’s popularity for international transactions is on par with credit cards—29% of online shoppers state it’s their preferred payment method for cross-border purchases¹.

With PayPal, you’ll have a trusted partner by your side to support you every step of the way as you take your business cross-border. Every feature has been developed with businesses in mind, putting global growth within reach.



Accelerate your online sales.

By expanding your audience across borders, you increase your sales potential. To succeed with this wider customer base, you have to be able to meet the varied payment needs of shoppers in different markets. But don't let **how** customers pay slow you down. Meet consumer payment expectations with a platform designed to scale across markets and customer preferences.

Increase sales by accepting the payment methods global customers prefer.

Being able to accept a variety of preferred payment methods from markets around the world is key to maximizing your cross-border sales potential. That's where PayPal can help. With the ability to accept different payment methods on one simple platform, you'll have the necessary support to reach and convert more customers by giving them the option to pay how they want to.

As your potential customer base grows exponentially, so does the number and variety of potential payment methods customers want to use. Allowing customers to pay the way they want is more essential than ever: 22% of global online shoppers abandon their carts when their preferred payment method is unavailable¹.

With more customers, you have more revenue potential—but it also adds more complexity. The challenge is to increase your customer base while reducing complexities.

Don't miss a sale

Whether selling in your own city or around the world, shoppers expect a frictionless payment experience using the method they prefer. Fortunately, it's easier than ever to give customers the choice to pay how they want. With PayPal, you can accept a variety of payment methods to increase brand loyalty and keep shoppers coming back for more.

With PayPal Checkout, your customers can pay with their preferred payment method in just a few clicks. PayPal intelligently presents payment methods relevant to your audience, making it convenient for them to use their credit or debit card or other forms of payment.

Plus, PayPal Checkout works across devices, making it easy for shoppers to purchase from you anywhere at any time. So, take the complexity out of accepting different payment methods and give customers the power to pay their way.

From marketplaces to social to your own site, PayPal's trusted network of solutions brings an added layer of security, confidence and credibility to your checkout too. This ensures your shoppers will have little to be nervous about when making international purchases.



Capture opportunity and prevent fraud.

While transaction security concerns may have made you hesitant to sell internationally before, using a trusted platform that takes on the risk of fraudulent transactions will help open the door to new opportunities. With PayPal Seller Protection* and 24/7 transaction monitoring, you can gain peace of mind and give your customers the confidence to buy internationally as well.



Sell cross-border while minimizing risk.

As a growing business, you've got enough to worry about. While the thought of fraudulent transactions might make the idea of international sales daunting, there are ways to manage risk while growing your business globally.

For every business, preventing fraud is a top priority. And with an estimated US\$20B lost to online payment fraud in 2021, it becomes a serious problem¹. Unfortunately, the issue seems to be growing, with that number up US\$2.5B from 2020¹.

Consumers are worried about fraud too. 33% of cross-border shoppers report that security and fraud concerns would prevent them from making purchases².

Get peace of mind

While some aspects of growing your business might take a toll, fraud shouldn't be one of them. PayPal securely processes more than one billion transactions each month which enables our fraud detection tools to get smarter with each transaction, protecting you from existing and evolving threats. That expertise can help take the worry out of cross-border selling and save you time and money.

PayPal's fraud prevention capability also combines extensive intelligence from PayPal's two-sided network with advanced machine learning that adapts to your business, so you can minimize chargebacks and protect good customer relationships.

Coupled with 24/7 transaction monitoring, you get round-the-clock assurance that your business is protected. Our data encryption technology helps keep digital information and PayPal transactions secure.

PayPal's Seller Protection* also comes into play on all eligible transactions, protecting you against fraudulent claims when situations such as unauthorized transactions or when claims of "item not received" arise.



Leverage an integrated approach.

As a business, you know that time is money. Despite the incredible opportunity cross-border selling offers, adding time and complexity to your operations can be concerning. Keep things simple with a flexible, fully integrated platform that meets your needs today and is ready to scale tomorrow.

Grow your way with greater confidence.

While cross-border selling offers a tremendous opportunity to expand, it's not without growing pains. Choosing the right partner will help you minimize the strain on your resources so you can grow efficiently. Instead of turning to piecemeal solutions, you want an approach that brings everything together for the greatest efficiency.

Without the right infrastructure, selling cross-border can become more trouble than it's worth. In fact, 18% of businesses who sell cross-border consider selling in more markets to be time-intensive¹.

Recent economic uncertainties have similarly put pressure on businesses to run lean operations and only invest in areas with the strongest return on investment (ROI). That's why having a partner that easily integrates with the solutions you already count on and simplifies selling internationally is essential.

Integrated solutions that fit your business

PayPal doesn't just help you get paid. We can support your business with a range of solutions that can be integrated with your eCommerce, accounting, and other tools to ensure that your operations are working together in concert.

PayPal also gives you the security, ease, and flexibility to run your business more efficiently. Our account management dashboards help organize your business operations, providing reporting, analytics, and dispute resolution across all the markets you sell in from one single platform. If you are sending payments to contractors or vendors, or sending mass disbursements to multiple recipients at the same time, PayPal streamlines your operations with a single place to easily manage all types of transactions. It's one solution that helps you get paid, make payments, manage risk, accelerate growth and operate efficiently.



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Seize the global opportunity with PayPal. Reach new customers in new markets.

As the world emerges from the pandemic and online shopping continues to grow, PayPal can help open global markets to businesses of all sizes. The opportunity is there for those bold enough to seize it. This is your moment and PayPal is with you every step of the way.

Reach new customers in new channels: Gain access to 400M+ PayPal users in over 200 markets and accept 100+ currencies. Available on many of the world's leading platforms and marketplaces, PayPal makes it easy to tap into new markets and customers worldwide.

Accept more forms of payment to sell more: Give your customers the choice to pay how they want, so you don't miss a sale. Beyond PayPal, you can also accept credit and debit cards and local payment methods. With the latest PayPal Checkout, setting up different payment types is simple with just one easy integration, and you get paid in minutes.

Gain peace of mind: With PayPal Seller Protection*, all eligible transactions will be protected against fraudulent claims. Our AI-enabled fraud prevention technology runs 24/7 to monitor your transactions to minimize risk so you can focus on what matters most

Adopt integrated solutions that fit your needs: Whether you are just starting out or need to adapt how you do business, PayPal can help you with integrated solutions that provide security, ease, and flexibility. Our account management dashboards enable more organized business operations, and you can even make payments and manage all your transactions from one account.

To learn more, visit [PayPal.com](https://www.paypal.com)

