

From: greatcontent
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To: greatcontent
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NORTH AMERICA
LARGE ENTERPRISE MARKETING



Great Content Best of 2014

Happy New Year! Ring in 2015 with a look back at our most popular content from 2014. This valuable content can be used to kick start your sales efforts.

Sales Tools

- [PayPal Foundational Deck](#) is a compilation of all of the key PayPal solutions and the core benefits of each product.
- [PayPal Value Prop and Competitive Strengths](#) demonstrates some of our key merchant benefits and evidence behind each.
- [PayPal Credit deck](#) describes merchant and consumer benefits and discusses the power of promotional financing programs and results.
- [Digital Wallet Playbook](#) and [Online Solutions Playbook](#) are self-service resources with detailed information about PayPal's capabilities for large enterprise customers.
- [PayPal Quick Sell Guide](#) shows our value prop/competitive messaging and a quick reference of PayPal's products.
- [Category Infographics](#) feature our most recent Q3 data around demographics, spend, and other relevant fast facts for each of our top merchant categories. (Q4 infographics coming soon!)
- [Category Overviews](#) are a series of 12 new Category Overviews for industries across the verticals.
- [Luxury Infographic](#) is a tool that will be useful in conversations with luxury retailers to help demonstrate that PayPal has a strong user base that frequently shops for luxury brands.

Research Studies

- [comScore Study on PayPal and PPCC](#) shows how PayPal co-exists well with retailers' private label/co-brand cards i.e. that PayPal does NOT steal sales from their PLCC program.
- [Forrester TEI study](#) found that PayPal and PayPal Credit can increase sales, attract new customers, boost margins, and provide a rapid ROI for LEs.
- [Cross Border Deck](#) is full of data points critical to telling the cross border trade story.

Announcements

- [PayPal's view on NFC, EMV, Visa and Apple](#)
- [Announcements on One Touch and Bitcoin](#)
- [Apple Announcement](#)

In 2014, the Great Content DL grew to 626 members. Thank you for reading Great Content and making it a success! If you have suggestions for content, please send us an email at greatcontent@paypal.com.

Thank you,

Great Content

Powered by Tiffany Bianco and Pallavi Ramachandran



If you have feedback, questions or suggestions feel free to [email us](#).

If you know of anyone else who would like to receive these communications feel free to send them [here](#) to sign up. Just search DL-PP-GreatContent.

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