

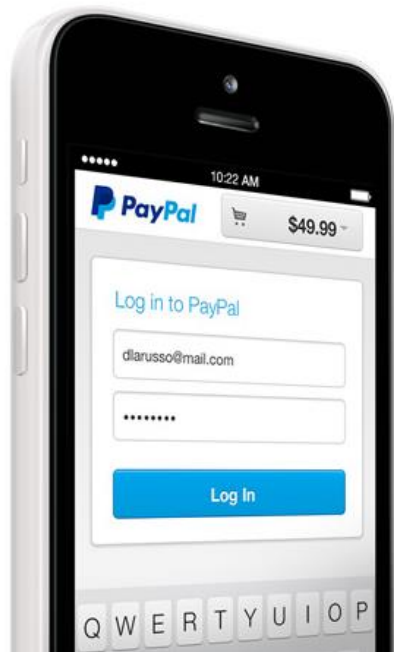


Increasing Conversion Rate for Magento Merchants

Dimitris Miliotis

Business Development Manager, Central & Eastern Europe

PayPal: at a glance



Brain**tree**

\$228B Value of processed payments (2014)

\$624M payments processed every day

162M active customers

203 countries and **26** currencies

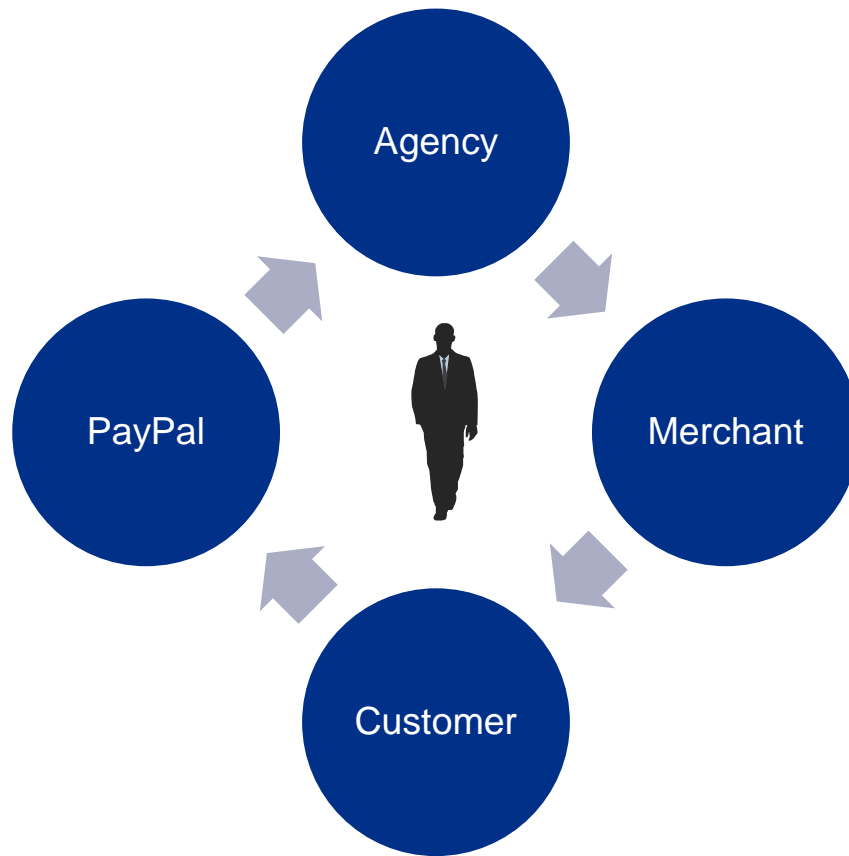
\$46B of processed transactions is on mobile

\$1 in every \$6

Spent on e-commerce globally
is spent through PayPal.

*Source: Morgan Stanley, "eCommerce Disruption: A Global Theme," January 6, 2013, p.21.

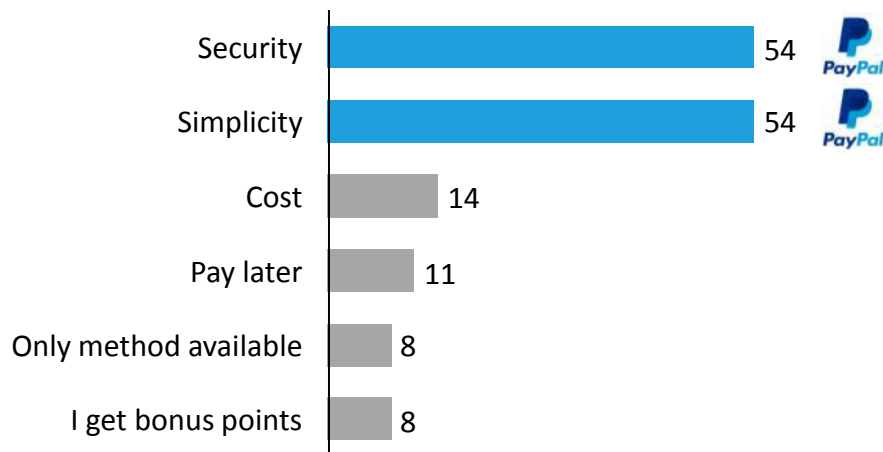
Technology should make things simpler, faster and better connected – providing more choices and global opportunities.



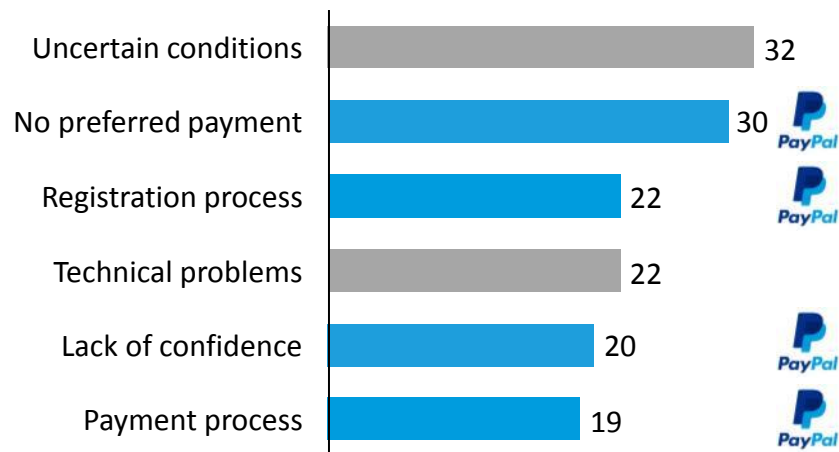
Your checkout is losing you money!

Purchases abandoned due to long sign-up & payment flow, and lack of confidence in safety

Customer Payment choice driven by (%)



Reasons for abandoning a purchase (%)



Source: 2013 DIBS ecommerce study

How often does it happen?

7 times out of 10 purchase actions

88%

of internet shoppers openly admit to abandoning a shopping cart without making a purchase

67%

of the shopping carts are abandoned right before the transaction is complete

Sources:

- › Understanding Shopping Cart Abandonment, Forrester report 2013
- › Comscore: <http://www.getelastic.com/shopping-cart-abandonment-stats-infographic/>

Faster checkout = Higher conversion

Product selected and paid in just 2 clicks

YOUR CART
1 ITEM(S)

GET FREE SHIPPING ON ORDERS OF \$75+
Registration required for free returns. [See details.](#)

Nike Air Zoom Wildhorse 2 Men's Running Shoe \$110.00
Style# : 654441-400
Size: 11
Color: Photo Blue/Midnight Navy/Volt/Hyper Crimson
Qty: 1 @ \$110.00

[REMOVE](#) [EDIT](#)

SUMMARY

DO YOU HAVE A PROMO CODE? [APPLY](#)

SUBTOTAL \$110.00

ESTIMATED SHIPPING & HANDLING \$0.00
Standard: FREE Arrives 2-5 Days

TAX \$...

TOTAL \$110.00

[CHECKOUT](#)

OR

[Check Out with PayPal](#)

FREE SHIPPING
Your order qualifies for free shipping. Register while you're checking out and get free returns.

Checkout

Your order summary

Description	Amount
Nike Air Zoom Wildhorse 2 Men's Run...	\$110.00
Item number: 654441-400	
Item price: \$110.00	
Quantity: 1	
Item total	\$110.00
Tax	\$0.00
Total	\$110.00 USD

Choose a way to pay

Pay with my PayPal account
Log in to your account to complete the purchase

Email:

PayPal password:

☐ This is a private computer. What's this?

[Log in](#)

[Forgot email or password?](#)

Create a PayPal account
And pay with your debit or credit card, or with Bill Me Later®

[Cancel and return to Nike.com](#)

[Site Feedback](#) | PayPal: The safer, easier way to pay. For more information, read our [User Agreement](#) and [Privacy Policy](#).

Email + password

Podsumowanie zamówienia

Opis	Kwota
Nike Air Zoom Wildhorse 2 Men's Run...	\$110.00
Numar produktu: 654441-400	
Cena przedmiotu: \$110.00	
Ilość: 1	
Kapitał wartosci przesyłki	\$110.00
Podatek	\$0.00
Suma	\$110.00 USD

Sprawdź dane

[Kartę](#)

Adres wysyłkowy [Zmień](#)

John Doe
1 Main St
San Jose
United States

Uwaga do sprzedawcy: [Dodaj](#)

Formy płatności [Zmień](#)

Przebieganie karty kredytowej na już zalogowanym

Karta kredytowa: MasterCard XXXX-XXXX-XXXX-2945

Jedną przed dokonaniem tej transakcji do Twojego konta PayPal zostanie dodane środki, to dodatkowe saldo może zostać użyte do zrealizowania transakcji. [Dowiedz się więcej](#)

Kuna przebieganie walut PayPal na dzień 11 sie 2014: 1 Złoty polski = 0.306210 Dolar amerykański

[Przebieganie walut](#)

Ta transakcja będzie widoczna na rachunku jako PayPal *NIKE.COM.

Informacje kontaktowe [Zmień](#)

john.doe@domain.com
+1 234567890

Do przebiegania tej transakcji Nike wymaga Twojego adresu rodzinnego i numeru telefonu.

[Kartę](#)

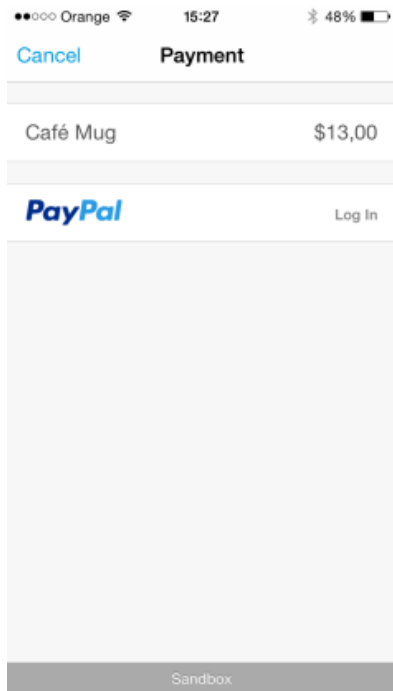
Tu już prawie koniec. Swoją płatność potwierdzasz na stronie firmy Nike.com.

Review details

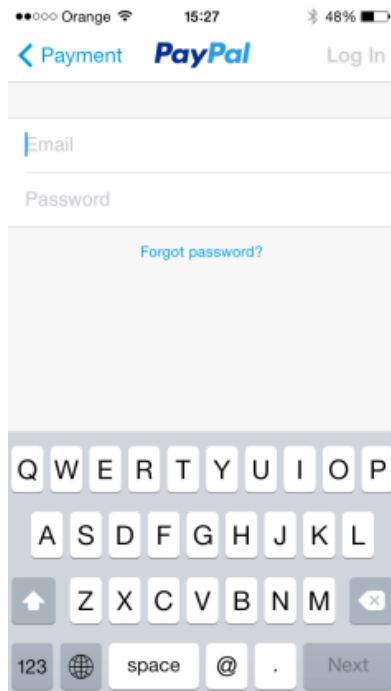
PayPal checkout flow: 15 – 30 seconds

Mobile checkout speed is even more important

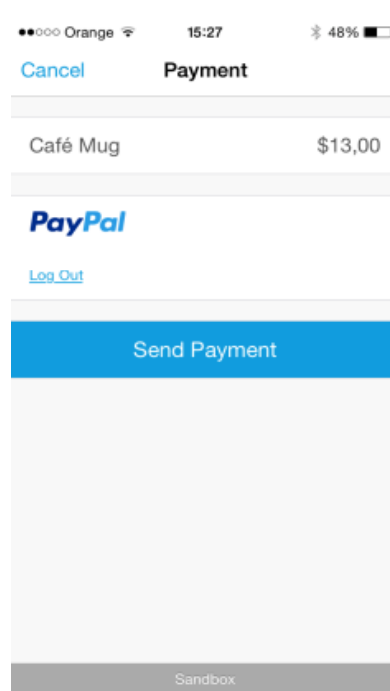
20% of people pay on mobile, and now its faster and easier than ever



Select payment



Log into PayPal



Confirm payment

PayPal is safe

An important Trustmark for every shop

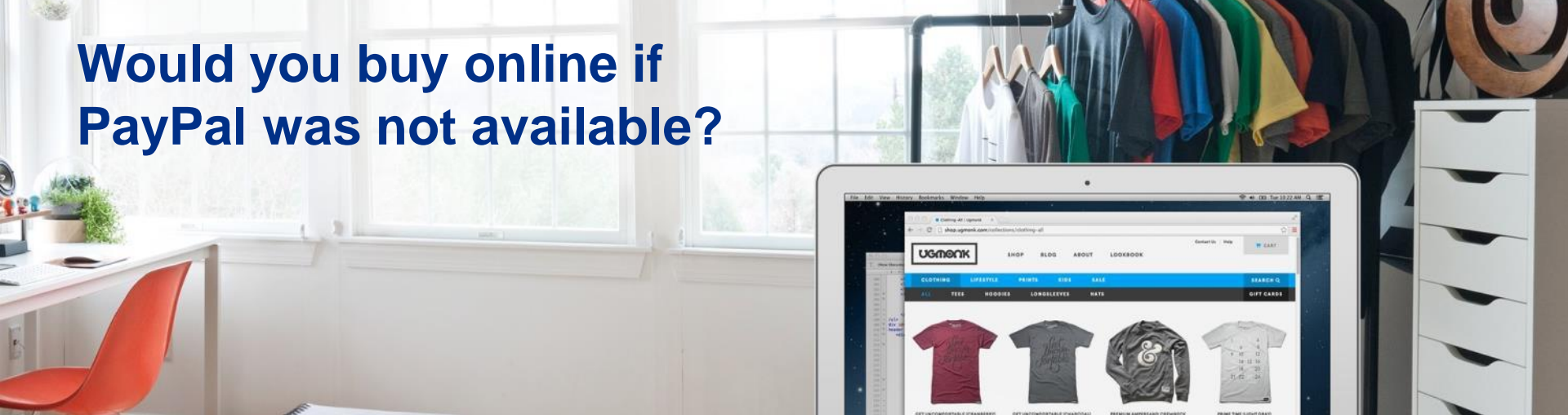
PayPal helps you if ...

1. your order never arrives
2. Your order arrives, but is not as described
3. You are charged for something you didn't purchase

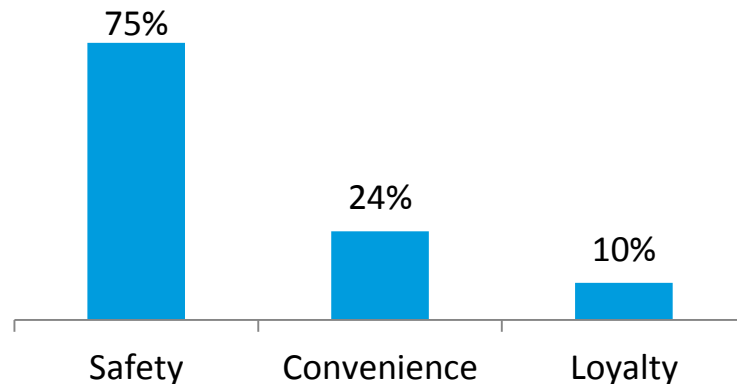
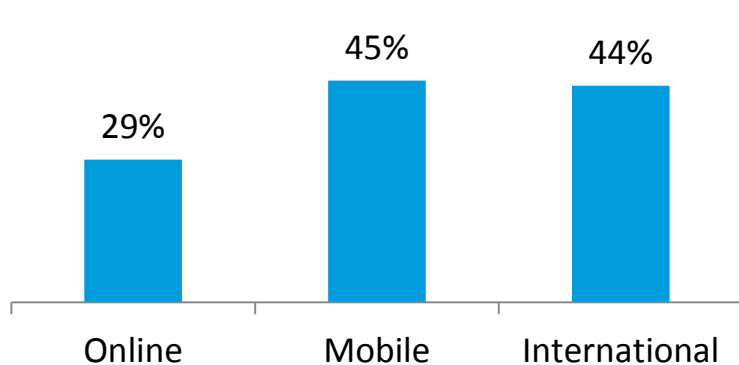
- ✓ Very low fraud rates
- ✓ 2000 people fighting fraud 24/7
- ✓ Seller/buyer protection program
- ✓ PCI/AML compliant



Would you buy online if PayPal was not available?



29% of online buyers would not complete a purchase if PayPal was not an option



Tips for Higher Conversion: Magento Case Studies

Tips for higher conversion



PayPal logo on your home page

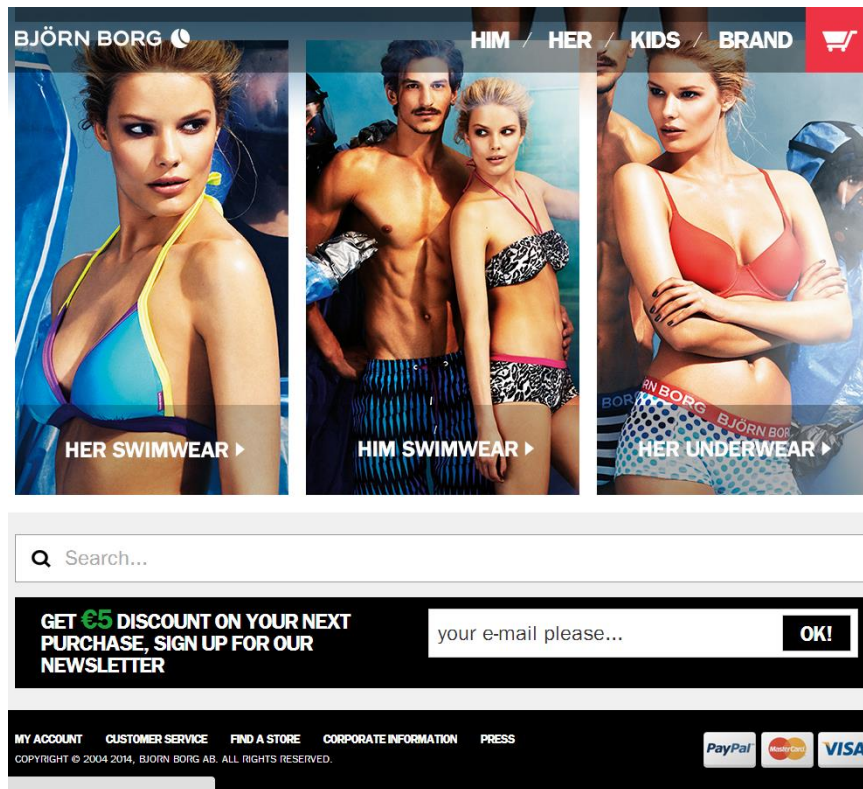
- ✓ PayPal logo on the home page is the earliest indicator of a reliable merchant



PayPal logo on your product page

- ✓ Logo on the product page reminds the customer to use PayPal

Recommendations are based on 6 case studies which involved 269 442 visitors at 6 webshops in 2012.



Tips for higher conversion

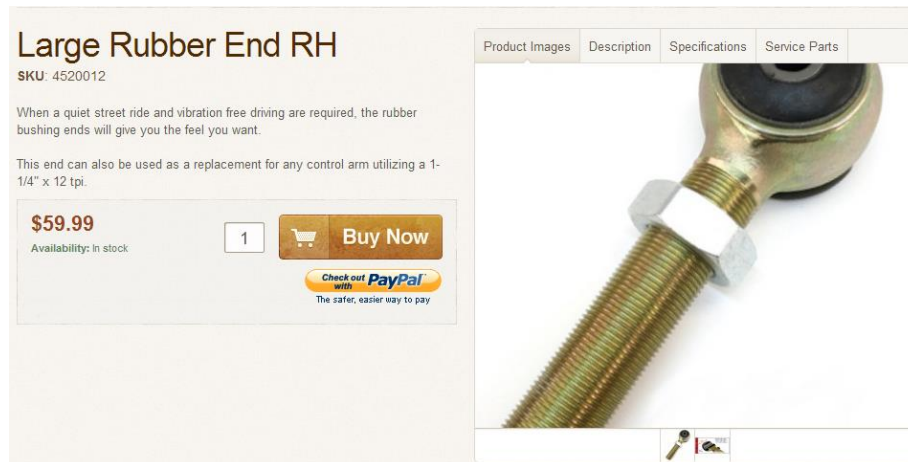


Express Checkout

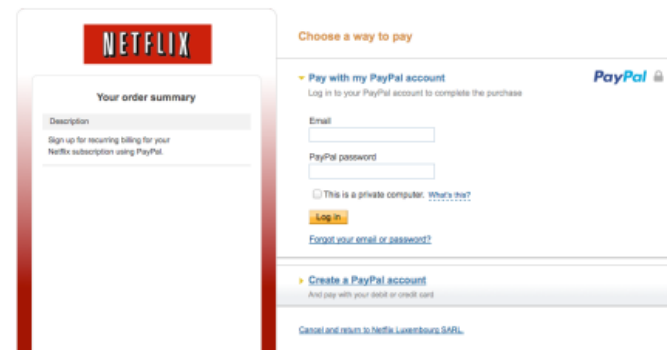
- ✓ Express Checkout Shortcut offers a safe and convenient checkout process
- ✓ Express Checkout is mobile optimized by default



Your logo in the PayPal payment process



TeraFlex.biz / Inchoo.net



Tips for higher conversion



Make PayPal the first choice

- ✓ Put PayPal as the first payment option in the webshop and increase the conversion
- ✓ It's available at *Configuration/Payment Methods/Express Checkout/Sort Order*

Basic Settings - PayPal Express Checkout

Title	<input type="text" value="PayPal Express Checkout"/>	[STORE VIEW]
	▲ It is recommended to set this value to "PayPal" per store views.	
Sort Order	<input type="text"/>	[STORE VIEW]
Payment Action	<input type="text" value="Authorization"/>	[WEBSITE]
Shortcut on Shopping Cart	<input type="text" value="Yes"/>	[STORE VIEW]
	▲ Also affects mini-shopping cart.	
Shortcut on Product View	<input type="text" value="Yes"/>	[STORE VIEW]

[Advanced Settings ▼](#)

Tips for higher conversion



Payment without registering

- ✓ Guest checkout at PayPal: For new buyers, signing up for a PayPal account is now optional.
- ✓ Customers can complete their payments first, and then decide whether to save their information in a PayPal account for future purchases.

KakoiStyle

Your order summary

Descriptions	Amount
Mandom Long Keep Gel Super Hard Item price: \$6.99 Quantity: 3	\$20.97
Item total	\$20.97
Shipping and handling	\$18.48
Total	\$39.45 USD

Choose a way to pay
PayPal securely processes payments for KakoiStyle.

Have a PayPal account?
Log in to your account to pay

Email

PayPal password

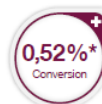
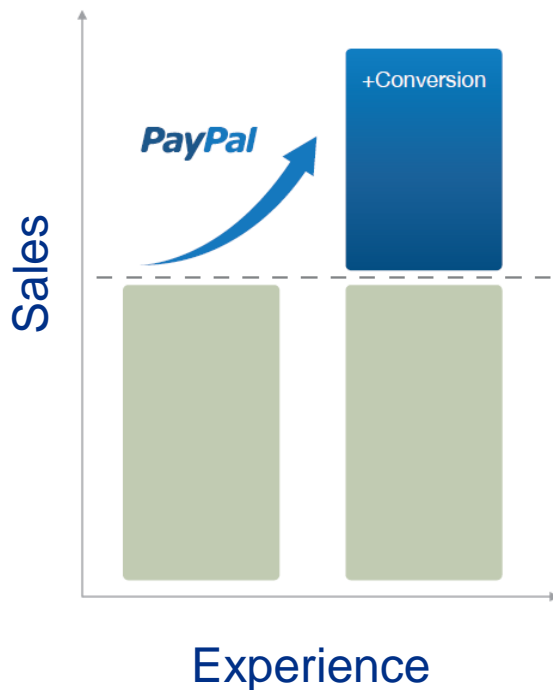
[Log in](#)

[Forgot your email address or password?](#)

Don't have a PayPal account?
Pay with your debit or credit card as a PayPal guest.

[Cancel and return to KakoiStyle](#)

Tips for higher conversion



PayPal logo on your home page



PayPal logo on your product page



Express Checkout



Make PayPal the first choice



Your logo in the PayPal payment process

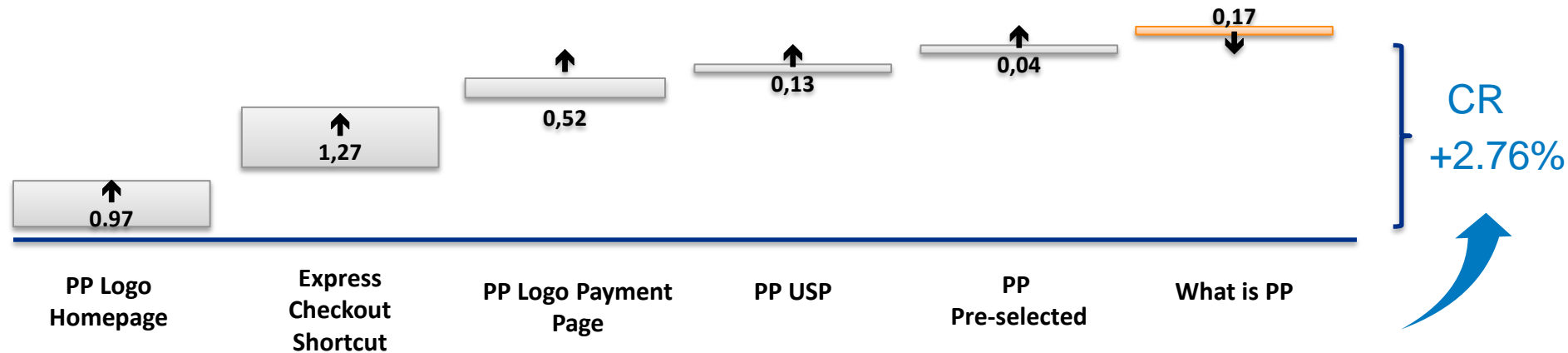


Payment without registering

TOTAL 8.88% increase in conversion

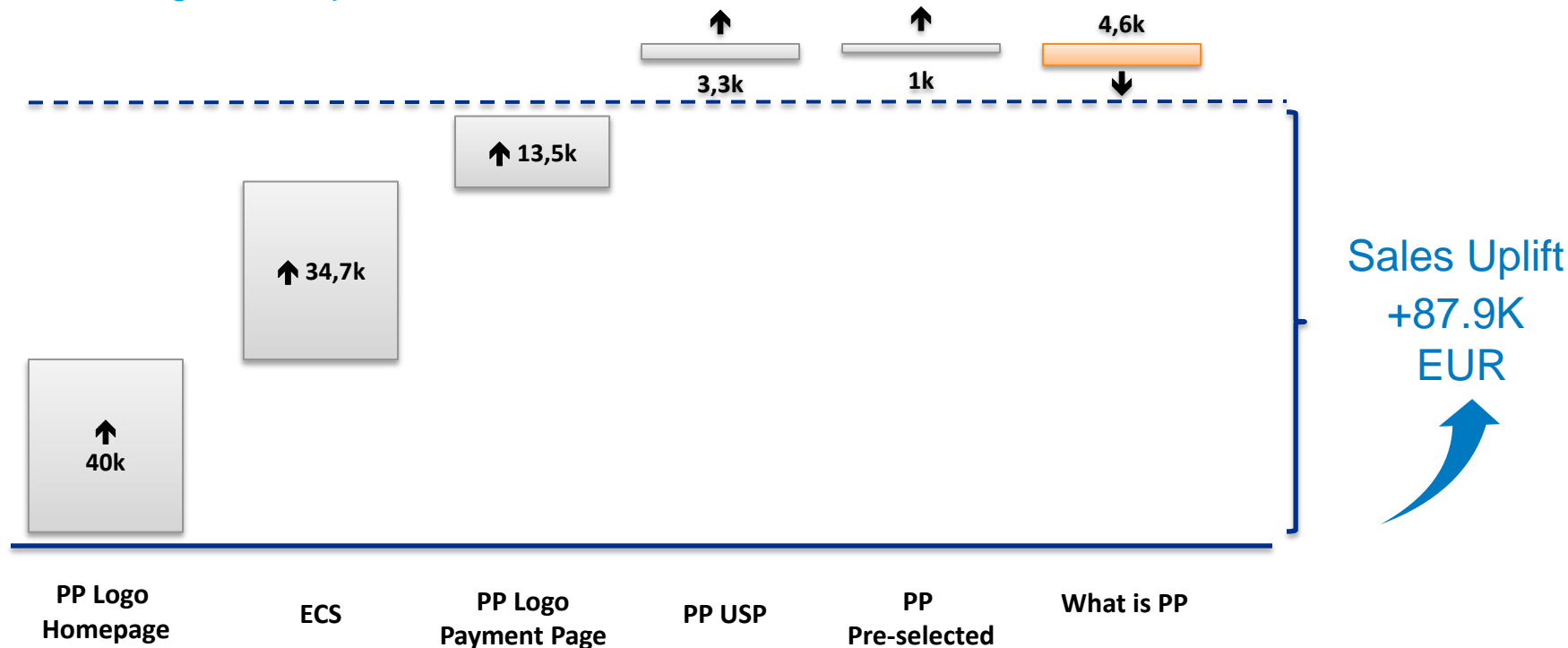
Impact Conversion Rate

AB Testing – Example Merchant Data



Impact Total Sales

AB Testing – Example Merchant Data





Dimitris Miliotis
dmiliotis@paypal.com