



[Retailer] + PayPal

Acquiring affluent shoppers
with innovative buying

In an omnichannel world

Shoppers expect a seamless interaction



67%

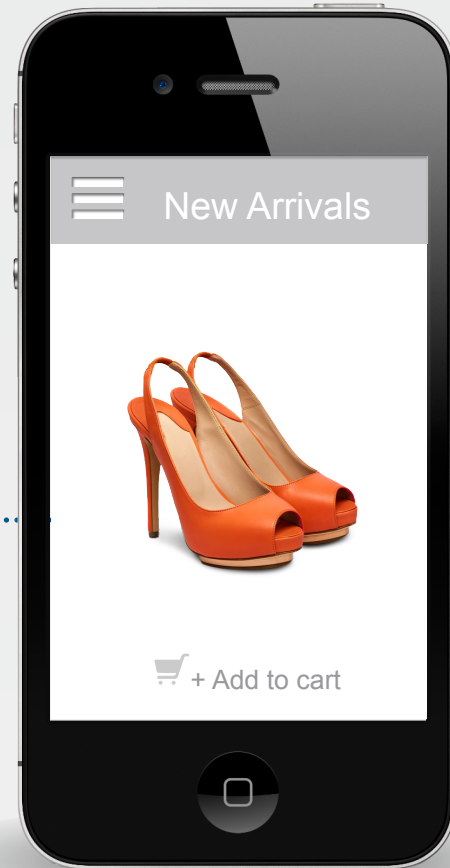
of consumers

start shopping in one channel
but complete in another

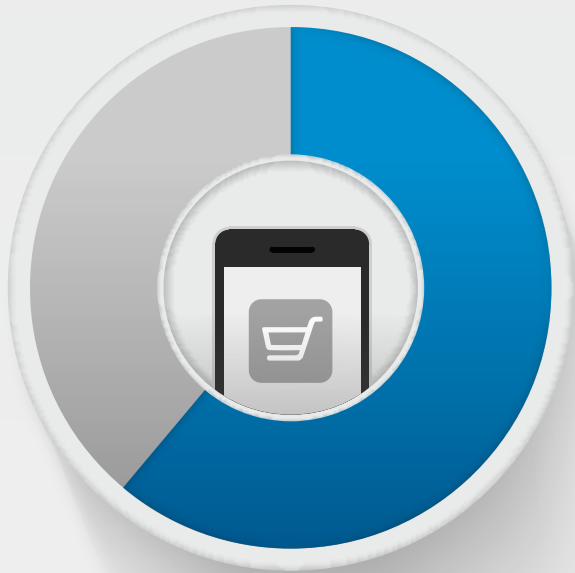
Online experiences matter

They determine if showroomers click “buy”

*New
Arrivals*



Shoppers rely on their devices



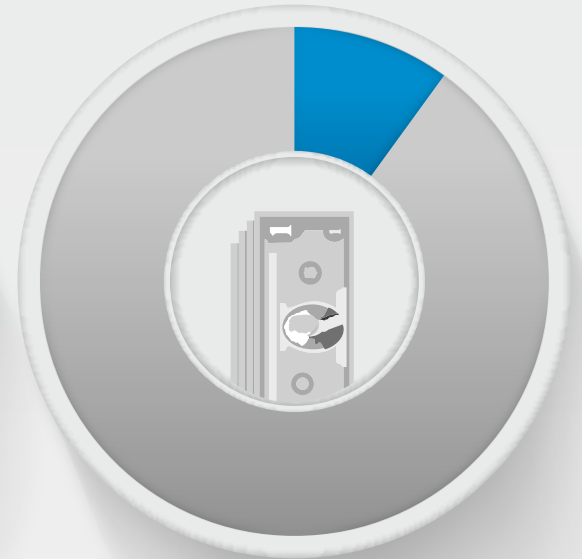
55%

of U.S. adults own
a smartphone



19%

of U.S. adults
own a tablet

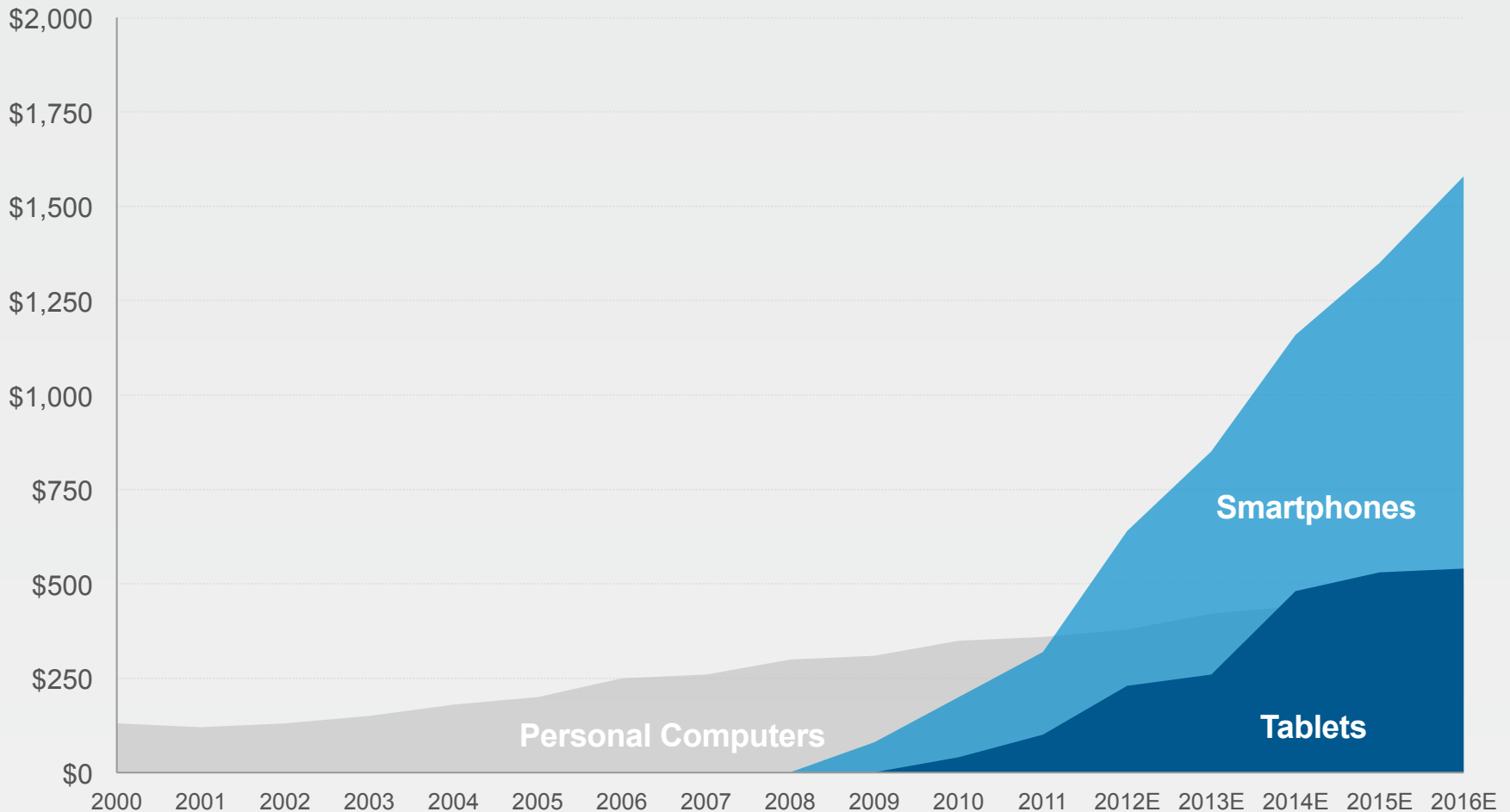


10%

of eCommerce
sales from mobiles

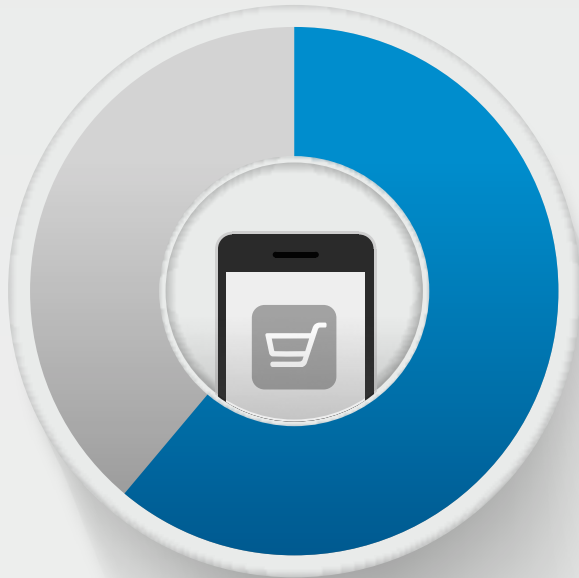
Digital shopping growing fast

Mobile will overtake computers



Source: Gartner, IDC, Strategy Analytics, company filings, Business Insider, Nielsen, Pew Research

Bad experiences cause abandonment



41%

of purchases
abandoned on
smartphones



34%

of purchases
abandoned
on tablets

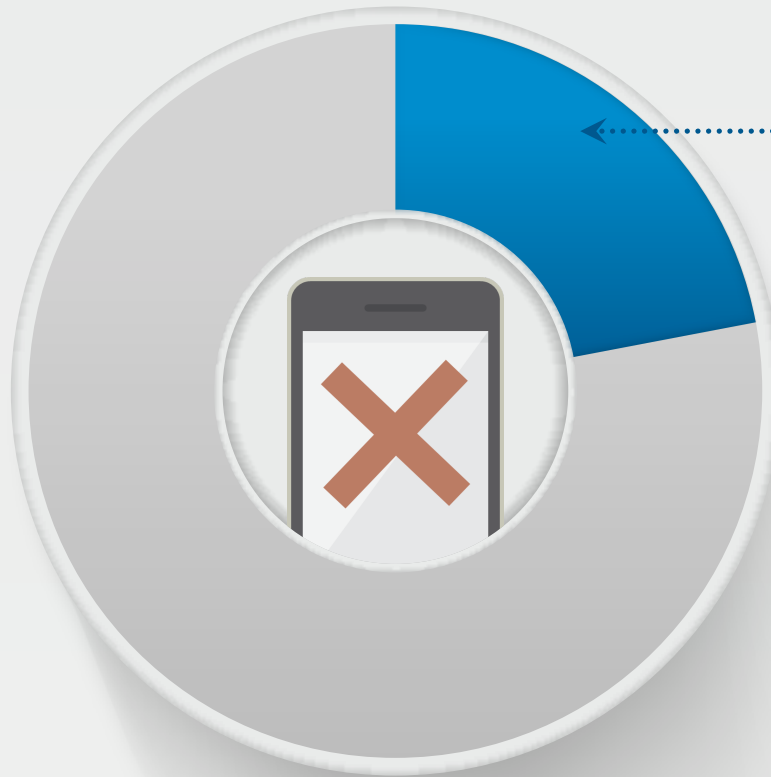


86%

of all **online** buyers
have abandoned
their cart

Abandonment hurts brand equity

Negative experiences spill over



+20%

of these abandoners
indicate that the poor
mobile experience actually
impacted their perception
of that retailer

PayPal can help



Speed



Security



Convenience

PayPal offers an omnichannel experience

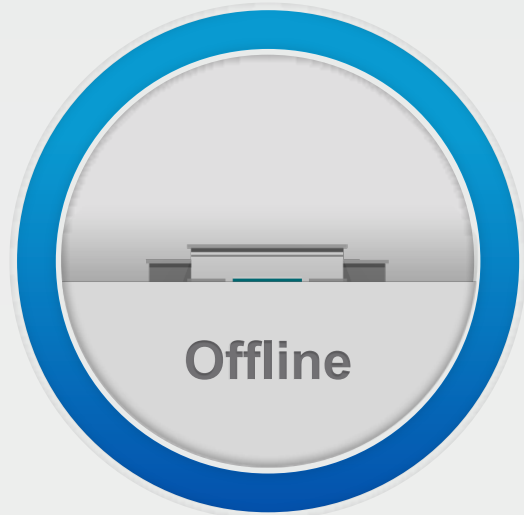
We offer the best solution for every setting



42 million mobile
users and \$14 billion
in volume



\$118 billion in
volume and 9 million
enterprises



50 million active
consumers and millions
of retail locations

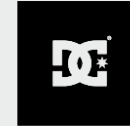
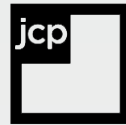
Apparel retailers that work with PayPal

Calvin Klein

RALPH  LAUREN

J.CREW

KENNETH COLE



lululemon



athletica



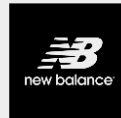
L.L.Bean

eBags®

BETSEY JOHNSON



SPANX



kipling 

DOCKERS

Rue La La

AÉROPOSTALE



crocs™

Zappos 



 blue nile



Lucky Brand

Justice

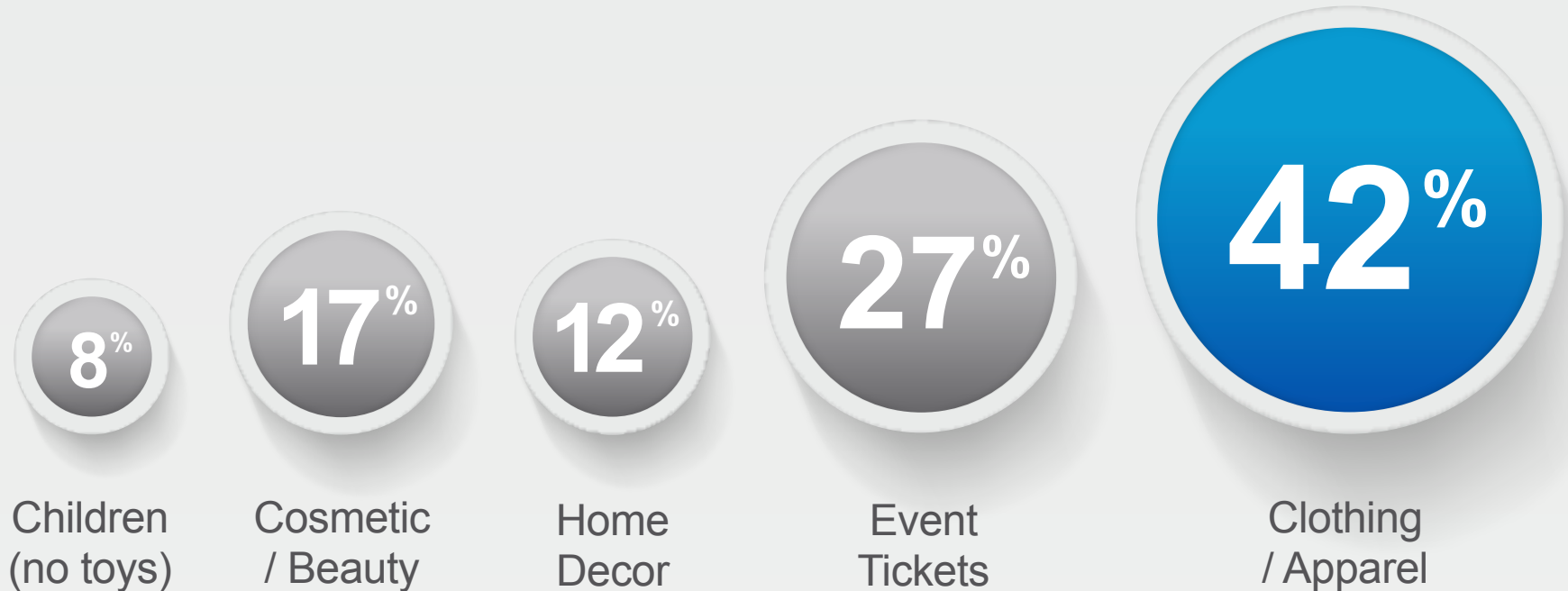
 zulily



Free People

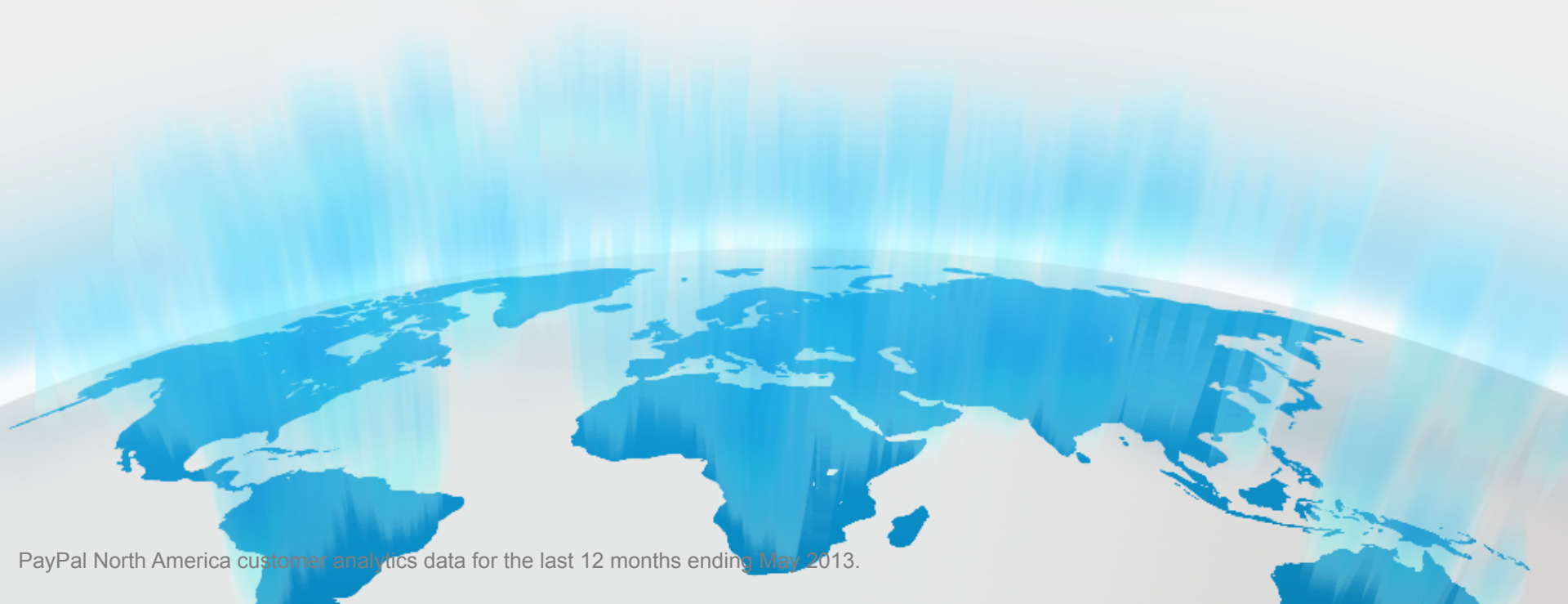
Clothing & apparel leads all categories

PayPal customers shop for your products



52M

PayPal consumers worldwide **shopped in fashion**



23M

of fashion customers are from North America



Key demographic shop with PayPal

Your customers are our customers

11%

have a HH income over
\$100k

58%

are female

43%

have children

**PayPal customers can
be your customers**



PayPal is a leader in online checkout

Unmatched experience and reach

15^{yrs}

experience

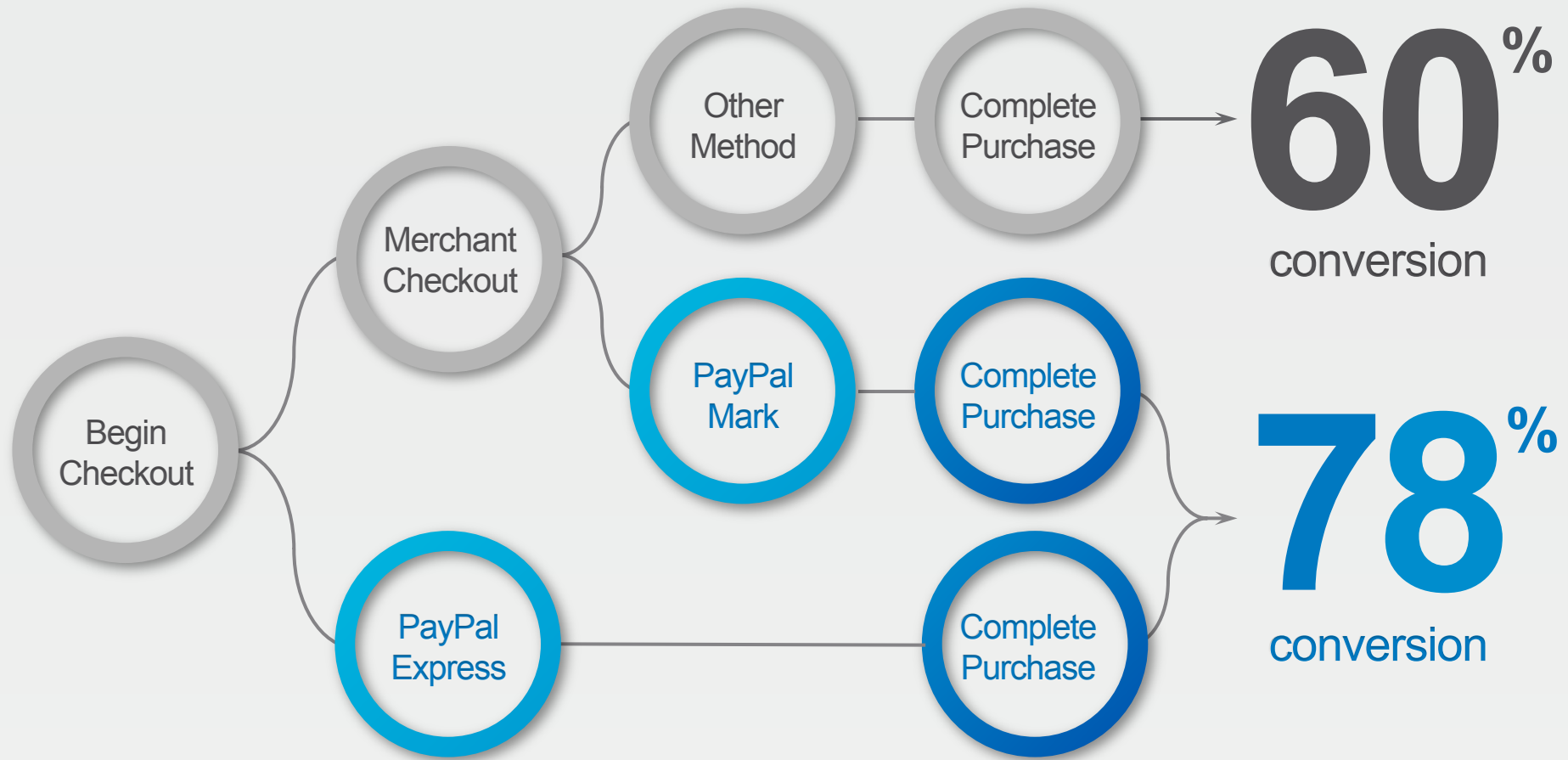
25

currencies

+50M

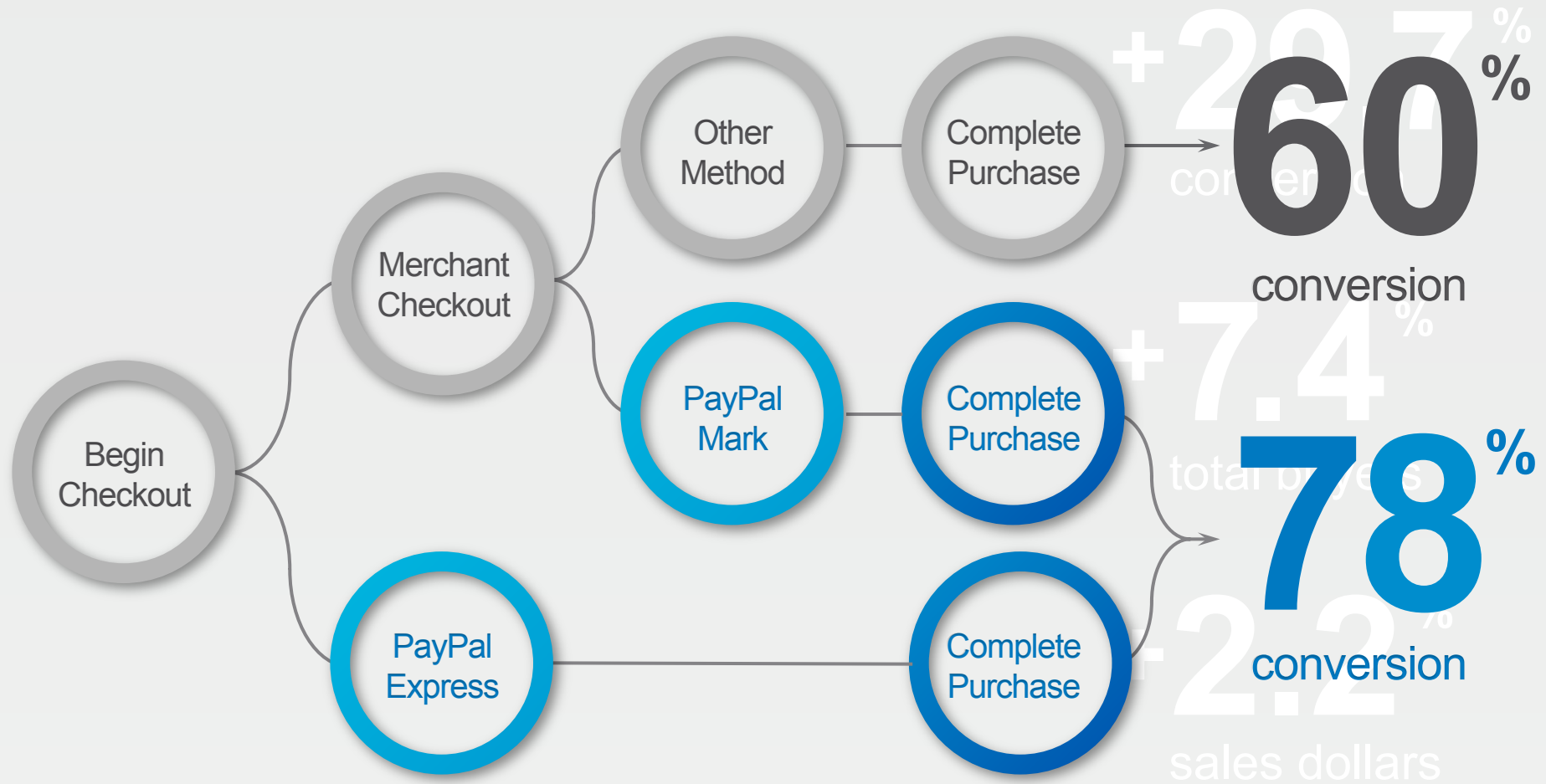
merchants

Sell more. Sell more often.



Source: Study conducted in Q1 2009 using comScore's online consumer panel on 14 participating PayPal online retailers, which make up approximately 15% of total non-travel ecommerce dollar share

Sell more. Sell more often.



PayPal is a preferred mobile platform

Millions agree

42M

Actively use PayPal
via mobile devices

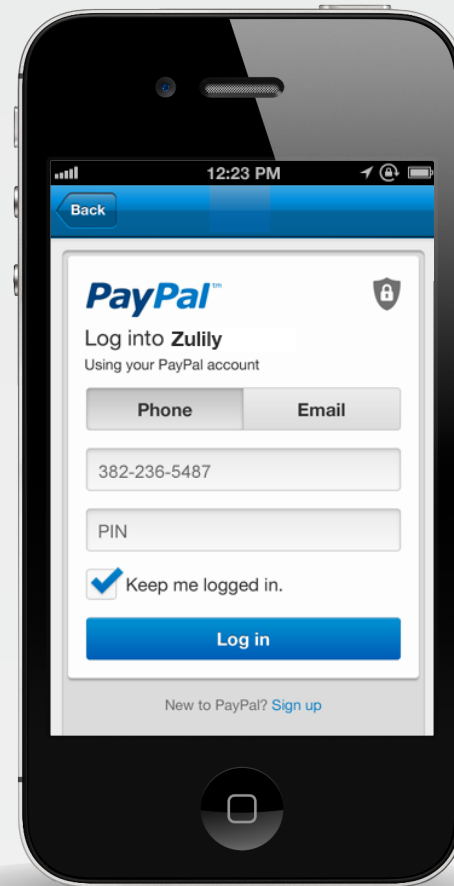


PayPal is a preferred mobile platform

Millions agree

1/2

of mobile users
use PayPal

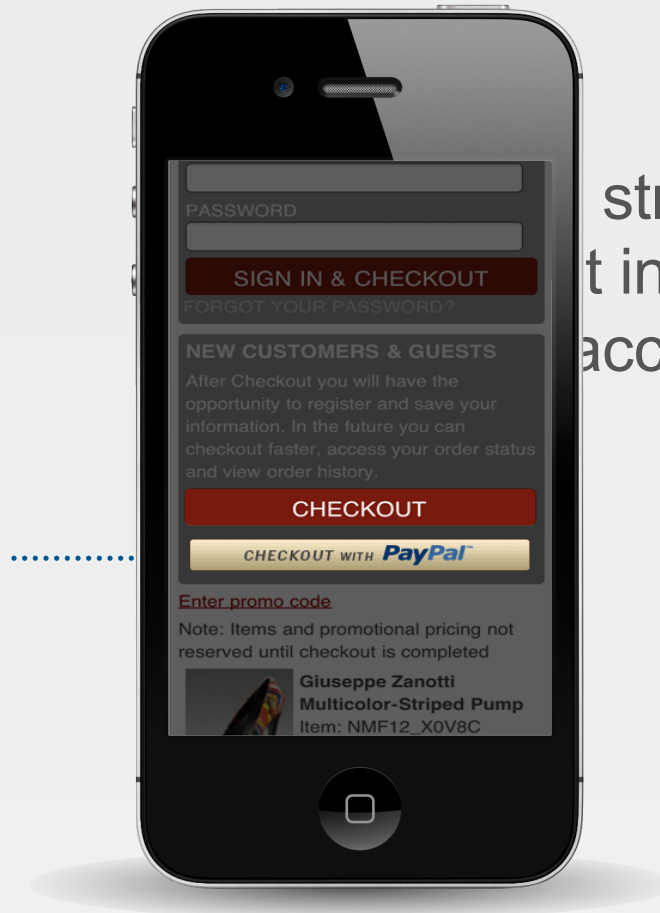


Tap. Tap. Done.

The smaller the device, the more critical PayPal's superior mobile buying experience.

Easy checkout

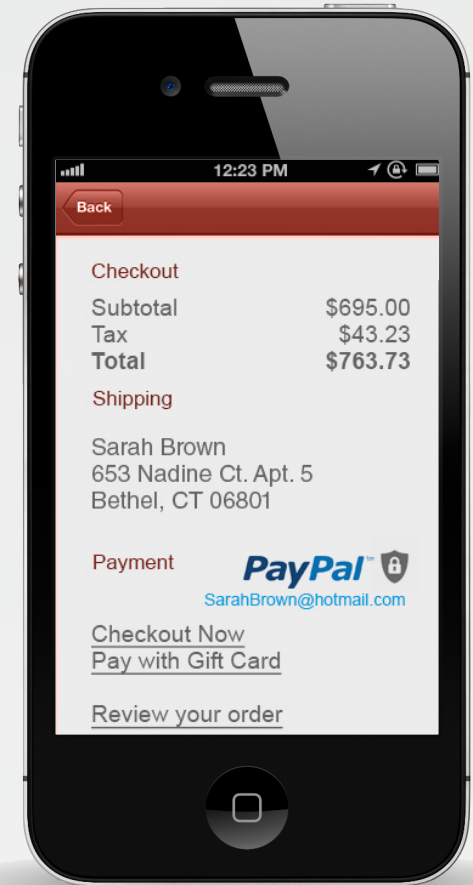
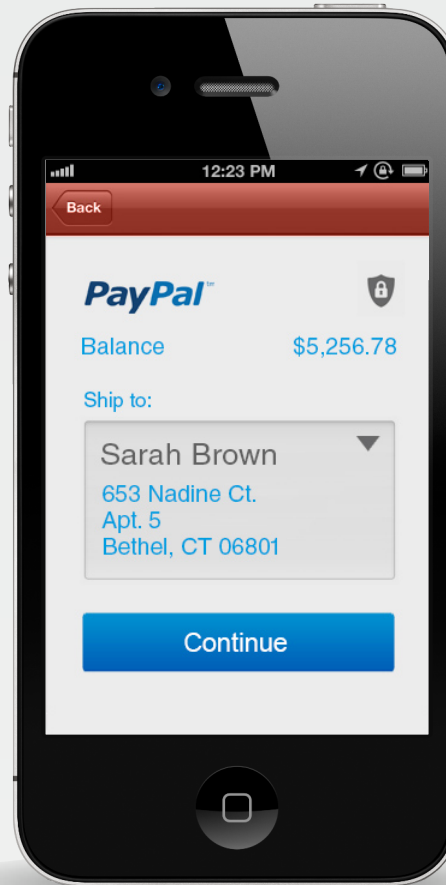
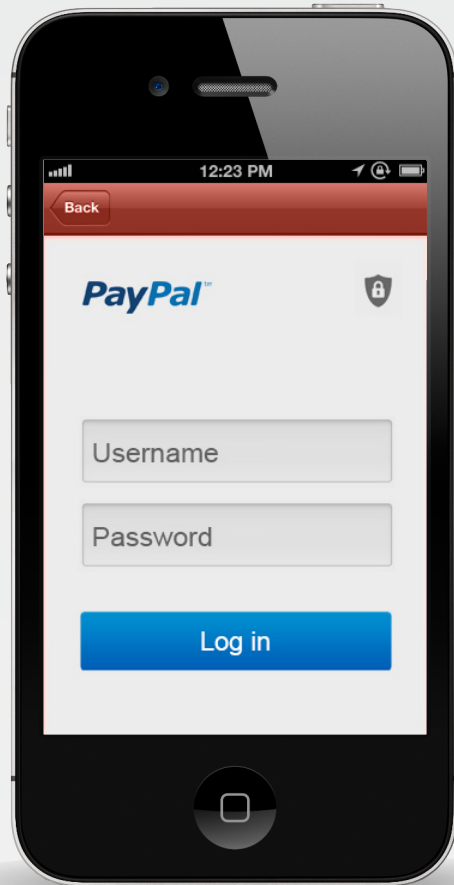
Right from your shopping cart



straight from
t into their
account

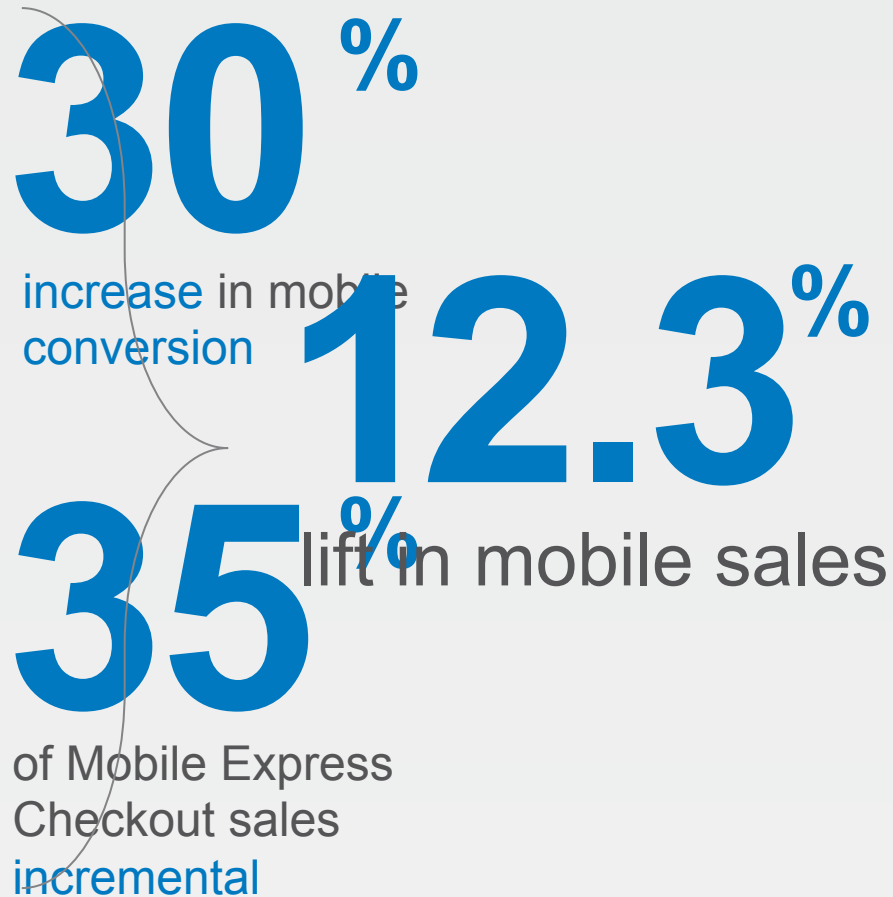
Easy checkout

Right from your shopping cart



PayPal customers lift mobile sales

Increases in conversion and incremental sales



PayPal makes the difference

Research shows it can sway customers



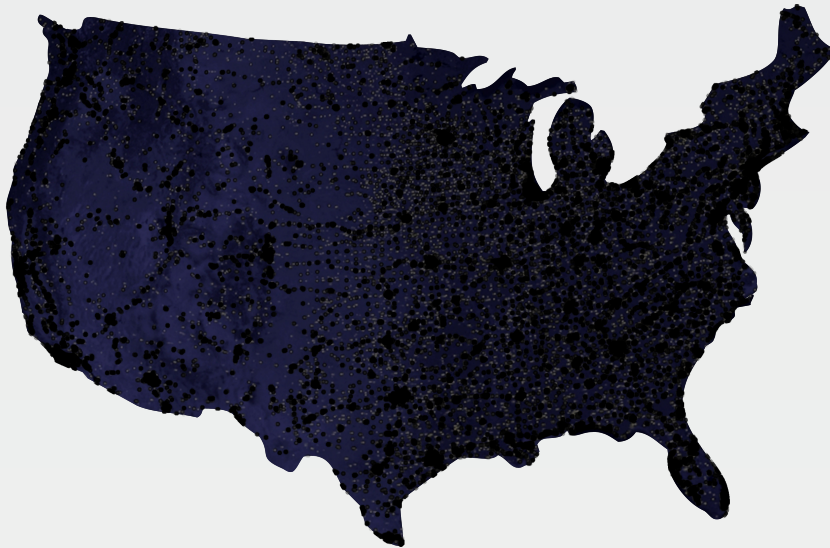
22%

of PayPal mobile buyers
only purchased because
PayPal was accepted



Discover a new way to pay in-store

An optimal experience



We're building a network
faster than anyone in
payment history by using
Discover's rails

PayPal helps retailers sell more, more often



Bill Me Later deferred billing enables retailers to offer customers the opportunity to make **high-ticket or impulse buys** now and pay later with no interest for 6 months.

Proven lift for merchants

Bill Me Later boosts sales



75% lift in AOV

726% ROI with 4 month
payback period

32% incremental sales

Fast. Easy.

It's more important than ever to offer a secure, unified experience everywhere customers shop

PayPaltm