

# The PayPal impact – a report in partnership with Nielsen



## More conversions

Merchants that accept PayPal can enjoy higher conversion rates at checkout (from the point at which customers start to pay) than other payment methods.

Increase in conversion rate when PayPal is selected



Increased likelihood to convert on sites where PayPal is available



A report in partnership with Nielsen: An attitudinal and behavioral study by PayPal in partnership with Nielsen, analyses how PayPal's consumer network can help merchants drive impact on their business results by capturing first-time buyers, encouraging repeat purchases, and helping improve customer satisfaction. The study also showcases data on how PayPal brings positive results for key industries, including grocery, entertainment, clothing and fashion, electronics, travel, and more.