

How PayPal Helps Drive Revenue Growth and Boost Conversion, Spend & Satisfaction

Nielsen Study for U.S.

January 2021



PayPal's Impact on U.S. Merchants

To demonstrate an optimized conversion strategy, PayPal commissioned Nielsen to measure PayPal's impact across:

73 Of Digital Commerce
360's Top 100 Merchants

10 Unique Verticals

The research analyzed purchase behaviors and attitudes from more than 12,000 online shoppers and focused on conversion, spend, and merchant experience calculated by Net Promoter Score (NPS). The merchants included 73 of Digital Commerce 360's top 100 merchants.

PayPal Helps Merchants Win



Conversion

28% Increase in checkout conversion when PayPal is selected.*

Customers are **2.8x** more likely to convert when PayPal is visible.**



Spend

19% Increase in unplanned purchases when PayPal is an option.

Merchants who display PayPal can see a **13%** increase in repeat purchases and higher average orders.**



NPS (Net Promoter Score)

+8 pts Increase in NPS when paying with PayPal.***

*Conversion is determined from the point at which customers start to pay

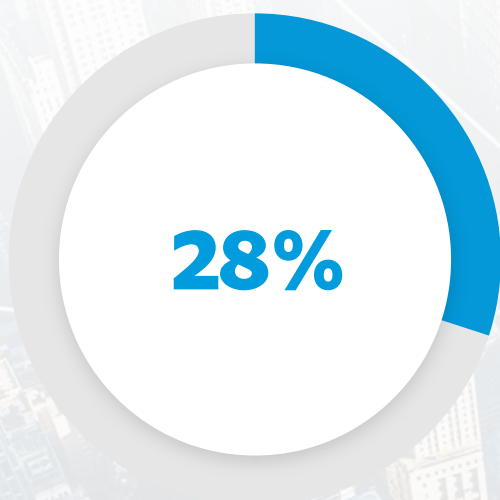
**Nielsen, Commissioned by PayPal, A Study to understand and measure the impact that PayPal has for US-based LE merchants across different verticals (e.g., health & beauty, travel, fashion) by Nielsen Behavioural Panel of desktop transactions from 15,144 US consumers between July 2020 to September 2020.

***Nielsen Attitudinal Survey of 2,801 consumers who had made a recent (past 2 weeks) purchase across any of 8 verticals (e.g. health & beauty, fashion, groceries) in June 2020.



Conversion PayPal users are ready to buy when PayPal is present

PayPal's consumer network creates positive impact through trust & credibility.



Merchants can see a **28% Increase in conversion** when PayPal is selected.*



2.8x

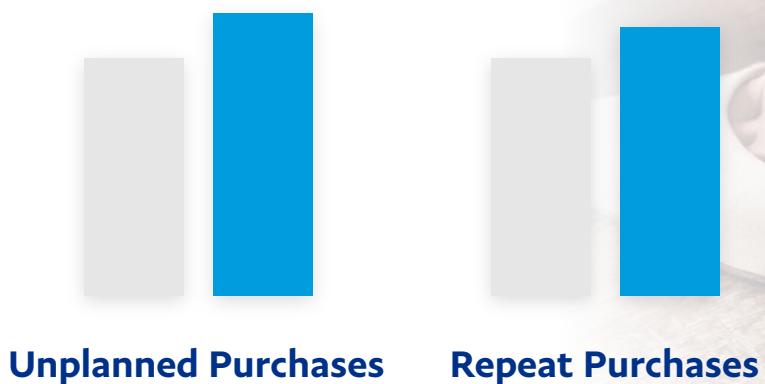
Consumers are **2.8x more likely to convert** on sites where PayPal is visible.

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PayPal Helps Increase Buyer Confidence

19% More likely for consumers to make unplanned purchases

13% Increase in repeat purchases



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Net Promoter Score (NPS) *Happier customers recommend merchants who offer PayPal*

Displaying PayPal Can Increase Customer Loyalty

8pt

Increase in NPS

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PayPal Helps Merchants:

- Drive checkout conversion
- Increase average order values
- Foster unplanned purchases
- Generate repeat purchasing
- Provide satisfying experiences for merchants and their online customers
- Indicate that the presence of PayPal's known and trusted, comprehensive payment solution matters and drive tangible, measurable benefits

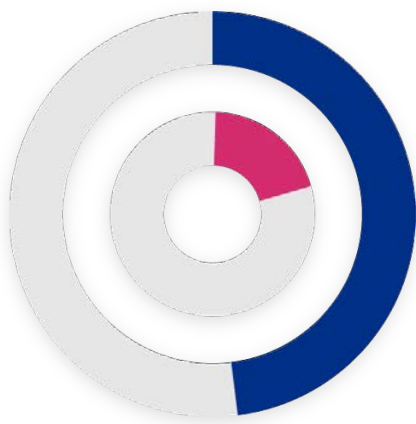
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Grocery

PayPal's impact when compared to other online payment methods.

48% Conversion uplift at checkout*

20% Increase in repeat purchases



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Clothing & Fashion

Main trigger to purchase online:
Promotion seen prior to visiting site



Increased likelihood to convert
when shopping with merchants
where PayPal is visible.

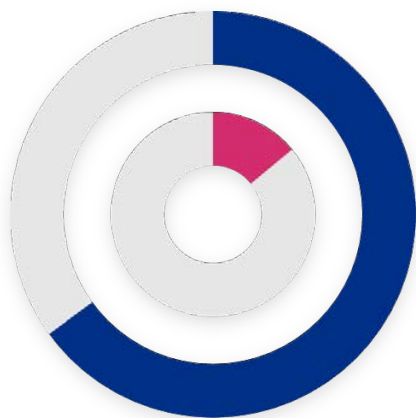
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Clothing & Fashion

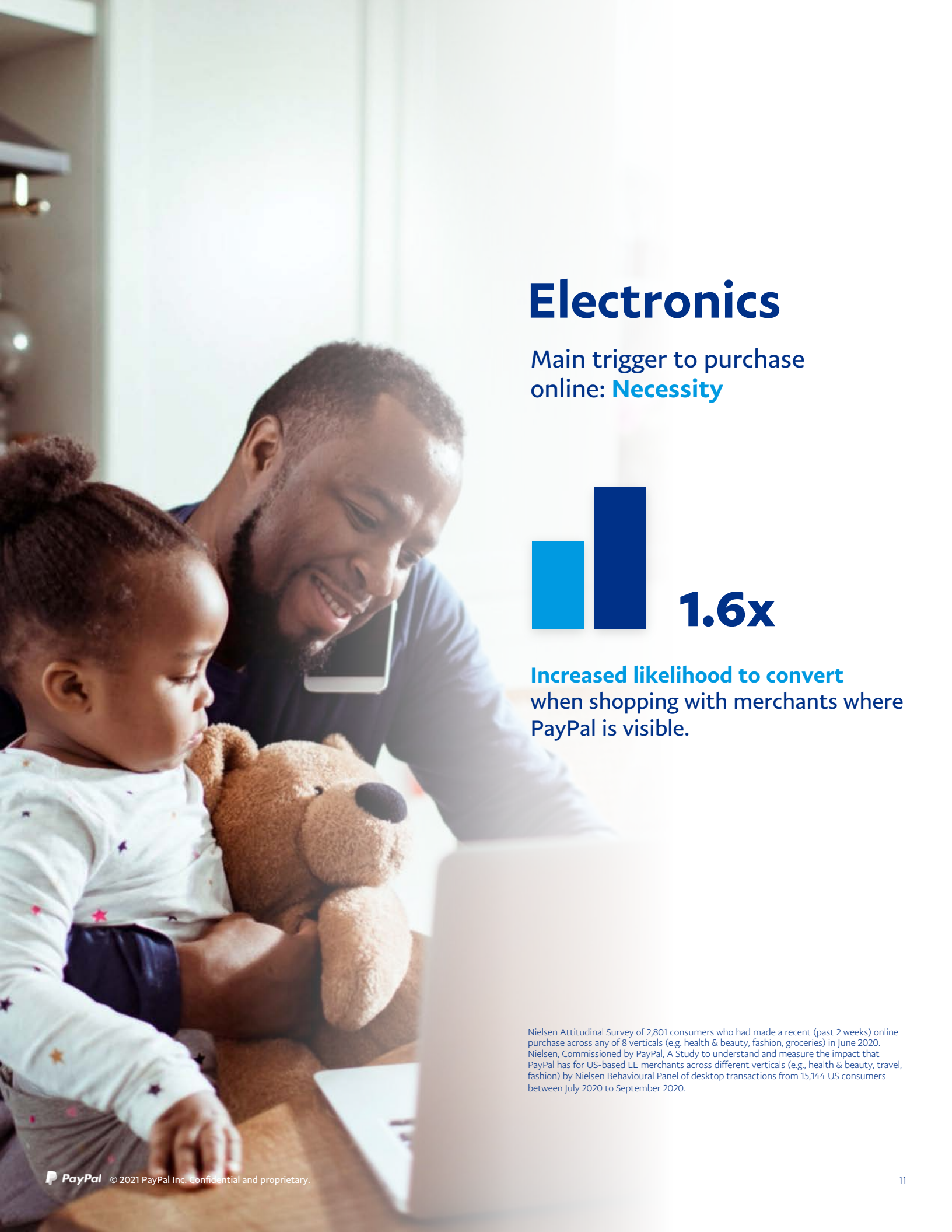
PayPal's impact when compared to other online payment methods.

65% Conversion uplift at checkout*

14% Increase in repeat purchases

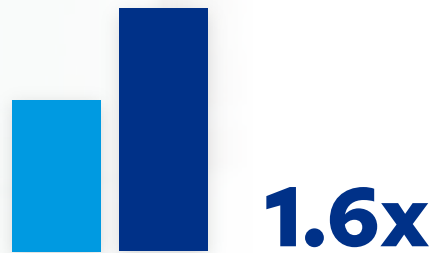


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Electronics

Main trigger to purchase online: **Necessity**



Increased likelihood to convert when shopping with merchants where PayPal is visible.

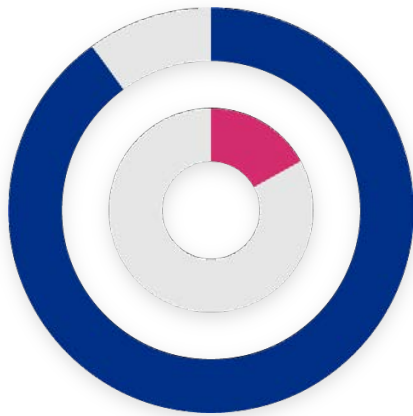
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Electronics

PayPal's impact when compared to other online payment methods.

90% Conversion uplift at checkout*

17% Increase in repeat purchases



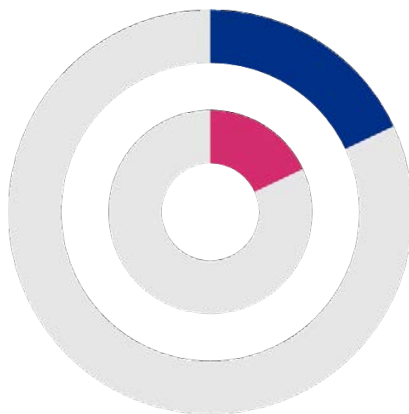
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QSR/Food Delivery

Main trigger to purchase
online: **Necessity**

18% Conversion uplift
at checkout*

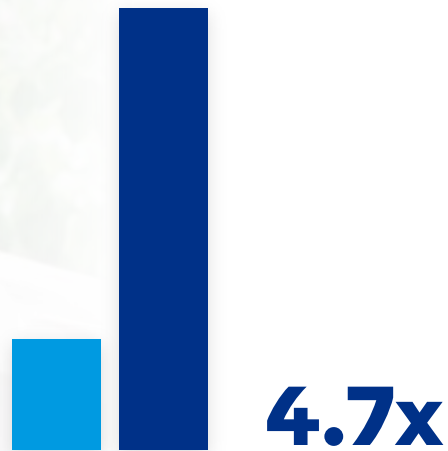
18% Increase in repeat
purchases



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Multicategory

Main trigger to purchase online: **Necessity**



Increased likelihood to convert when shopping with merchants where PayPal is visible.

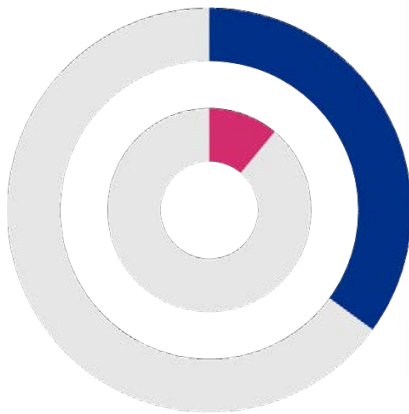
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Multicategory

Main trigger to purchase
online: **Necessity**

35% Conversion uplift
at checkout*

11% Increase in repeat
purchases



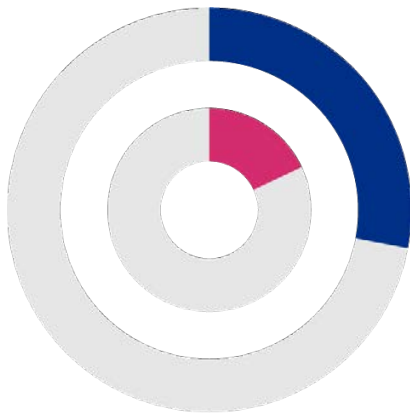
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Health & Beauty

Main trigger to purchase
online: **Necessity**

28% Conversion uplift
at checkout*

12% Increase in repeat
purchases



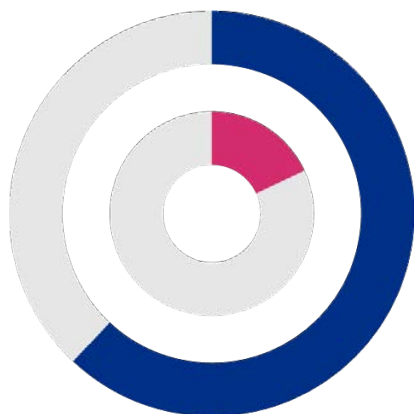
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Entertainment & Leisure

Main trigger to purchase
online: **Proactive online
search for products**

62% Conversion uplift
at checkout*

18% Increase in repeat
purchases



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