

9 Reasons Why Your Startup Should Use PayPal

1 Business Growth Support

PayPal combines local expertise with global reach, giving startups access to approximately 400 million accounts worldwide, which can potentially help expand their market reach. In addition, if a company sells globally or locally in markets with high PayPal customer penetration like the US, Germany, France, Italy, and the UK, where 80% or more online payment users pay with PayPal, customers can expect to see PayPal when purchasing goods or services online.¹

2 Expertise in Payments

Managing and moving money is complex; it is subject to strict compliance laws and regulatory requirements. PayPal helps startups navigate this complexity by providing secure and seamless payment solutions that help them pay and get paid quickly, in multiple currencies and markets as well as across devices.

3 Excellent Customer Service

PayPal provides all its merchants, regardless of their size and sector, with live customer support service throughout the whole integration process and afterwards. Our dedicated team is working hand in hand with startups, providing expertise to help ensure their success from day one.

4 Multiple Payment Options

PayPal helps customers pay with various methods, including credit/debit cards, bank transfers, and their PayPal balance. Offering multiple payment options helps to enhance the checkout experience and to reduce cart abandonment rates.

¹Statista. Global Consumer Survey, July 2022.



5 Broad Range of Payment Solutions, Including Mobile, Subscription and Recurring Payments

With the increasing demand for tailored payment tools, PayPal offers multiple solutions that cater to the needs of startups regardless of where or how they get paid for the goods or services provided. PayPal mobile payment solutions help enable businesses to cater to customers who prefer making purchases through their smartphones and other mobile devices. For startups that offer subscription-based services or products with recurring billing, PayPal offers easy integration for handling recurring payments, making it convenient for both the business and its customers. In addition, PayPal provides payment options like its Buy Now Pay Later (BNPL) products or revolving credit such as PayPal Credit. PayPal's BNPL products are available in the US and UK, Germany, France, Italy, Spain, and Australia, but startups from other markets can also benefit from them, as their buyers from the above-mentioned countries can use BNPL when paying for goods or services they purchase.

6 One Integration Process for All Payment Needs

With PayPal, startups can get started in one, easy integration for all their payment needs: credit cards (Braintree), digital wallets (PayPal, Venmo [US only], ApplePay, GooglePay)² and multiple alternative payment methods (Blik, P24, iDEAL, SEPA, etc.). PayPal offers both PayPal and credit options in one integration.

7 Ease of Use and Protection

PayPal provides a user-friendly interface that makes it easy for startups to set up and start accepting payments in multiple currencies quickly. The platform offers simple integration options for websites, mobile apps, and other e-commerce platforms, helping startups to get up and running quickly. In addition, PayPal's reliable payment gateway facilitates quick and secure transactions and helps startups minimize transaction errors and delays.

8 Easy and Quick Integration with Popular E-commerce and Recurring Billing Platforms

Many popular e-commerce and recurring billing platforms e.g., WooCommerce and PrestaShop, support PayPal integration, simplifying the process of setting up an online store and accepting payments. If you use one of the e-commerce or recurring billing platforms that PayPal partners with, integrating PayPal could be a matter of minutes.

9 Credibility

According to 2022 data, PayPal is one of the most trusted brands across the financial services and has a strong reputation for security and buyer protection.³ This can be especially important for startups, as customers may be reluctant to share their payment information with lesser-known businesses. By offering PayPal as a payment method, startups can instill trust and confidence in their customers. Research has shown that 87% of PayPal users surveyed agree PayPal is a trusted, easy, fast and secure way to pay.⁴

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² Apple Pay is a trademark of Apple Inc., registered in the U.S. and other countries and regions. Google Pay is a trademark of Google LLC.

³ Morning Consult – The most trusted brands 2022, October 2022

⁴ Nielsen Survey, Commissioned by PayPal, Nielsen Media Attitudinal Survey of USA, February 2023.

