

PayPal Introduction

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148

Million Active
Accounts

100

Transactions per
Second



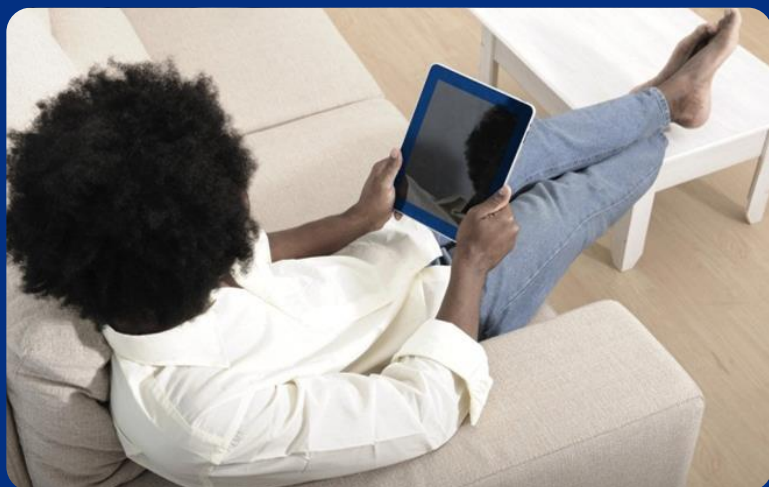
ANY TIME



ANY PLACE



ANY DEVICE





PEOPLE RULE

TECHNOLOGY WON'T CHANGE THE WORLD

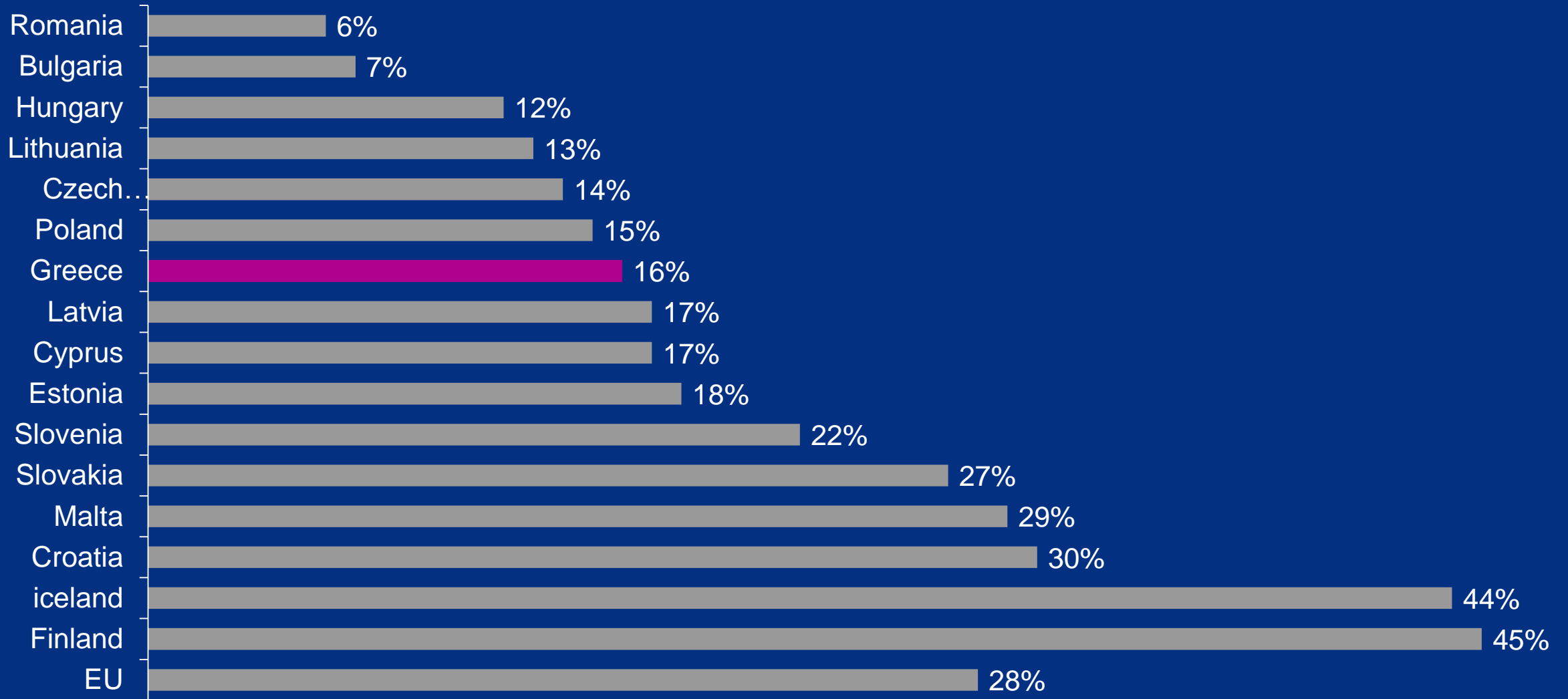
PEOPLE WILL.



Connected Commerce

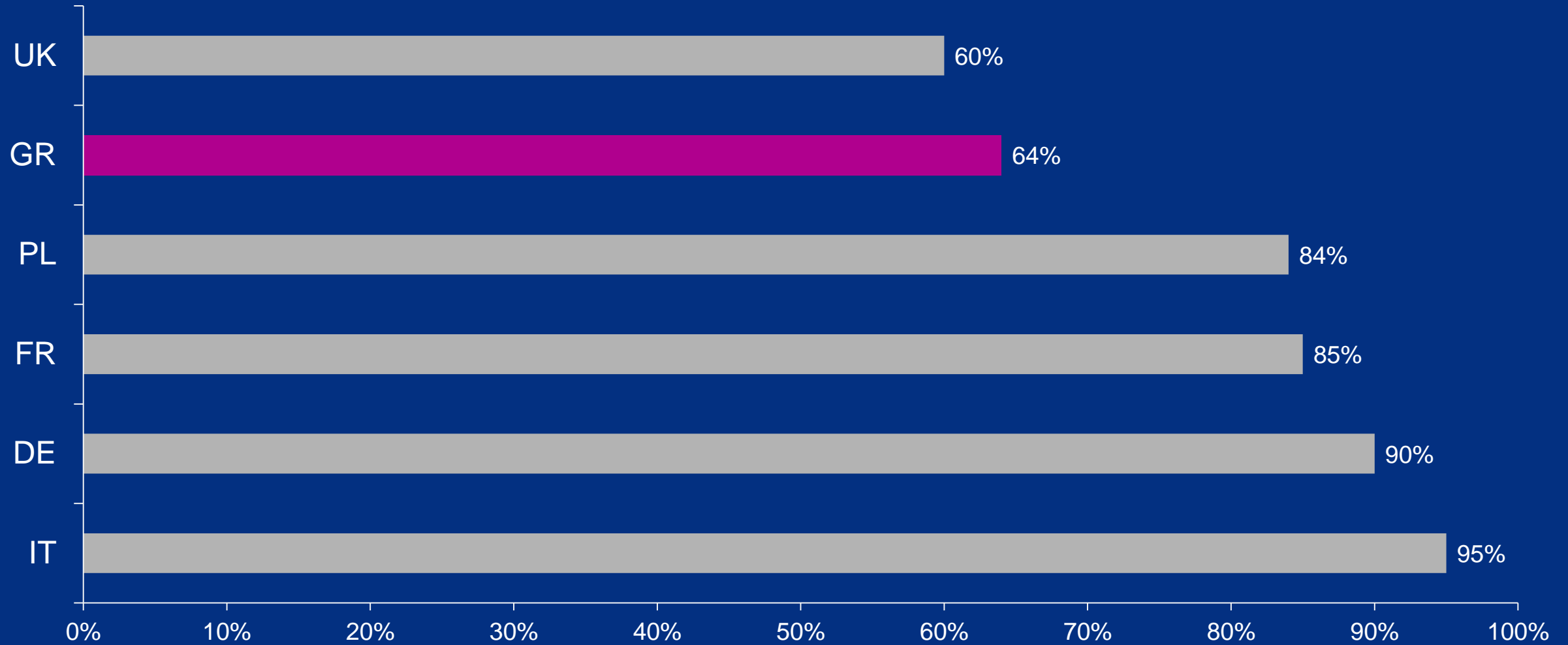


16% of Greek Consumers Shopping on Mobile



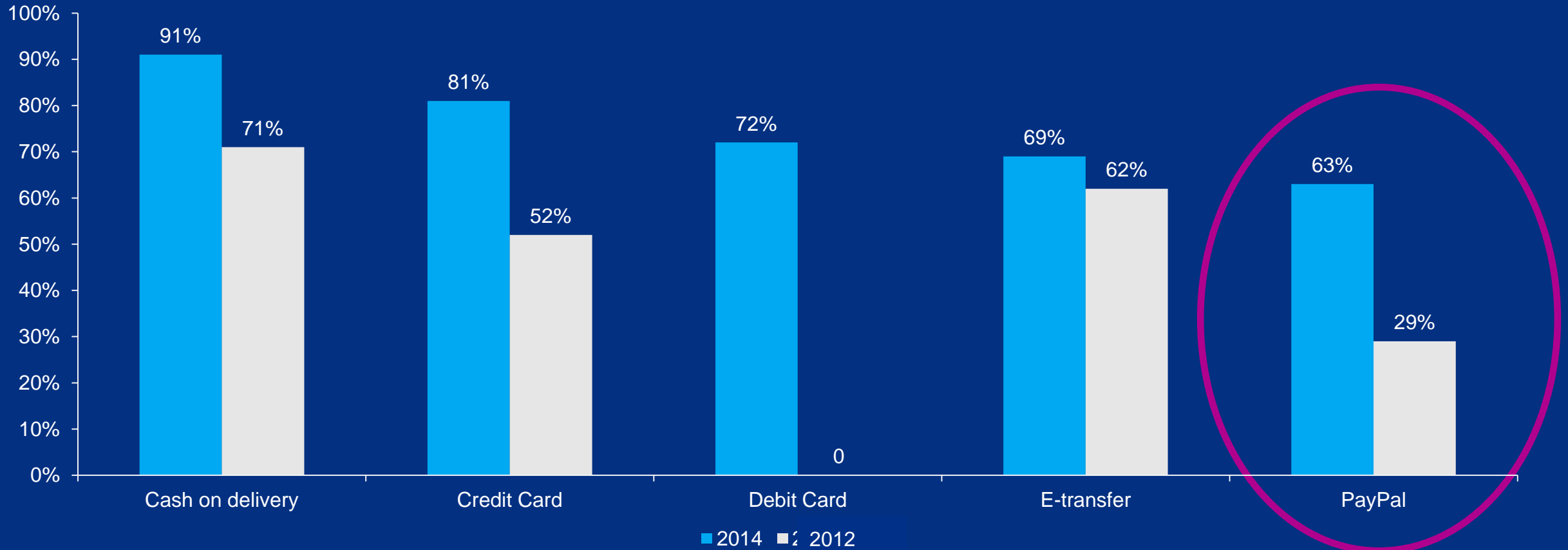
Source: PayPal Research, 2013

64% of Greek Consumers Buy Only From Domestic Shops



Source: CBEC Cross-Border e-commerce report 2013

How Are Greek eShops Accepting Payments?

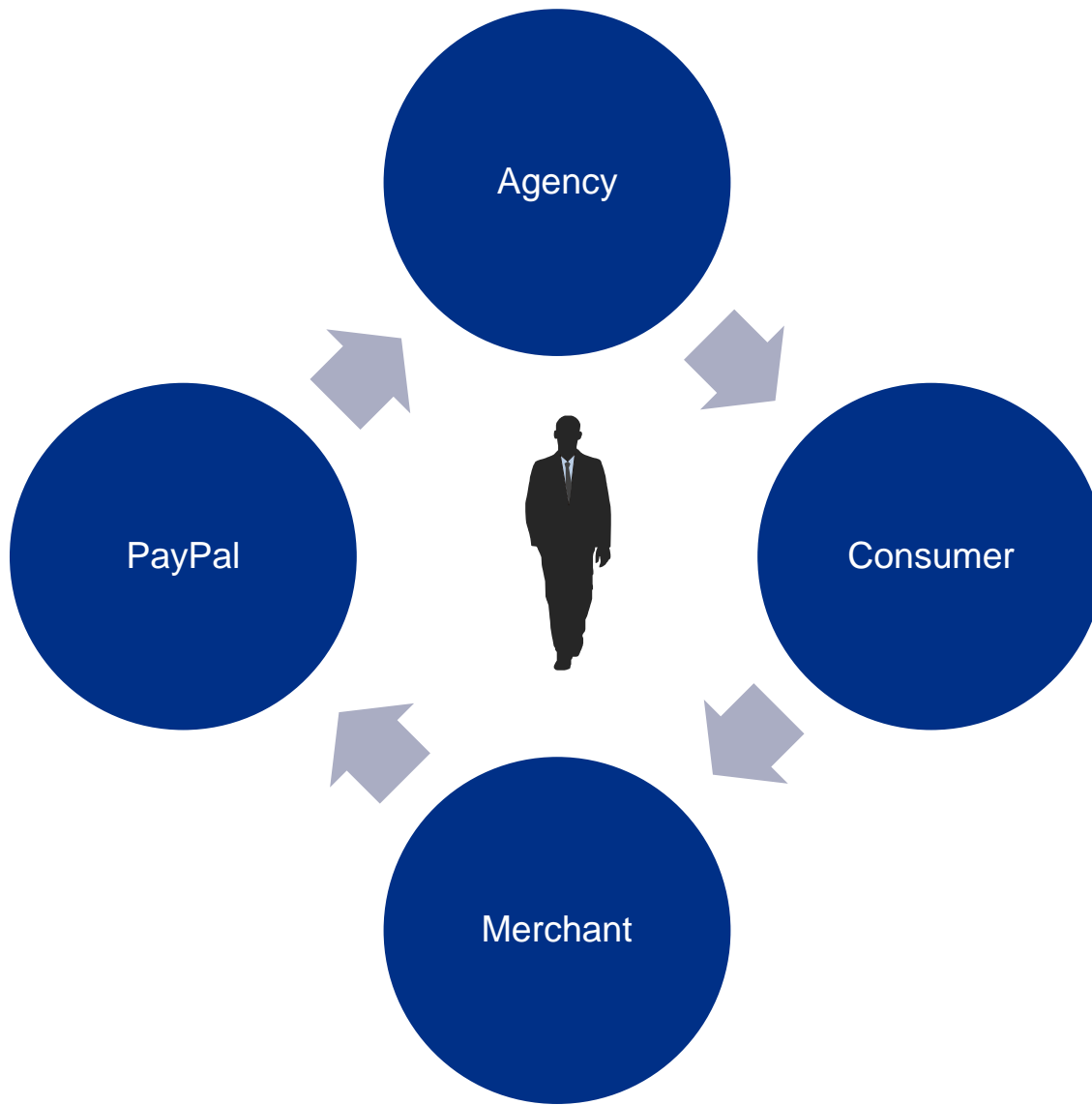


Source: ELTRUN research on e-Payments in Greece, 2014

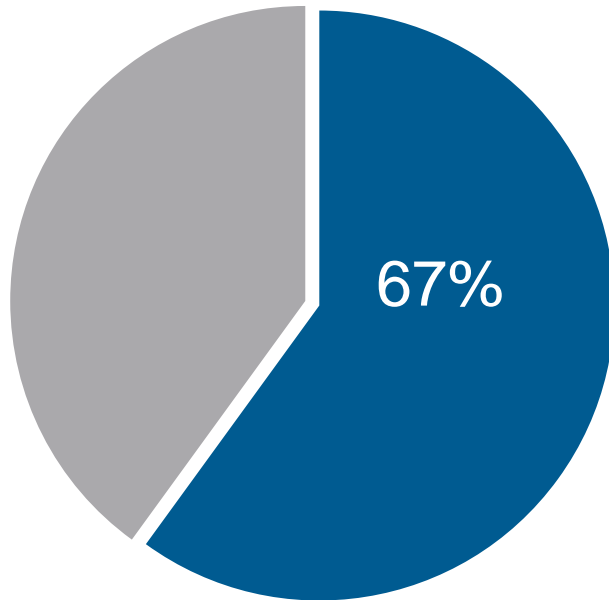
1. Increased Sales

2. Safety and Protection

3. Simplicity



7 out of 10 shoppers never finish their purchase



67% of buyers
never finish their
transactions!



“checkout process takes
too long!”



doubt the safety of the
transaction and **afraid of**
revealing financial
information

› Sources:

- › Understanding Shopping Cart Abandonment, Forrester report
- › Comscore: <http://www.getelastic.com/shopping-cart-abandonment-stats-infographic/>


Common Checkout Flow

Step 1: Proceed to Checkout

SHOP / YOUR SHOPPING CART

CART

[CONTINUE SHOPPING](#)

ITEM	PRICE	QTY	TOTAL
 <p>LITTLE AMERICA BACKPACK</p>	\$99.99	1	\$99.99 X

All discounted items are FINAL SALE.
*Please note at this time we do not ship to PO Boxes.

[UPDATE](#) [CHECK OUT](#)

Check out with **PayPal**
The safer, easier way to pay

Common Checkout Flow

Step 2: Continue as a guest

CUSTOMER LOGIN

EMAIL ADDRESS *

PASSWORD [Forgot your password?](#) *

SIGN IN


GUEST LOGIN

CONTINUE AS GUEST

Create An Account Later, Get Started Now!



Step 3: Billing & Shipping Address

 **LITTLE AMERICA BACKPACK**
\$99.99

\$99.99
step 1 of 2

Your Contact Email [Already have an account? Sign in now](#)

BILLING ADDRESS	SHIPPING ADDRESS
First Name <input type="text" value="dimitrios"/>	Item(s) will be shipped to your billing address. *Please note at this time we do not ship to PO Boxes.
Last Name <input type="text" value="miliotis"/>	
Company <input type="text"/>	
Address <input type="text" value="De Witt 25"/>	
Address <input type="text"/>	
City <input type="text" value="New York"/>	
Zip Code <input type="text" value="13057"/>	
Country <input type="text" value="United States"/> State <input type="text" value="Florida"/>	
Phone* (required) <input type="text" value="22213213"/>	
<input checked="" type="checkbox"/> Ship items to the above billing address	

CONTINUE TO NEXT STEP

Common Checkout Flow

Step 4: Shipping Method

Step 5: Financial Information

Traditional way of purchase:
2:30 - 06:00 minutes



SHIPPING METHOD


Please select how you would like your products to be delivered.

Free Ground Shipping on \$100 - FREE ▾

COMPLETE MY PURCHASE

All transactions are secure and encrypted, and we never store your credit card information. To learn more, please view our privacy policy.



First Name **Last Name**

Credit Card Number

Expiration Date

Card Security Code [what is this?](#)

KEEP ME UPDATED

I want to receive occasional emails about new products, promotions and other news.

COMPLETE MY PURCHASE

PayPal Checkout Flow

Step 1: Checkout With PayPal

SHOP / YOUR SHOPPING CART

CART

CONTINUE SHOPPING

ITEM

PRICE

QTY

TOTAL



LITTLE AMERICA BACKPACK

\$99.99

1

\$99.99

X

All discounted items are FINAL SALE.

*Please note at this time we do not ship to PO Boxes.

SUBTOTAL \$99.99

UPDATE


CHECK OUT

Check out
with **PayPal**

The safer, easier way to pay

PayPal Checkout Flow


Step 2: Login to PayPal



Your order summary

Descriptions	Amount
Little America Backpack Item description: Little America Bac... Item price: \$99.99 Quantity: 1	\$99.99
Item total	\$99.99
Total \$99.99 USD	

Choose a way to pay

Pay with my PayPal account 

Log in to your account to pay

Email

PayPal password

This is a private computer. [What's this?](#)

[Forgot email or password?](#)


Don't have a PayPal account?
(Optional) Join PayPal for faster future checkout

[Cancel and return to Herschel Supply Co..](#)

PayPal Checkout Flow

Step 3: Confirm shipping address & complete payment

PayPal Payment
Flow:
15 – 30 seconds



Your order summary

Descriptions	Amount
Little America Backpack Item description: Little America Bac... Item price: \$99,99 Quantity: 1	\$99,99
Item total	\$99,99
Total \$99,99 USD	

Review your information

[Continue](#)

Shipping address [Change](#)

Dimitrios Miliotis
Nowolipie 27
01-002 Warsaw
Poland

Payment methods [Change](#)

PayPal Balance
Credit/Debit Card : Visa XXXX-XXXX-XXXX-0203

The PayPal balance funds used for this payment will be placed on hold and will be converted at the actual exchange rate at the time of payment-processing.

If funds are added to your PayPal balance before this transaction completes, the additional balance may be used for this transaction. [Learn more](#)

PayPal Conversion Rate as of 17 January 2014: 1 Polish Zloty = 0,313457 U.S. Dollars
[Other Conversion Options](#)

This transaction will appear on your bill as PayPal *HERSCHEL.

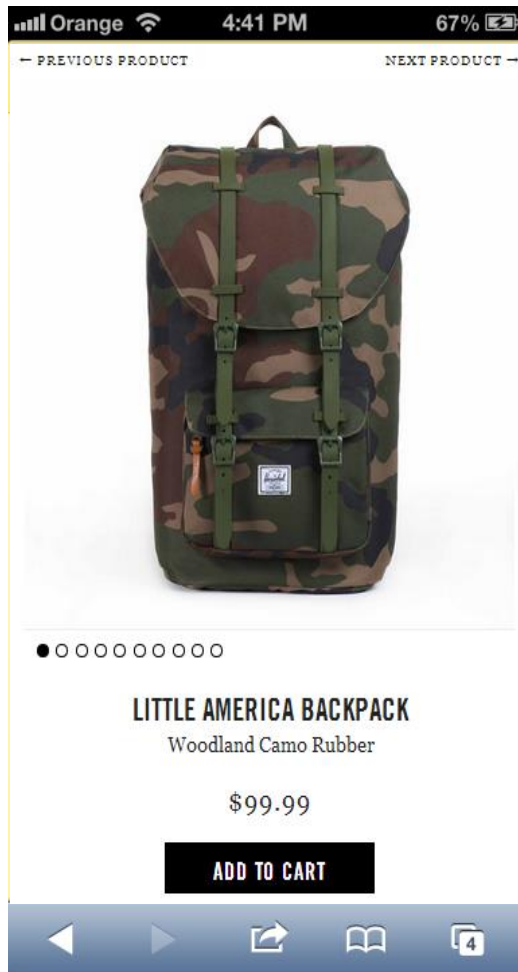
Contact information
dimitris+poland@elementality.org

[Continue](#)

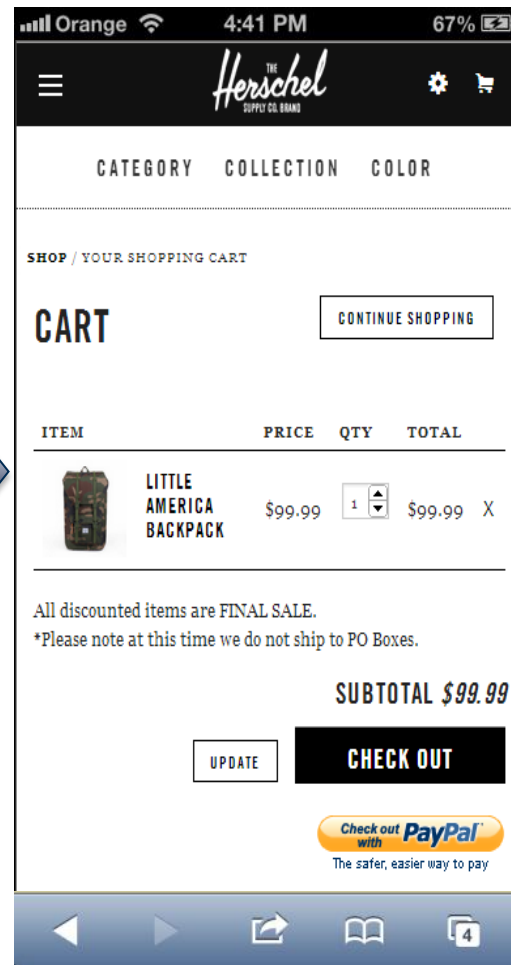
You're almost done. You will confirm your payment on Herschel Supply Co..

[Cancel and return to Herschel Supply Co..](#)

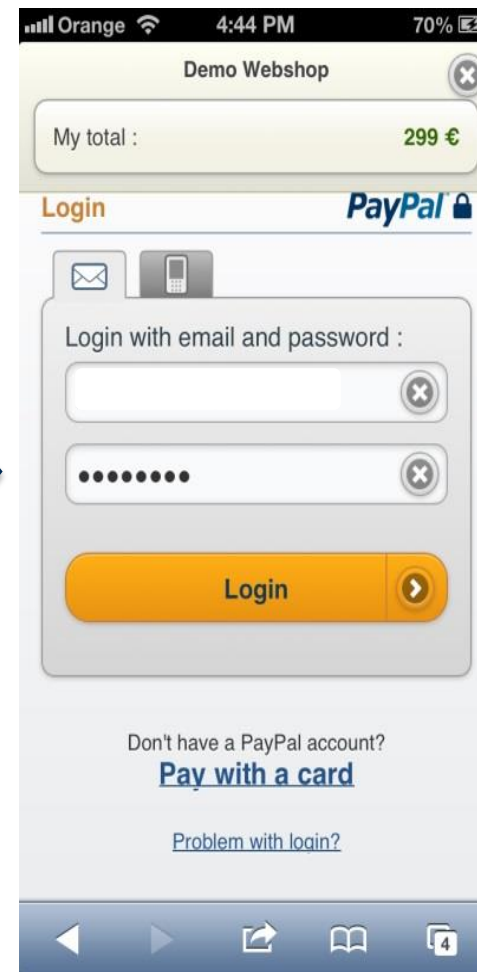
PayPal is Mobile Optimized by Default



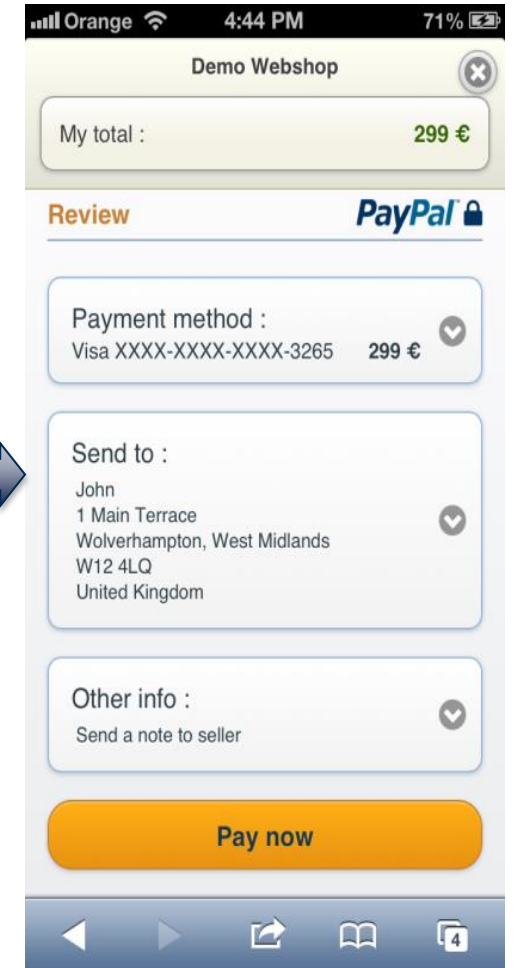
1. Choose product



2. Checkout



3. Login PayPal



4. Pay with PayPal

Why PayPal?



User Experience:

- Increase in conversion
- Customer satisfaction & loyalty



Safety



Simplicity & Speed

PayPal is Safe

An Important Trustmark for every shop



- ✓ Very low fraud rates
- ✓ 2000 people fighting fraud 24/7
- ✓ Seller/buyer protection program
- ✓ PCI/AML Compliant

PayPal is hassle-free

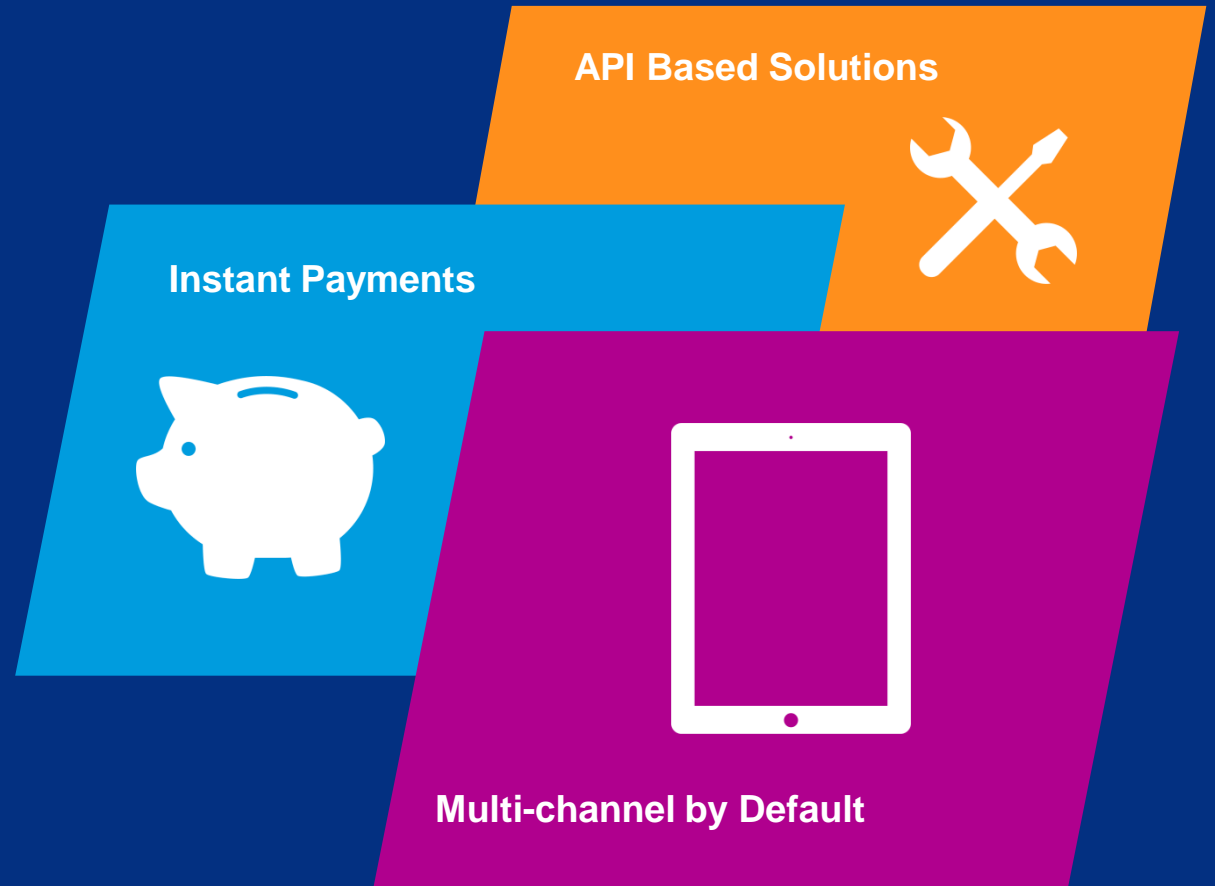
Start selling in a few clicks!

Payment processing made simple

- ✓ Get paid instantly
- ✓ Withdraw to bank account immediately
- ✓ Instant Payment notifications

Get started - today!

- ✓ Easy integration – Magento
- ✓ Full reporting functionality
- ✓ Simple, mobile optimized checkout process by default



PayPal attracts new customers

Would you have the purchase if PayPal was not an available payment option?

29% - No!
Online Buyers

45% - No!
Mobile Buyers

44% - No!
International Buyers

Why not?



1. Safety (75%)

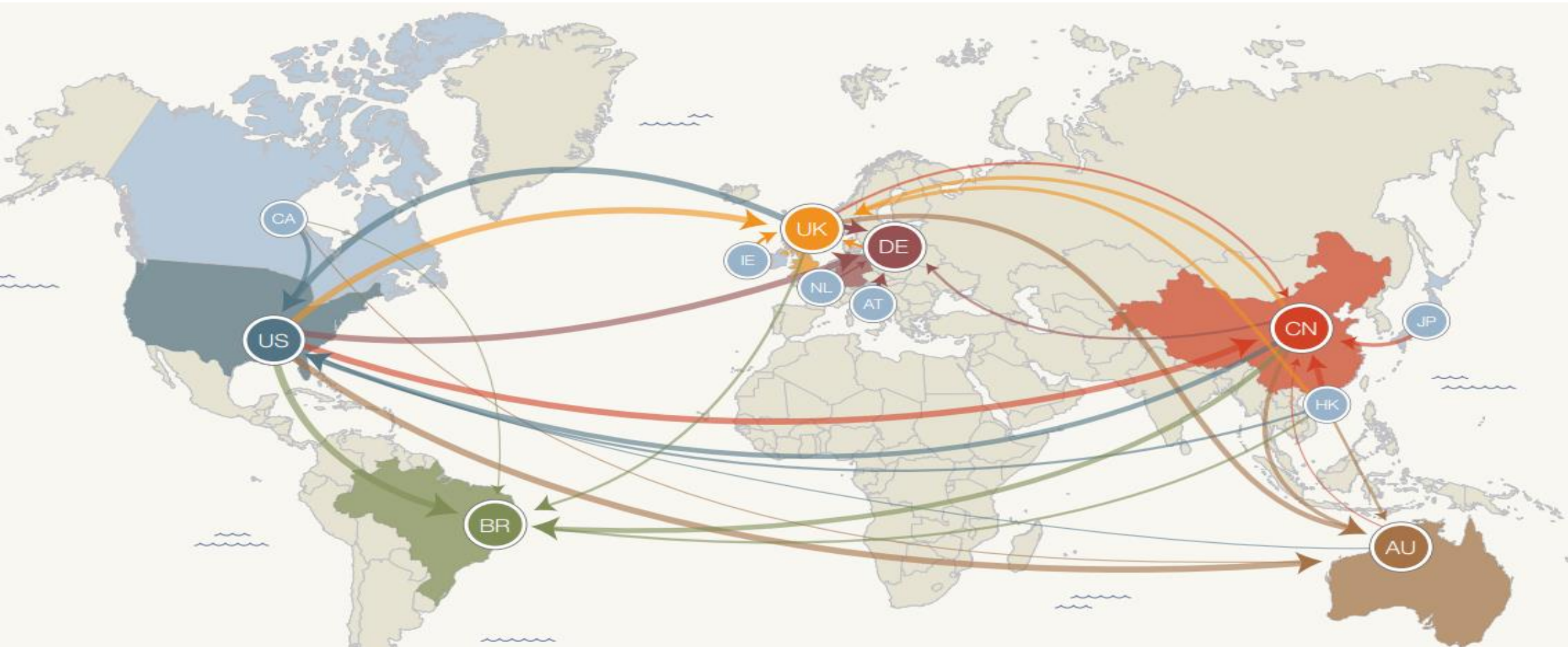


2. Convenience (24%)



3. Loyalty (10%)

PayPal is the top payment method for selling (and buying) abroad




Build your business with PayPal Partner Solutions


Looking for help in launching or growing your online business or need to streamline operations?

PayPal Partners deliver solutions pre-integrated with PayPal or complementary business services that can help boost your commerce potential.


Featured Partners




1&1 Internet offers a complete range of web hosting services for every need.



Wufoo is a web application that helps anybody build amazing online forms.



ShopFactory is an eCommerce solutions provider with over 15 years experience.



Fortune3 is the award-winning eCommerce solution chosen by over 20,000 merchants

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Arquan

Xonca ecommerce is hosted or added to any website with a code snippet.

Gold Partner

Less than 80 km 

[»more](#)
[English]



LightCMS

LightCMS is the Simple Way to Build a Website and an Online Store.

Member

More than 150 km 

[»more](#)
[English]



Angell EYE

PayPal Consulting Specialist - Application Development and Training Services

Gold Partner

More than 150 km 

[»more](#)
[English]

PayPal Partner Program



- Partner newsletters
- Partner webinars
- Event invitations
- Sales trainings



- Beta access for new releases
- Technical trainings
- Integration support and review
- Product update notifications



- Partner directory listing
- Product marketing toolkits
- Best practices guides
- PayPal partner logo

Thank You!

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