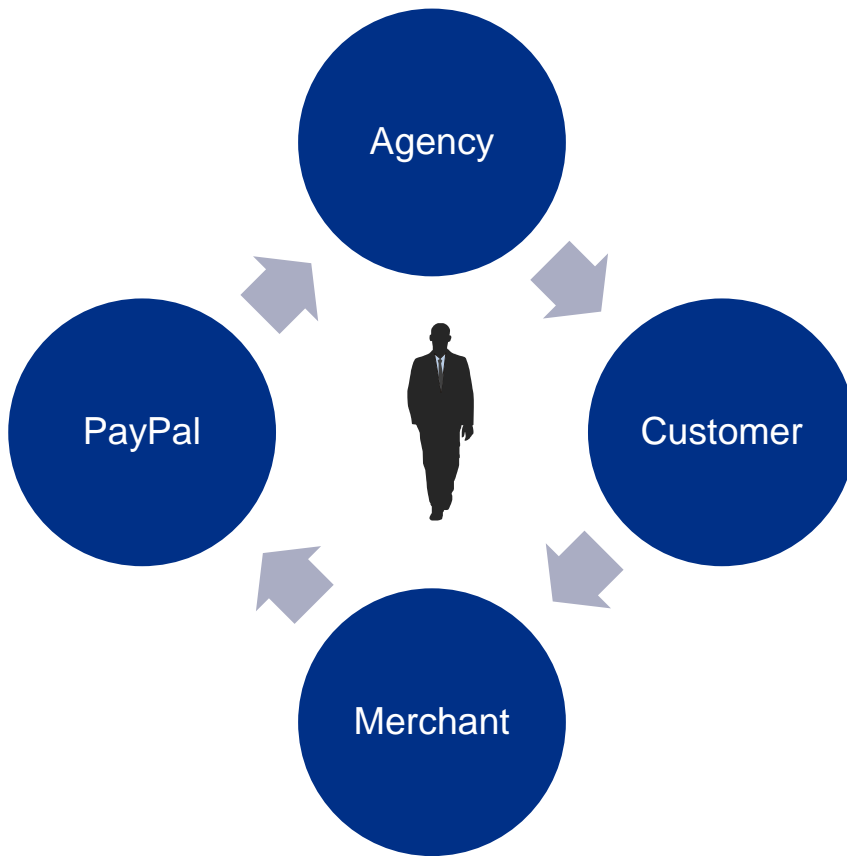


# *Best Practices*

Increase Conversion Rate of Magento Merchants



**PayPal**



# *Reasons of cart abandonment*

# How often does it happen?

7 times out of 10 purchase actions

88%

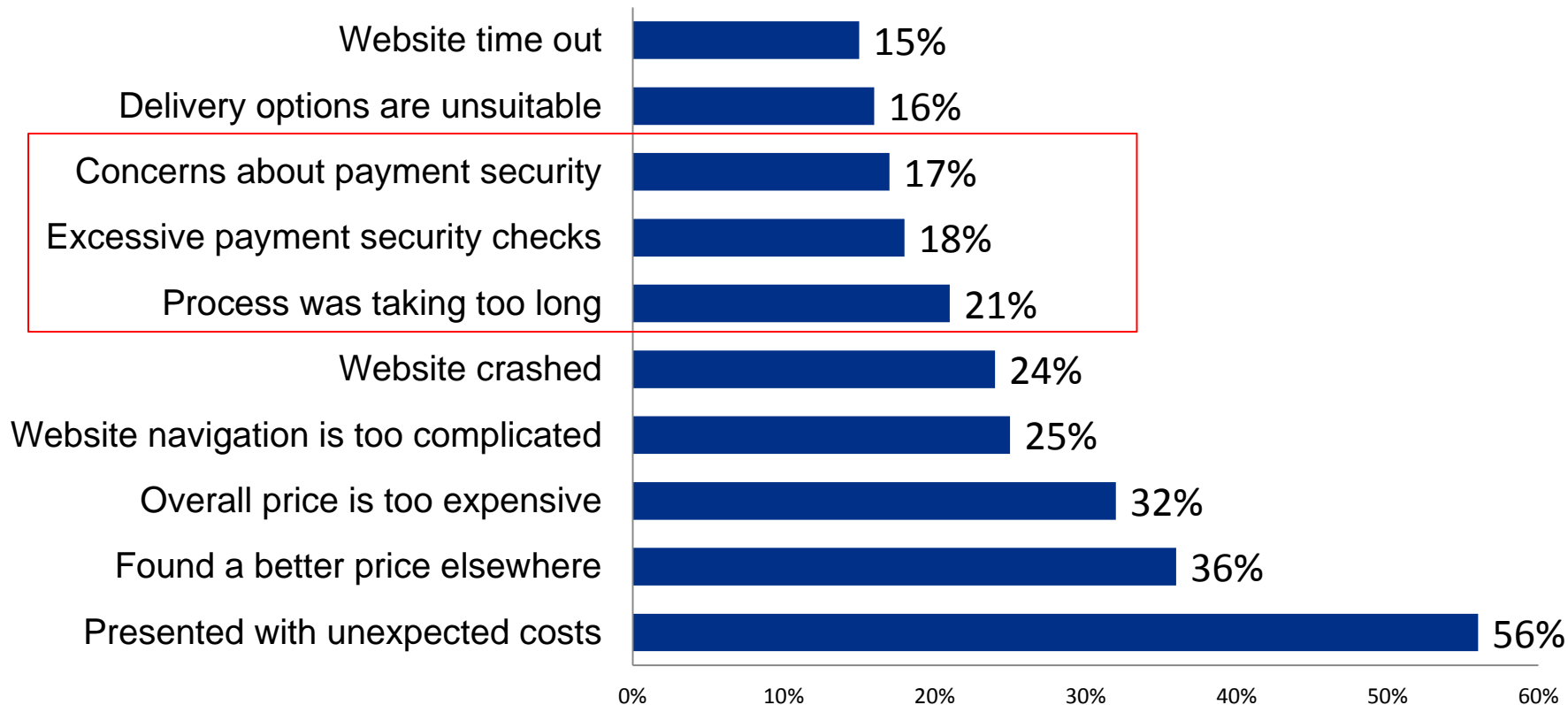
of internet shoppers openly admit to abandoning a shopping cart without making a purchase

67%

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

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

# Reasons for dropping a cart



# *Tips for higher conversion*

# Tips for higher conversion



PayPal logo on your home page

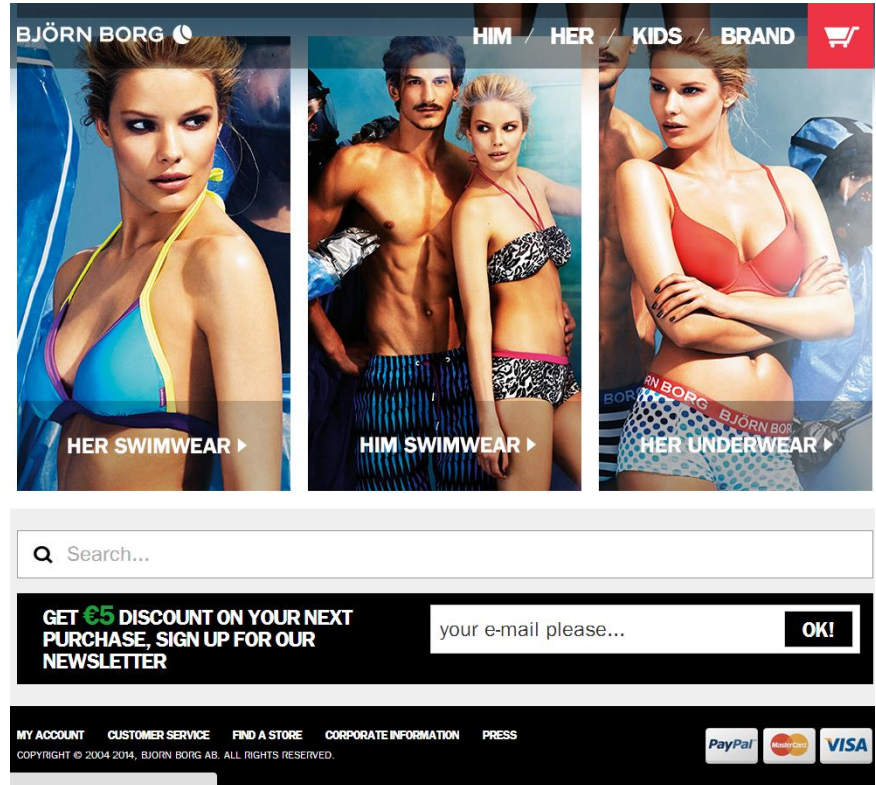
- ▶ PayPal logo on the opening page is the earliest indicator of a reliable merchant



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

The screenshot shows a product page for 'Large Rubber End RH' (SKU: 4520012). The page includes a navigation bar with tabs for 'Product Images', 'Description', 'Specifications', and 'Service Parts'. The description states: 'When a quiet street ride and vibration free driving are required, the rubber bushing ends will give you the feel you want.' and 'This end can also be used as a replacement for any control arm utilizing a 1-1/4" x 12 tpi.' The price is listed as '\$59.99' with 'Availability: In stock'. A quantity selector shows '1' and a 'Buy Now' button. A 'Check out with PayPal' button is also visible, with the tagline 'The safer, easier way to pay'. A large image of the product is shown on the right, and a small inset image shows the product being installed on a vehicle.

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]
	<small>▲ It is recommended to set this value to "PayPal" per store views.</small>	
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]
	<small>▲ Also affects mini-shopping cart.</small>	
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
Random Long Keep Gel Super Hard Item price: \$6.99 Quantity: 3	\$20.97
Item total	\$20.97
Shipping and handling	\$18.48
<b>Total</b>	<b>\$39.45 USD</b>

**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

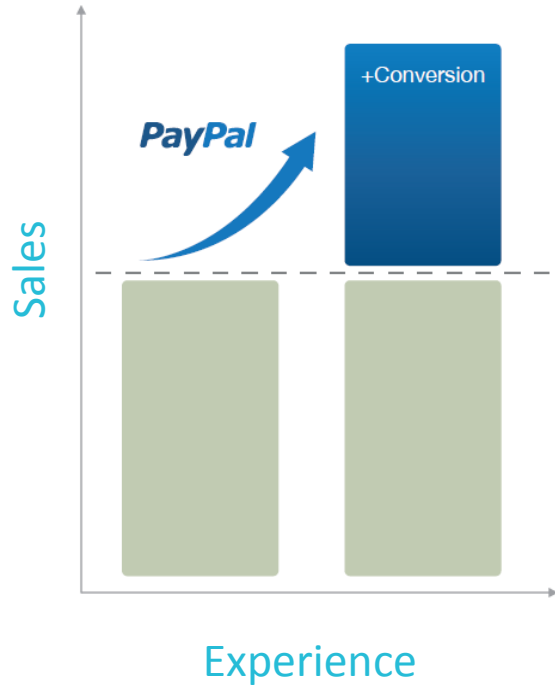
[Log in](#)

[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

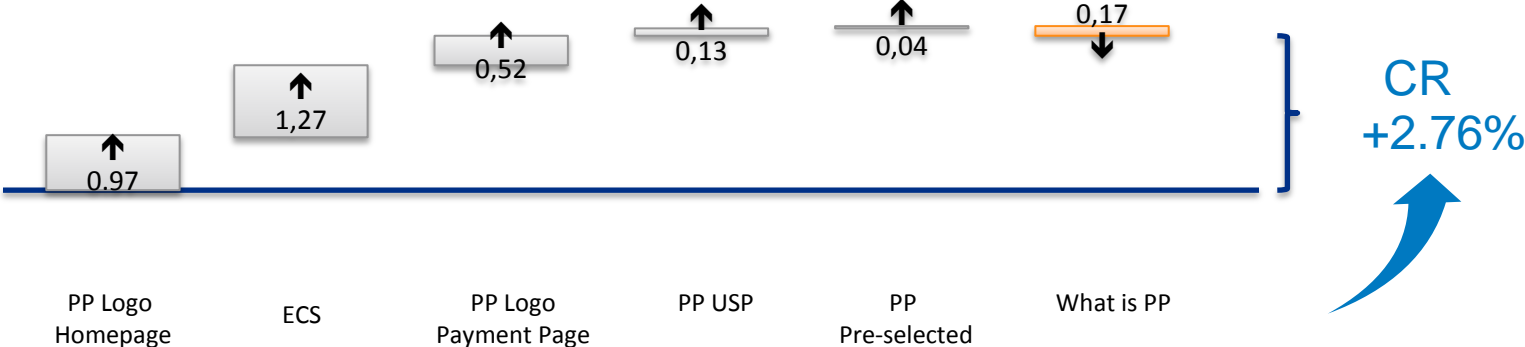
---

**TOTAL 8.88% increase in conversion**

# *A/B testing case study*

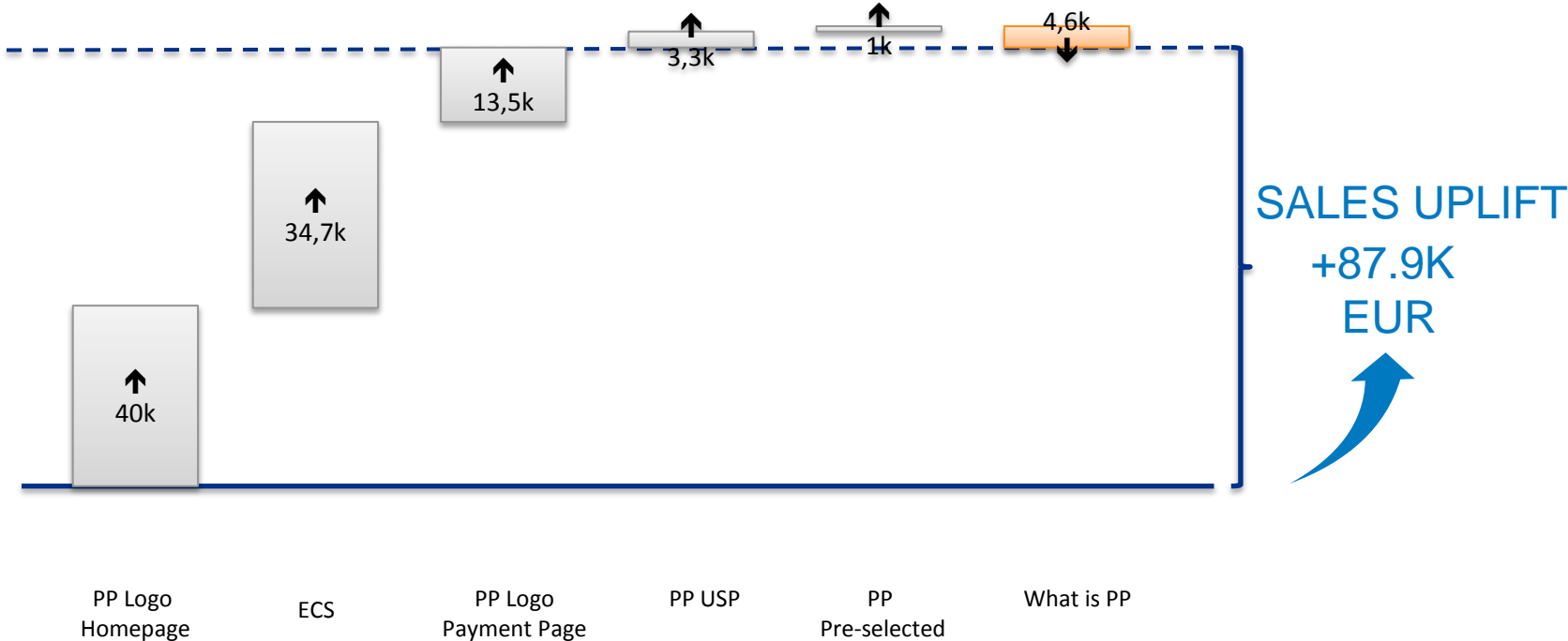
# Impact Conversion Rate

## AB Testing – Example Merchant Data



# Impact Total Sales

AB Testing – Example Merchant Data



**Thank You!**

Dimitrios Miliotis  
dmiliotis@paypal.com

