P PayPal

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
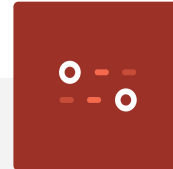Create a compelling storefront across channels and devices

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

PayPal

Talk to us today to learn more.
Call 844-353-0782

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%**

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 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

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
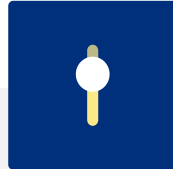Master frictionless checkout and offer alternative payment methods

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%**.

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