



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

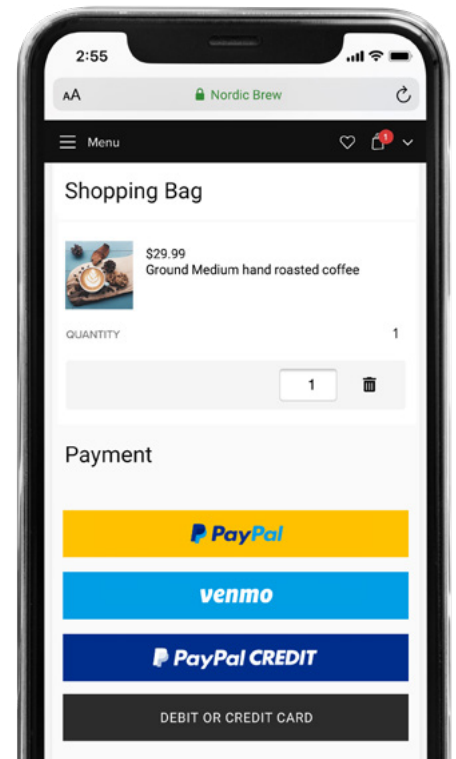
Here are 5 best practices you can implement now to help increase conversion:

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



3

Message PayPal Credit upstream

PayPal Credit⁶ allows consumers to take advantage of 6 months special financing on purchases of \$99 or more. [See terms](#). Online financing is particularly appealing in today's ecommerce climate as consumers are looking for ways to stretch their dollars.

4

Offer Venmo (US only) as an available payment option

- Enable shoppers to tap into their Venmo and PayPal balances to purchase on your site.⁷
- In fact, 31% of Venmo users are holding a balance in their Venmo account, and 65% of them use their Venmo balance for online shopping.⁸

5

Integrate PayPal's Store Cash offering

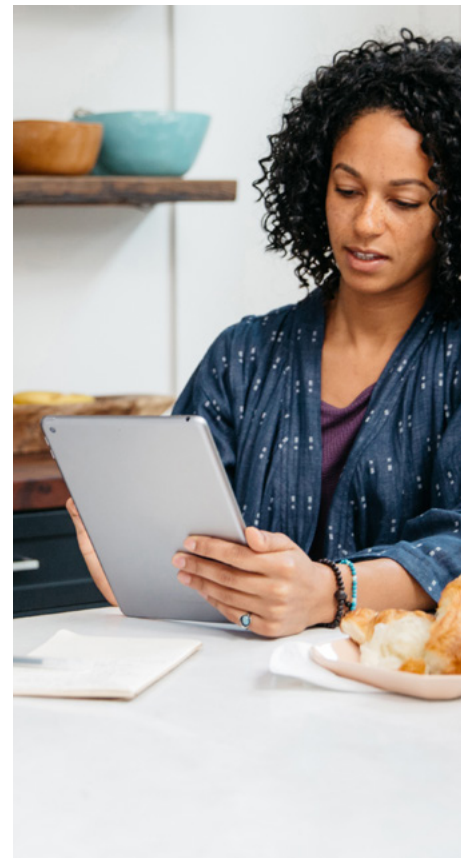
- We send targeted notifications with merchant-funded offers to customers who browse and abandon, driving them to return and complete their purchase.
- Our Store Cash technology can identify 40% of high-intent customers, driving an incremental 6% TPV lift in sales.⁹

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.**¹⁰

Want to learn more? Talk with our conversion optimization team. We work with hundreds of enterprise merchants and want to consult with you on optimizing your conversion.



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 Credit is subject to consumer credit approval.

⁷ Must have a business PayPal, PayPal Cash, or PayPal Cash Plus account to maintain and use a PayPal balance.

⁸ Digital Trends Impacting Commerce, Kelton Research as commissioned by PayPal; online survey.

⁹ Internal PayPal analysis of Store Cash product, 2019. These results are not necessarily representative of results for all businesses.

¹⁰ PayPal internal data, 2020.