



Commidea have teamed with PayPal, a leading global online payment company, to give your customers more choice in their method of online payment. Founded in December 1998, PayPal has grown to provide 140 million registered accounts, 20 million of which are based in the UK, and supports 17 different currencies.



Security is critical for online shoppers, and PayPal is seen as a secure way to pay online, as sensitive information details are not shared with the merchant, making it many customers' preferred method of online payment. PayPal users spend on average **35% more per month online** than non-PayPal users, and so by implementing PayPal into your online checkouts you will ultimately **drive incremental sales**.

Your customers will also notice the **speed** and **simplicity** of PayPal's Express Checkout. Only 51% of online shoppers make it past the checkout stage, however, PayPal Express Checkout has a **cart conversion rate of 72%**. Because PayPal users already have their account details and method of payment (either through their credit/debit card, or via a bank transfer) set up, minimal data entry is required, reducing cart abandonment and increasing sales.

# PayPal

Are you making 20 million online shoppers feel unwelcome?

## Customer Benefits

- PayPal users spend on average **35% more per month** online than non-PayPal users
- **71% cart conversion rates**
- **Increased sense of security** as PayPal do not share financial information
- **Minimal data entry** resulting in improved checkout convenience
- Customers can pay using their credit/debit card, bank account, or PayPal account, offering **increased choice and flexibility of payment**
- Option to **track spending**
- Higher preference leading to **greater spend**
- Customers are more inclined to make **impulse purchases**, as the money in their PayPal account is often used as 'treat money'



## How does it work?

1. After selecting products to purchase, your customers click **Checkout with PayPal** on your website.
2. They're transferred to PayPal, where they select their payment method, as well as the correct shipping and billing address, then are returned to your website to complete their purchase.
3. PayPal automatically gives you the shipping address, email, and other customer information needed to fulfill your order.

## With Express Checkout, your buyers finish their orders on your website, not PayPal's, so you can:

- Get real time notification of successful payments.
- Automate your internal business processes.
- Ensure buyers make it to your final confirmation page.
- Be notified that the buyer's address is confirmed, and ensure you're eligible for coverage under PayPal's Seller Protection Policy.

## How do I get started?

- 1) Merchant signs up to PayPal business account
- 2) Merchant application is reviewed by PayPal risk department
- 3) Merchant application is approved or declined
- 4) Merchant signs PayPal contract\*
- 5) Activate PayPal through Commidea Ltd
- 6) Start accepting PayPal payments through Commidea's ICP payment gateway

\*Applicable for large merchants only

