



PayPal Express Checkout Impact on Ecommerce Sales Year-End Report 2016

Here are ways that offering PayPal as a payment option can benefit Volusion merchants:

15% 

About 15% of Express Checkout online sales are brand new to merchants¹

20% 

About 20% of Express Checkout for mobile sales are brand new to merchants¹

3.3% 

PayPal helps businesses sell more—up to a 3.3% increase in new buyers²

2016 PAYPAL FINDINGS

Streamlined purchasing is the goal in ecommerce.

Merchants want to remove as many barriers to purchasing as possible. With that in mind, and prompted by the growth of mobile commerce, PayPal introduced Mobile Express Checkout in 2010. It has since evolved into PayPal Express Checkout, an essential integration for Volusion merchants since 2013.

We took a closer look at the impact PayPal Express Checkout had on online business transactions in 2016, focusing on mission-critical factors including conversions, customer acquisition, and growth. The following data highlights the dramatic difference this easy, one-click feature can make for Volusion merchants.

PayPal has always been a powerful conversion tool. With Express Checkout, it's easier than ever for customers to pay from a website or app.

PayPal Express Checkout helps businesses sell more.

Every online merchant hopes to see their hard work pay off via strong, consistent revenue growth. For businesses that are conversion- and revenue-driven, the impact of PayPal Express Checkout on conversions cannot be overstated.

More sales

PayPal and PayPal Express Checkout help merchants create a better buying experience for their customers with fewer screens, fewer clicks, and a name people trust. PayPal transactions have a **44% higher online checkout conversion than non-PayPal transactions.**³



44% higher online checkout

¹Forrester Total Economic Impact Study (TEI) of 4 Large Enterprise Merchants, Sept 2014.

²As reported in Nielsen's Online Buyer Insights, which measured online and mobile purchasing behavior 52 weeks pre-/post-PayPal integration to calculate lift in net new customers who completed a purchase using PayPal. Weighted average results across a group of 33 merchants; findings are based on actual transactions, measured among ~39MM US Zip11 Households. Study completed January 2016.

³As reported in Nielsen's Online Panel research for activity occurring from July – November 2015, which compared PayPal transactions to non-PayPal transactions on sites that offer PayPal as a payment option. Nielsen measured 125,000 households' online behavior across 10 SMB merchants. Copyright 2016 Nielsen.

More buyers

Offering PayPal helps attract up to **5.3% more new buyers for ecommerce merchants. Up to 83% of PayPal buyers were first time customers.**⁴ For merchants hoping to reduce their average Customer Acquisition Cost (CAC), this is great news: lowering the mobile CAC can be as simple as adding the integration. A low CAC can free up room in the budget for marketing and additional customer acquisition strategies, leading to a winning feedback cycle.



5.3% more new buyers

More spent

PayPal Express Checkout increases the number of mobile buyers for ecommerce merchants, and also helps those buyers spend more. Merchants who offer PayPal see a **2.7% increase in transaction value** compared to merchants who don't.⁴



2.7% higher spend

As businesses expand, they may find themselves entering additional markets and experiencing new challenges. PayPal Express Checkout integration helps merchants sell seamlessly in more markets, as it's supported by a name that's trusted by over 197 million active accounts around the globe.

An increase in either conversions or average transaction value can boost revenue for ecommerce merchants. Together, the two are a powerhouse that can catalyze meaningful growth and take merchants one step closer to realizing their business's full potential.

Customers are looking for PayPal in checkout.

Merchants who use PayPal Express Checkout benefit from a shift in the behavior of their existing customer base and also attract new customers. Why? Because using a trusted, easy tool like PayPal Express Checkout increases buyer confidence and provides the checkout experience that prospective customers are looking for.



Faster checkouts

Customers can complete purchases across devices without entering passwords or credit card details.



Flexible payment choices

PayPal customers can pay using a PayPal balance, debit or credit card, or bank account.



More time to pay

PayPal Credit⁵ gives customers more time to pay. Merchants get paid in full, up front, with no extra charges.

⁴As reported in Nielsen's Online Buyer Insights, which measured online & mobile purchasing behavior 52 weeks pre-/post-PayPal integration to calculate lift in net new customers who completed a purchase using PayPal. Weighted average results across a group of 15 small- and medium-sized merchants; findings are based on actual transactions, measured among ~39MM US Zip11 Households. Study completed January 2016.

⁵PayPal Credit is subject to consumer credit approval, as determined by the lender, Comenity Capital Bank.

How we can help our ecommerce merchants grow.

Let's do everything we can to put systems in place that spark growth for our ecommerce merchants. We want to see our merchants dream big and then empower themselves to achieve their goals, supported by the tools we provide along the way. That's why it's so important to us that we integrate with powerful, industry-defining partners like PayPal Express Checkout. Backed by research that supports its profound impact on sales, user experience, customer trust, and more, PayPal Express Checkout is a must for savvy ecommerce merchants.

Great links to share with your customers.

Let merchants know that by integrating PayPal Express Checkout into their Volusion store, they'll provide mobile shoppers with an experience that converts. Invite them to learn more on our [step-by-step guide](#).