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NORTH AMERICA
LARGE ENTERPRISE MARKETING



Current News

In our continuing effort to be your source of great content, you will receive periodic current news emails highlighting an array of top stories pertaining to our business.

COMPETITIVE LANDSCAPE

[Morgan Stanley Analysis on PayPal - Oct 2014](#)

Equity analyst perspective on both PayPal's strengths and challenges. See pp. 16-23 for deep dive into PayPal and our position in the payments/mobile space, both in store and online.

[Forrester Analysis on Apple Pay](#)

Forrester reports on Apple Pay's strategic insights.

[Apple Pay won't kill PayPal, could even help it](#)

When it's time to split the check, they'd never use PayPal. It's Venmo all the way but what many don't realize is that PayPal owns Venmo.

[Apple Pay dominates discussion at Money20/20 mobile payments industry conference](#)

At Money20/20 mobile payment conference with over 7,000 people in attendance, the hottest topic at the show was the recent launch of Apple Pay and what it means for the industry.

[Google Wallet use grows after Apple Pay launch](#)

Now, a person with knowledge of the matter tells Ars that Google Wallet, which launched back in 2011 and saw tepid success in the ensuing three years, has had considerable growth in the last couple of months

[Jack Dorsey: Square has processed 1 billion payments](#)

The San Francisco-headquartered company continues to plug away at establishing itself as a more well-rounded, cloud-based platform for SMBs and enterprise clients alike.

[B2B eCommerce Market Worth \\$6.7 Trillion by 2020: Alibaba & China the Front-Runners](#)

Alibaba is known for a number of achievements; the most noteworthy is the fact that it is larger than Amazon and eBay.

RETAIL INDUSTRY TRENDS

[Forrester Online Retail Sales Forecast - 2014](#)

Due to higher forecasted spending per consumer, it could be a good opportunity to promote PayPal Credit to consumers giving them access to increased buying power.

MOBILE COMMERCE

[STARBUCKS ACCOUNTS FOR 90% OF ALL MOBILE PAYMENTS IN THE US](#)

Even large companies are struggling to compete with Starbucks.

[MOBILE COMMERCE WILL BE USED BY 58 PERCENT OF HOLIDAY SHOPPERS](#)

At a time in which there are scores of holiday shopping forecasts are starting to be released, the consensus appears to be that mobile commerce is going to be one of the most critical components of this vital season

[Holidays present prime opportunity for app updates: Fiksu exec](#)

The end-of-year holidays present a good time for marketers to update their mobile applications.

Please feel free to [send us](#) any suggestions or topics of interest for future emails.

Special thanks to Brendan and Rikun on the Enterprise Insights & Analytics team for providing some great articles for Current News.

Thank you,
Great Content

Powered by Tiffany Bianco and Pallavi Ramachandran



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

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