



Making Every Website Visit Count: Increase Conversion with Payment Method Optimization

Before the current COVID-19 crisis, consumers were already shopping online in record numbers. Now, they want to buy even more online. **Over 20% of surveyed respondents said that their frequency of purchasing goods online had increased.**¹

If you have an in-store presence, it's likely been temporarily halted, or at minimum, sales are way down. Website conversion has never been more critical. **It's essential to convert as many online visitors as possible into paying customers.**

Optimizing for payment methods is low-hanging fruit. **Focus here to combat the average online cart abandonment rate of over 69%.**² PayPal is here to help. In fact, **52% of surveyed online shoppers were more likely to purchase if PayPal is visible.**³

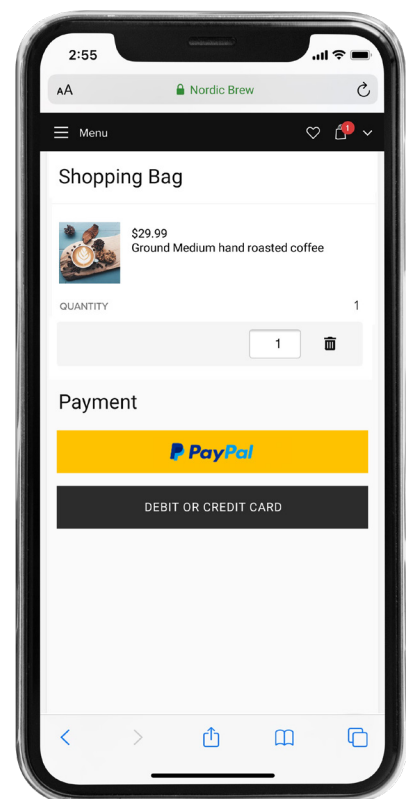
Here are 2 best practices you can implement now to help increase conversion:

1 Add a PayPal button to your product pages

Reduce steps and clicks to checkout by displaying a PayPal button on the product page. An enterprise merchant who A/B tested PayPal on the product page saw 6.5% of customers checking out directly from product pages.⁴

2 Make sure a PayPal button is present on the cart page

Provide shoppers with a fast path to checkout from the cart page. A/B testing demonstrated that total site revenue rose 4% when PayPal was presented upstream on the cart page.⁵



Did you know...

23% of online shoppers have abandoned an order because the checkout process is too long/complicated?³ Help boost conversion today with the 5 simple steps above and leverage PayPal to help take the friction out of checkout.

Don't wait any longer to get the most out of **PayPal's network of 300+ million engaged consumer accounts.**⁶

¹ Ipsos (US respondents). Tracking the Coronavirus: Results from a multi-country poll. Using e-commerce to purchase products you would normally buy in-store [Graph]. Methodology: Online survey conducted across 12 markets (Australia, Canada, China, France, Germany, India, Italy, Japan, Russia, U.K., U.S. and Vietnam) with 1,000 respondents per market/10,000 total respondents. Survey conducted March 12th to 14th, 2020 on the Global Advisor online platform among 10,000 adults aged 18-74 in Canada and the United States and 16-74 in Australia, China, France, Germany, Italy, India, Japan, Russia, Vietnam and the United Kingdom.

² Baymard Institute. (March 28, 2019). Online shopping cart abandonment rate worldwide from 2006 to 2019 [Graph]. In Statista. Retrieved September 23, 2019

³ Ipsos MORI Conjoint Research (US respondents). Methodology: Online survey conducted across seven markets (UK, Germany, Italy, Spain, US, Australia, Brazil) with 1,500 respondents per market/10,500 total respondents (boost in Brazil to ensure 500 PayPal users), including 6,930 PayPal users. Respondents were online shoppers who have made a purchase in the last month, 2018.

⁴ Results are based on a reported figure from a Large Enterprise merchant, Q3, 2019. These results are not necessarily representative for all businesses.

⁵ HiConversion Mobile Optimization ongoing study (2019). These results reflect the average findings of all participating merchants and are not guaranteed for all users.

⁶ PayPal internal data, 2020.