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.**

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%.**

PayPal is here to help. In fact, **52% of surveyed online shoppers were more likely to purchase if PayPal is visible.**

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.

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.
Message PayPal Credit upstream
PayPal Credit® 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.

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

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?2 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.