

Optimising Your Customer Experience With The Right Payment Presentment Strategy.



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Introduction.

Events of the past few years have dramatically redefined the commerce landscape, with profound growth and all-new consumer expectations driving further changes. 48% of the world's population is currently shopping online.¹ In Europe, 75% of internet users shopped online in the past year,² and the overall e-commerce retail sales are expected to reach \$7.37T by 2025.³

Opportunity is everywhere, but so are challenges. As e-commerce accelerates and evolves, businesses worldwide must pivot to this new digital-forward model of shopping, but simply having an e-commerce shopfront isn't enough. Customer experience – from site navigation to payments – on your platform can be the difference between a sale and a missed opportunity. Cart abandonment rates are increasing as brands struggle to stay in step with the latest consumer demands for e-commerce and the checkout experience.

7 in 10 online consumers leave without placing an item in their shopping cart.⁴

The average global online cart abandonment rate currently stands at 79.3%.⁵ Friction during the checkout flow is a leading catalyst for cart abandonment. Nearly a quarter of shoppers abandon the e-store during checkout because account

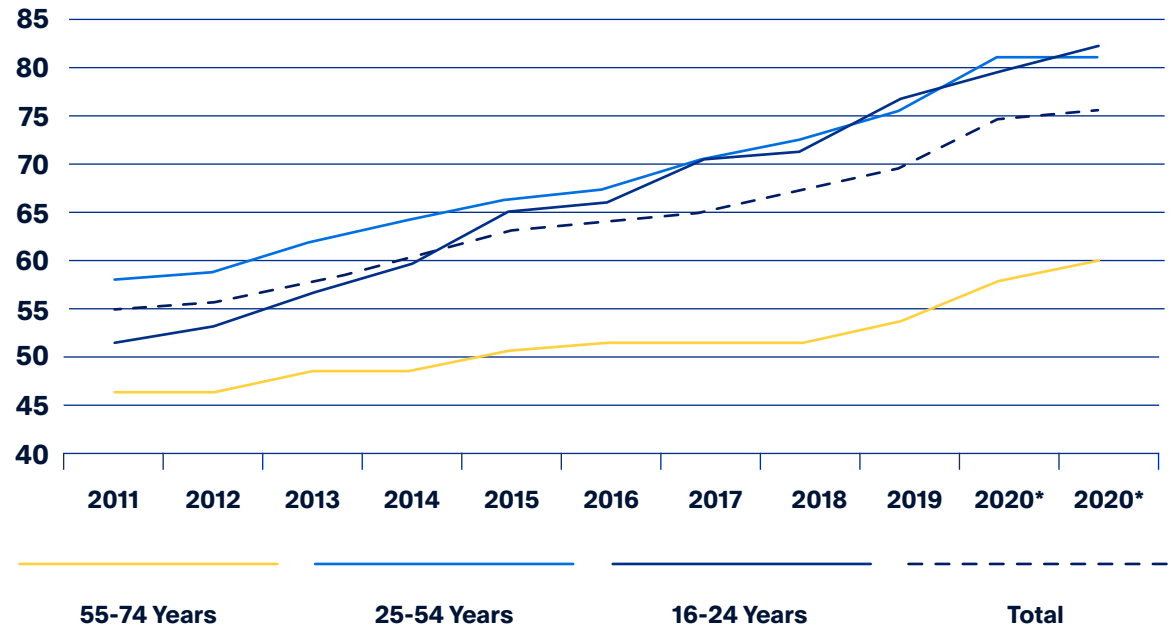
creation is required to pay, while nearly 2 in 10 cite trust and security issues and a long and complicated checkout process as red flags.⁵

Optimising the customer experience on your website, especially your checkout and payment processes, can be critical to significantly improved revenue, transforming casual window shoppers into paying customers.

22% of consumers have abandoned a shopping cart when their preferred payment method was unavailable.⁶

In this e-book, we'll explore how you can improve your e-commerce site and conversion rate with payment presentment strategies at the fore.

Internet users who bought or ordered goods or services in the EU, 2011-2021.⁷



* EU estimates, Source: Eurostat (online data code: isoc_ec_ibuy and isoc_ec_ib20)

Online retail sales around the world are expected to grow 50% by 2025.⁸

The payment experience consumers demand.

Consumers expect frictionless experience when they shop online, especially when it comes to payment. Studies by PayPal have found 80% of shoppers leave an online store if it offers a poor shopping experience. Convenience is key to conversions, but it's not the only factor shoppers consider.

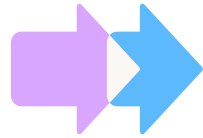
Consumers today demand payment experiences that are:



Frictionless

Consumers have little tolerance for friction, data entry and delays at checkout. 21% of consumers will cancel a purchase if it takes too long, while 17% will when the checkout process is too complicated.⁹

Offering convenient, seamless payment experiences with minimal checkout steps, near-instant transactions and authorisations can significantly reduce cart abandonment rates.



Omnichannel

Consumers no longer just shop on one device. They transact on their computers, tablets and mobile phones via digital wallets, wearable devices, and more.

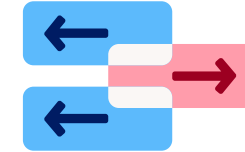
In recent years, we've also seen the rise of omnichannel shopping, where consumers shop both online and in-stores.



Secure

Online payment fraud losses are projected to exceed \$25 billion in the next few years.¹⁰ Consumers are warier than ever about keeping their financial information secure.

Their trust in the security of the payments provider your e-commerce store offers can easily sway their purchasing decision.



Flexible

Consumers today expect to be able to pay how they want, so it is essential that you offer a variety of payment methods, from digital wallets to PayPal.

22% of global online consumers abandon their cart when their preferred payment method is unavailable.¹¹ Making sure you offer their preferred options can significantly improve your conversion rates and sales.

PayPal: Delivering the best checkout experience.

PayPal is a world leader in the payments space and trusted by consumers worldwide. Offering and presenting PayPal throughout your site can make a significant difference in consumer experience and satisfaction, and ultimately, your profit margins.

PayPal offers your business:

- Access to 432M PayPal active accounts in over 200 markets. Integrated checkout solutions that can be tailored to suit your needs, and prioritise security, ease, and flexibility
- AI-enabled fraud prevention technology that runs 24/7 to monitor your transactions and minimise your exposure to risk



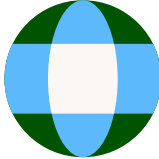
PayPal: Delivering the best checkout experience.



Consumers are **3.8x more likely to convert** when PayPal is visible.¹²



Merchants who display PayPal across their product and checkout pages can see an **8% increase in repeat purchases** and higher average order values.¹²



29% of online customers state **PayPal is their preferred payment method** for cross-border purchases.¹³



PayPal users spend **12% more**.¹⁴

Customers

432M
Active accounts

100+
Different currencies

4.4B
PayPal transactions

Merchants

23M
Active merchants worldwide

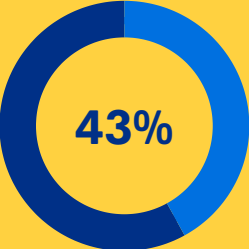
87.7%
Higher conversion for sites with PayPal Express Checkout

200+
Global markets



Introducing the PayPal Checkout.

PayPal Checkout is the fast, mobile first solution that ticks all the boxes for the payment experiences consumers demand today. It delivers a fast, easy, and safe payment process, all with the click of one button, and empowers consumers to pay exactly how they want, in their chosen currency, and shop with a peace of mind.



Using the PayPal Checkout can help save nearly a full minute from the checkout process, making it 43% faster.¹⁵

How does the PayPal Checkout button work?

PayPal Checkout button makes online payments easy. It's a simple add-on to your checkout page that lets consumers pay quickly. You can use it as a standalone function, or as part of PayPal's all-in-one payment solutions for your enterprise.

The PayPal Checkout button also lets your customer complete their purchase from multiple points along the consumer's journey, and not just at the final checkout page. Checkouts are easy, as PayPal stores the consumer's preferred delivery details and address, minimising friction at the end of the sales funnel.



1. A consumer visits your website and selects their items.



2. They log in to their PayPal account.



3. They confirm the purchase, and they're done!



Adding the PayPal Checkout button to your e-commerce platform.

Simply get an integration guide from your shopping cart or merchant gateway provider's website and follow the easy steps to add the Checkout button to your site's cart and product pages. It's easy to activate, with no extensive coding needed.

70% of PayPal users think PayPal is more convenient than other payment methods.¹⁶



The benefits of the PayPal Checkout button for you and your customers.

Making PayPal Checkout button an option for consumers can encourage them to stay on your site, browse and buy. You can accept payments in over 100+ currencies and offer PayPal Pay Later options where available.



Simplified checkout

Presenting PayPal messaging and PayPal Checkout button throughout the buyer journey makes purchasing quick and easy for your consumers, speeding up transactions and reducing cart abandonment.

Meanwhile, in-context payment keeps customers on your site, allowing them to review transaction details and pay with confidence.



Improved trust and security

When it comes to digital payments, PayPal is the brand to keep financial information secure.¹⁷

Offering PayPal Checkout encourages conversions as consumers may feel more secure with Buyer Protection. PayPal also helps guard your business against fraud with robust security and risk management systems.



Reduced cart abandonment and increased conversions

Almost 70% of shoppers have abandoned a purchase if PayPal was not available.¹⁸

European consumers are also shifting heavily to discounters, as they are more inclined to search for better deals when they shop.¹⁹

Honey users can easily enjoy discounts you offer, with codes automatically applied when they check out with PayPal.



Higher re-engagement rates

PayPal delivers 17% more repeat buyers.²⁰

PayPal messaging can be integrated into abandonment emails to drive cart return, or marketing emails to remind consumers they can shop with you using their payment method of choice.

How to improve your payment presentment strategy.

Given the low rate of e-commerce conversion globally, most consumers do not usually see your checkout flow. To address this, you need to develop a strong payment presentment strategy that helps drive conversions.

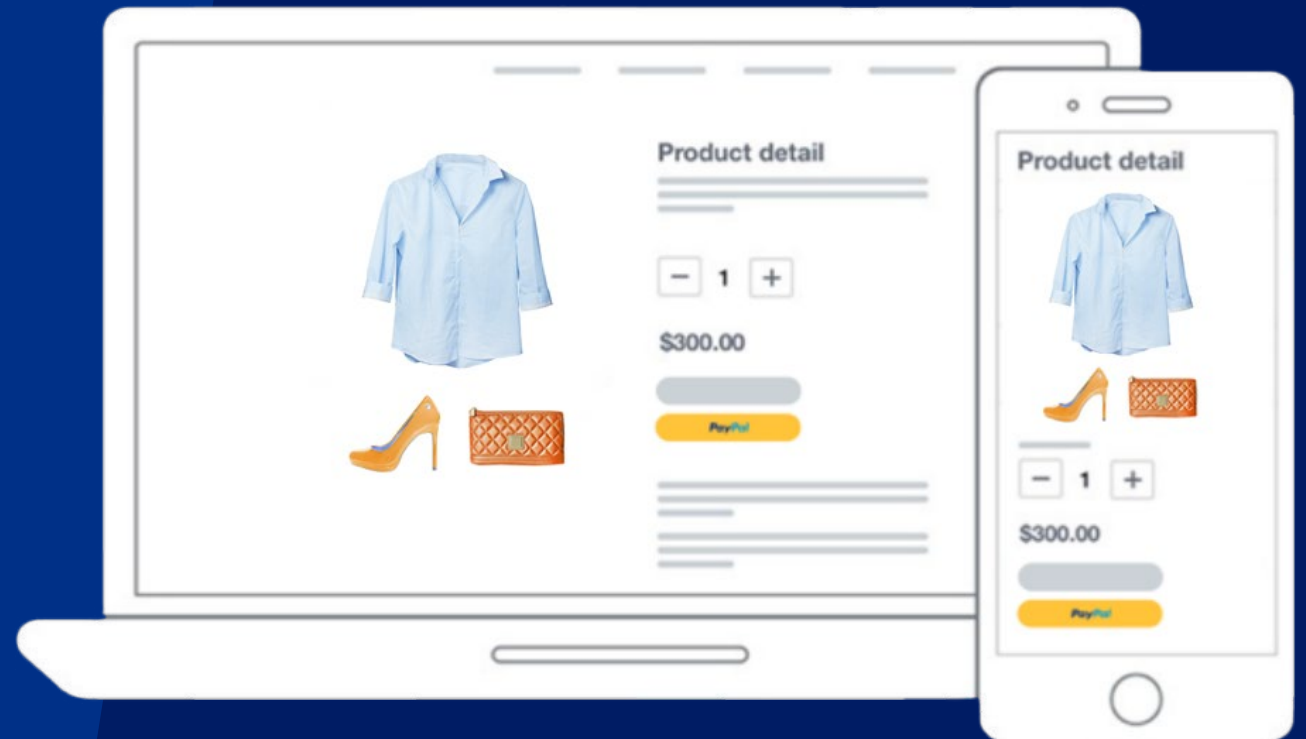
Showcasing that you offer PayPal upstream, and not just on the checkout page, can help to significantly improve sales and revenue.

Our merchants have discovered this for themselves after adding the PayPal Checkout button to their sites.

SportShoes.com saw **28% year over year growth** with PayPal.²¹

82% of Bolt customers who initially checked out with PayPal **continue using PayPal on return visits.**²²

57% of CrowdFarming's total net **new customers choose PayPal.**²³



Where to include PayPal messaging.



On your homepage

Present PayPal messaging on the homepage so consumers know, upfront, that they can pay with their preferred method.



On product details and cart pages

When PayPal is presented as a clear option on product details and cart pages, 1 in 2 customers spend more at checkout, leading to a 23% increase in incremental sales on both desktop and mobile.²⁴



On mobile and app pages

Mobile payment usage is broadly increasing across Europe and will exceed €265B total sales in 2024.²⁵ Leverage the growth of this new preferred way to pay by making it obvious to consumers that they can swiftly check out with PayPal on your mobile, tablet, and app e-commerce pages.



On abandonment emails

Displaying the option to pay with PayPal can incentivise consumers to return to your site and complete their purchase.



Use it within your business advertising

Include PayPal messaging in your brand advertisements, especially when targeting new consumers. Consumers are 54% more willing to buy when a business accepts PayPal, especially in unfamiliar situations.²⁶

Summary.

- Implementing upstream PayPal presentment can help optimise the consumer experience and your e-commerce site overall
- Presenting the PayPal Checkout button on your homepage, product pages, order summary pages and cart totals across both your web and mobile store can help boost conversions
- PayPal customers are more likely to trust businesses that accept PayPal, especially when shopping cross-border²⁷

Say hello to your new payments partner.

Questions?

Our sales and support experts are here to help.

Call us on **(+44) 020 7949 4780** or contact us at **[PayPal.com/UK/Checkout-Button](https://www.paypal.com/UK/Checkout-Button)**.

About PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering more than 432 million customers and merchants in more than 200 markets to join and thrive in the global economy.



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