

PayPal Processing

BENEFITS AT A GLANCE

- **Increase Your Revenue**¹ – Merchants who add PayPal™ may see a sales lift ranging from one to 14 percent, depending on the company size.
- **Quickly Expand Your Customer Base**² – Reach PayPal's 70 million active account holders.
- **Reduce Shopping Cart Abandonment** – According to comScore, conversion for PayPal Express Checkout is 80 percent, 23 percent higher than industry average. *Source: comScore Conversion Study, Q2 07.*
- **Create and Maintain Loyal Customers** – Many online shoppers prefer PayPal and shop primarily at merchants who offer PayPal as a payment option.
- **Protect Consumers' Financial Information** – With PayPal, you don't have to store your customers' credit card or bank account data, further protecting their privacy.
- **Prevent Fraudulent Transactions** – PayPal's low fraud rate and advanced fraud prevention methodologies help you capture legitimate sales, while helping you to eliminate fraudulent ones.



Increase Revenue and Capture More Sales with PayPal

PayPal is a leading global online payment company, with net Total Payment Volume of more than \$60 billion in 2008.

PayPal's extensive user base includes consumers who are both experienced and comfortable when shopping on the Web. They are proven online shoppers, and believe that PayPal is an easy and safe way to pay for goods and services.

Adding PayPal to your business gives your customers the convenience of another way to pay – one that is trusted and protects consumer financial data. Not only do customers benefit from the convenience and security of PayPal, they also experience a simple, streamlined checkout process.

How it Works

Your customer selects PayPal at your checkout. Existing PayPal account holders are redirected to PayPal to enter their user name and password, and then sent back to your payment page to complete the transaction. It's that easy.



You have the choice to sell single items, multiple items, or a service that is paid for at regular intervals.

If your customer does not have an existing PayPal account, he will be required to login to PayPal and establish one. Once the account is established with at least one funding mechanism attached to it, consumers can then conduct transactions using PayPal as their preferred payment method.



Streamline Your Operations

When you add PayPal to your payment solution through Chase Paymentech, you benefit from just one point of integration for submission, funding and reporting for all your transactions.

- Deliver a single file for all of your available methods of payment, and receive consolidated reporting, chargeback management and funds transfers.
- Access your PayPal transaction data through Chase Paymentech's Online Report Center and Transaction History Search tools – available 24/7.
- Chase Paymentech has simplified the PayPal integration process. Aside from a simple front-end redirect for consumer authentication, we manage all other aspects of your PayPal transaction process flow. Your company has the option to integrate

directly using our technical specification or speed up your integration with Spectrum – our software development kit (SDK) that reduces development timeframes and provides ongoing connection management.

About PayPal Users

PayPal has a user base of more than 70 million active account holders worldwide. In the U.S., 85 percent of PayPal customers say they would recommend the PayPal service, while 18 percent of U.S. online shoppers who used PayPal to make a purchase on certain large merchant sites said they would not have made a purchase if PayPal had not been a payment option. PayPal accounts contain almost \$3 billion in stored value that is spent every two weeks.

RECURRING PAYMENTS



What About Reference Transactions?

With PayPal's reference transactions feature, you can charge customers any predefined amount on a set schedule. As an option within Express Checkout, Reference Transactions are ideal for subscriptions, membership dues and installment payments.

Your company can set up how you want to be paid – trial period, initial payment and specific billing cycles. Once a customer agrees to the billing terms, your company can initiate a transaction at the predetermined intervals.

Reference Transactions through PayPal also enable you to:

- Save time – Eliminate the hassle of getting approval from the customer before billing each period.
- Build loyalty – Make it easy for customers to pay you and avoid late fees.
- Improve cash flow – Gain a predictable revenue stream.

More Information

For more information, visit our Web site at www.chasepaymentech.com, or call 1.800.788.6010.

¹Q1 2006 PayPal phone survey of small- and medium-sized businesses with at least \$120,000 in annual sales online.

²Active accounts in the last 12 months.

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