

How CEOs can accelerate commerce with PayPal

As a CEO, you're always looking for new ways to drive revenue and reduce costs. PayPal can help optimize your frontend and backend commerce setups and enable your plans for growth with a broad payments toolkit that goes way beyond our popular digital wallet.



Drive conversions and spend

Elevate the customer experience to help drive conversions.



Help capture more sales

Offer Venmo (US only), PayPal, and other popular payment options



Enable new sales channels

Help drive mobile, instore, and contextual conversions



Help prevent unnecessary card declines

Optimize chances for approval with account updater and unique data



Help protect what you've built

Backend payments optimization can help protect your revenue.



Help keep data secure and compliant

Leverage network tokenization, encryption, and PCI compliance expertise



Stay ahead of fraud

Access fraud tools powered by machine learning and quality data



Better manage chargebacks

Use our fully integrated chargeback API; shift liability where applicable with 3DS2



Expand globally

Get the support you need to enter new markets.



Leverage local relationships

Access local customer service teams and banking relationships



Connect with international audiences

Reach 360+ million active global PayPal accounts*



Offer local payments

We have 130 presentment currencies, plus local payment options

* PayPal Internal Data, Q3 2020

PayPal increases checkout conversion by **28%**

[Read the study](#) →

Nielsen study commissioned by PayPal, July 2020 to September 2020 of 15,144 US consumers.

Hype DC saw a **50%** reduction in chargebacks just six months after integration.

[Read the case study](#) →

Data based on the business' own internal analysis. Results may not be typical and may vary substantially by business.

40% of beauty-product retailer Beautylish's international buyers choose PayPal.

[Read the case study](#) →

Based on the business' own internal analysis. Results may not be typical and may vary substantially by business.



We chose Braintree [a PayPal service] as our partner because they were the only company out there that was innovating.

Mark McEwan | CEO, Jane.com

[PayPal] provides a high level of fraud protection to ensure our sneakers end up in the hands of our loyal customers, not fraudsters.

Simon Coles | Head of Ecommerce, Hype DC



How CFOs can accelerate commerce with PayPal

As a CFO, your mind is always on long-term growth and efficiency. A future-ready, agile payments toolkit could save resources while helping to expand your reach and drive conversions.



Drive long-term growth

Play the long game with a flexible payments solution.



Help drive conversions and LTV

Master frictionless checkout and offer alternative payment methods



Capture new revenue streams

Leverage PayPal's future-ready product upgrades without reintegration



Open new distribution channels

Share data and create third-party partnerships



Optimize operational efficiency

Backend optimization could unlock new revenue.



Help improve auth rates

Leverage 3D Secure, CVV checks, and high-quality data



Help manage chargebacks

Access fully integrated chargeback and disputes management



Better leverage data

Use customizable reporting to uncover opportunities for optimization



Integrate easily

PayPal is designed as a customizable, modular solution.



Minimize disruptions

PayPal plugs into your existing ecosystem without disrupting it



Help reduce integration time

Access demos, training videos, and extensive developer documentation



Get questions answered quickly

Resolve questions and concerns via our white-glove customer support

Paying with PayPal increases spend an average of **19%**.

[Read the study](#) →

Nielsen study commissioned by PayPal, July 2020 to September 2020 of 15,144 US consumers.

PayPal can increase auth rates by an average of **2.84%**.

[Read the report](#) →

Mercator Advisory Group research brief sponsored by PayPal, November 2020. Increased authorization rates represent the average of 16 cases.

PayPal is designed to play nice with your existing tech – and your developers. Learn more in our onboarding guide.

[Download guide](#) →



PayPal is core to our success ... We look forward to collaborating to help us understand our customers more closely.

Victoria Repa | CEO, BetterMe

PayPal has shown a 30% improvement in failed payments compared to the incumbent payment option.

Julian Rockwood | Senior Product Manager, Home Chef

How CMOs can accelerate commerce with PayPal

As a CMO, you want to improve your brand's visibility, better understand your customers, and ultimately drive revenue in new ways. PayPal can provide the tools you may need to help increase reach, enable new sales channels, convert more customers, and build lifetime value.



Improve customer experience

Provide frictionless checkout to help drive conversions.



Streamline your checkout

Reduce form fields and checkout time with Express Checkout



Help prevent unnecessary card declines

Optimize chances for approval with account updater and unique data



Encourage customer LTV

Set up recurring payments and loyalty programs with the Vault



Increase your reach

PayPal can help you reach your target demographics.



Meet customers where they are

Create a compelling storefront across channels and devices



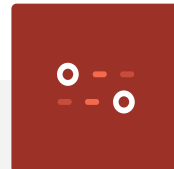
Open new distribution channels

Share data and create third-party partnerships



Reach millennials and Gen Z

Offer Venmo (US only) and popular digital wallets



Leverage customer insights

Our solutions are powered by our unique global data set.



Tap into our 2-sided network

Our global network connects 360+ million active consumers and merchants*



Execute targeted campaigns

Create email engagement campaigns with PayPal's shopping suite



Help prove impact on KPIs

See all your data in one place with integrated reporting

* PayPal Internal Data, Q3 2020

57% of consumers say merchants' digital payment offerings impact their willingness to shop there.

[Read the report](#) →

How We Shop, PYMNTS.com, September 2020

Mobile revenue rose to **35%** of overall revenue after Jane.com rolled out their PayPal-integrated mobile app.

[Read the case study](#) →

Based on the business' own internal analysis. Results may not be typical and may vary substantially by business.

A floral retailer saw a **1562%** average return on ad spend for all campaigns since integrating with PayPal's shopping suite.

[Read the case study](#) →

Based on the business' own internal analysis. Results may not be typical and may vary substantially by business.



Penetration rates we didn't expect until year 3 have already happened in year 1. PayPal exceeded all expectations.

Frank Bruno | Treasurer, Crate and Barrel

PayPal is core to our success ... We look forward to collaborating to help us understand our customers more closely.

Victoria Repa | CEO, BetterMe



How CTOs can accelerate commerce with PayPal

As a CTO, you want to scale efficiently while staying agile and mitigating risk. PayPal can help you optimize your processes so you can focus on what's important: your customers.



Improve flexibility

A full-stack solution can help you stay agile.



Help reduce tech debt

PayPal doesn't require versioning or reintegration for updates



Mitigate system outages

PayPal has a target gateway uptime of 99.95%* and built-in redundancy



Strengthen your payments ecosystem

Leverage our exclusive data-sharing tools to connect with partners

* PayPal Internal Data, Gateway Uptime, June 2020



Help reduce risk

Our tools can help ease data security and fraud concerns.



Help stop fraud

Access fraud tools powered by machine learning and quality data



Help improve auth rates

Leverage 3D Secure, CVV checks, and high-quality data sets



Reduce reputational risk

Manage data with encryption and network tokenization



Integrate easily

PayPal is designed to flex to your existing tech stack.



Minimize disruptions

Build a customizable solution that is interoperable with your systems



Help reduce integration time

Access developer-friendly SDKs, APIs, and documentation



Get questions answered quickly

Resolve questions and concerns via our white-glove customer support

The PayPal platform supports **100+** transactions per second during Fandango's peak periods.

[Read the case study](#) →

Based on the business' own internal analysis. Results may not be typical and may vary substantially by business.

PayPal can help improve authorization rates while keeping out fraud by leveraging global relationships and its two-sided network.

[Read the report](#) →

Are You Maximizing Your Revenue Potential? Mercator study commissioned by PayPal, November 2020.

PayPal is designed to play nice with your existing tech — and your developers. Learn more in our onboarding guide.

[Download guide](#) →



Thanks to PayPal, our clients receive increased security on their purchases. PayPal is a quintessential element of trust.

Victoria Repa | CEO, BetterMe

Movie-going is a business where we have these moments of huge volume. To be able to handle this kind of scale is critical.

Greg Ferris | SVP, Chief Product Officer, Fandango