



Online Payment Type: Conversion Analysis

comScore Study of Large Merchant Checkout

April 2018

Agenda

- Overview & Methodology
- PayPal Conversion Rate
- Comparison to Other Payment Types


Overview & Methodology

- **Conversion**: This study compares online conversion rates for PayPal and other payment methods based on the checkout options available for **20 merchants** across industries. **Conversion** is measured starting when a user clicks on a payment type to when they complete the transaction/purchase within the same browsing session.
- **comScore Panel and LE Merchants**: The data is derived from comScore's behaviorally-tracked PC panel, which in this study measured e-commerce purchases at **20 large enterprise domains in the US**. comScore's consumer panel consists of **1 million online shoppers**. Data was pulled from **Q4 2017**.
- **PayPal**: Any panelist making an online purchase using PayPal Mark, PayPal One Touch, or PayPal Express Checkout were included in the study.
- **Other Payments: "Other Digital Wallet"** payment types include express checkout methods such as Visa Checkout, MasterPass, AmEx Express Checkout, Chase Pay and Apple Pay, when available. We also included **other payment types** including Visa, MasterCard, American Express, Discover, Cash/Check, Private Label Store Card as well as any other payment methods that were available.

Overview & Methodology

Express Checkout Start Page





Added to Your Cart: 2 item(s) in cart




Floral Embrace™-Large
Item #: 167891L
Quantity: 1
Price: \$69.99

[View Cart >](#) **Subtotal: \$139.98**
[Continue Shopping >](#) (Subtotal excludes shipping, discounts and tax.)


checkout


We Accept    


Express Checkout Options




The safer, easier way to pay











Express Checkout Options



The safer, easier way to pay









Mark Checkout Start Page

Secure Checkout Recipient Shipping Address Delivery & Gift Message Review & Place Order

Your name and billing address must match the information that appears on your credit card statement. Your account is important to us.

BILLING DETAILS

Contact Information

* Required

* E-mail: [?]

* Confirm E-mail: [?]

* Phone Number: [?]

Mobile Phone Number: [?]

Get order status updates via SMS to your mobile phone.

Billing Address

* Required

* First Name: [?]

* Last Name: [?]

Company name:

* Address Line 1: [?]

Address Line 2:

* City: [?]

* State: [?]

* Zip Code: [?]

* Country: [?]

Please send me e-mails about special offers, new products and promotions.

Get exclusive discounts and offers sent via SMS to your mobile phone. [Terms of Use](#)

US Resident

celebrations reminders Never miss a chance to send a salute

Start Adding Your Gift Reminders Today. (It's Free!)




First Name: Last Name: Occasion Date:

PAYMENT DETAILS

Gift Card, Voucher, Celebrations Rewards or Saving Pass
If you have a gift card, voucher, saving pass, or Celebrations Rewards pass, please [click here](#).

Promotion Code
If you have a promotion code, please [click here](#).

Payment Method

Credit Card   

* Card Number:

Numbers only, no spaces or dashes


* Expiration Date: / [?]


* Name on Card: [?]


* Security Code: [?]


Save card for future use


Express Checkout Options

 **PayPal**

 **VISA Checkout**

 **masterpass**


 **Pay**


 **AMEX EXPRESS CHECKOUT**


Merchandise:	\$90.00
Delivery Time Charges:	\$5.00
Service Charge:	\$17.98
Total Before Tax:	\$120.97
Estimated Tax:	\$6.58
Order Total:	\$127.55


[place order](#)


Express Checkout Options

 **PayPal**

 **VISA Checkout**

 **masterpass**

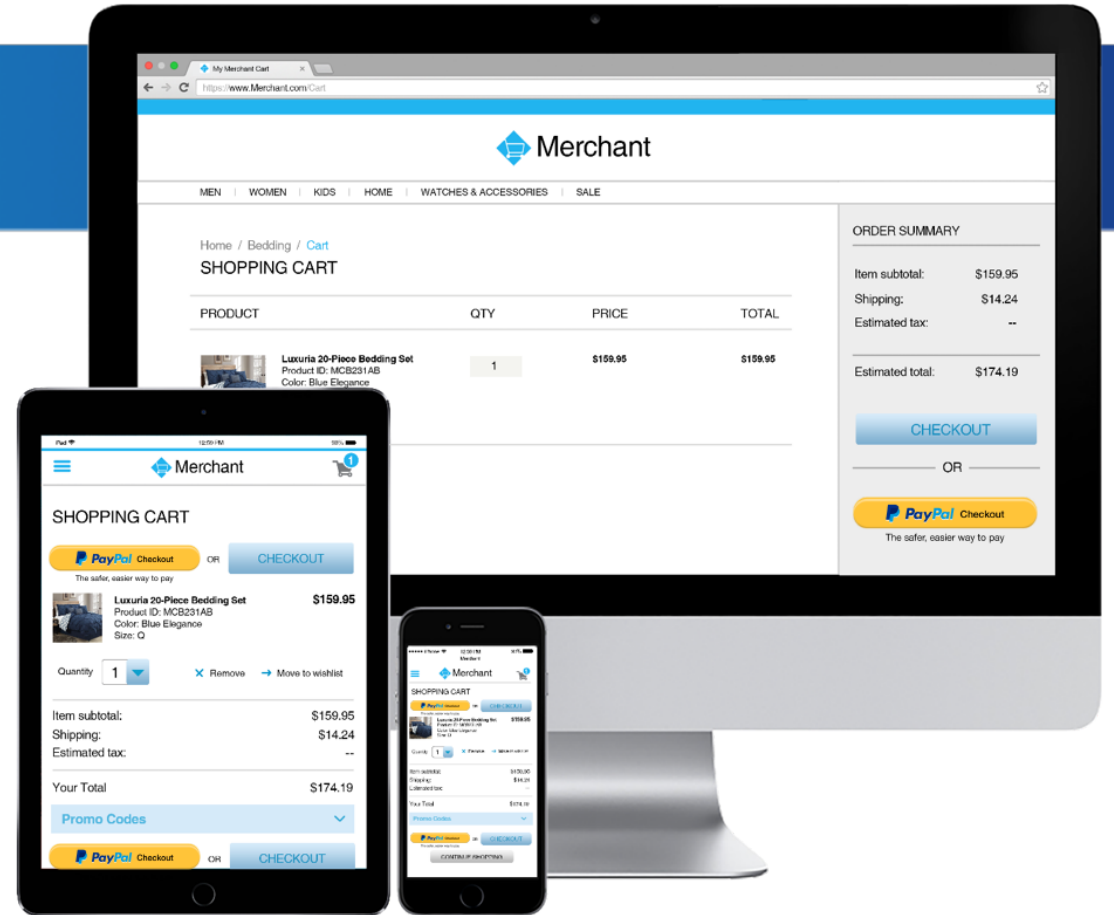
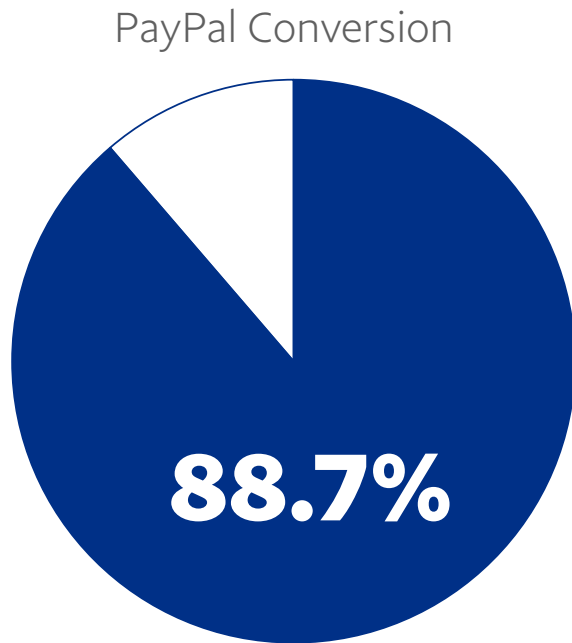
 **Pay**

 **AMEX EXPRESS CHECKOUT**

PayPal helps improve merchants' checkout conversion

Analysis shows an **88.7%** conversion rate with PayPal, on average

Results were strong across each of PayPal's experiences (One Touch, Express Checkout, and Mark)



Checkout conversion is measured from the point when consumer selects a payment type to completion of purchase within the same browsing session.

Source: comScore online panel, Q4 2017. Analyzed shopping behavior at 20 large merchant sites across categories, utilizing its 1 million US consumer panel.

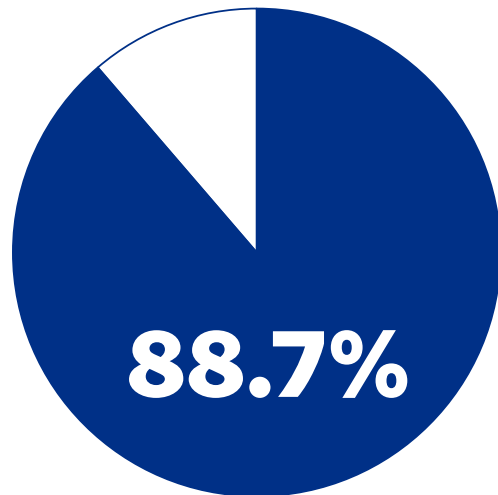
PayPal helps improve merchants' checkout conversion

Analysis shows PayPal conversion performed, on average, **60% higher** than 'other digital wallets' and **82% higher** than 'all payment types combined'.

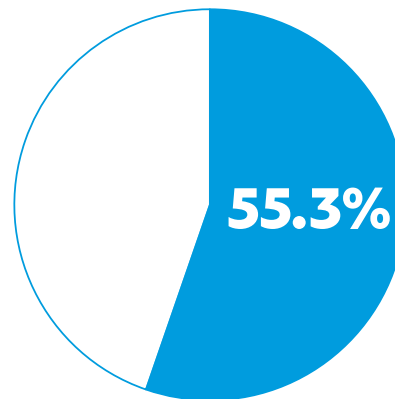


Checkout Conversion by Payment Type:

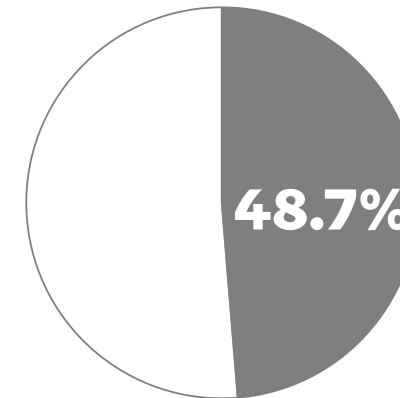
PayPal Conversion



Other Digital Wallets Conversion



Overall Conversion (All Payment Types)



Checkout conversion is measured from the point when consumer selects a payment type to completion of purchase within the same browsing session.

Source: comScore online panel, Q4 2017. Analyzed shopping behavior at 20 large merchant sites across categories, utilizing its 1 million US consumer panel.

Overall conversion rate is higher at sites accepting PayPal Express Checkout

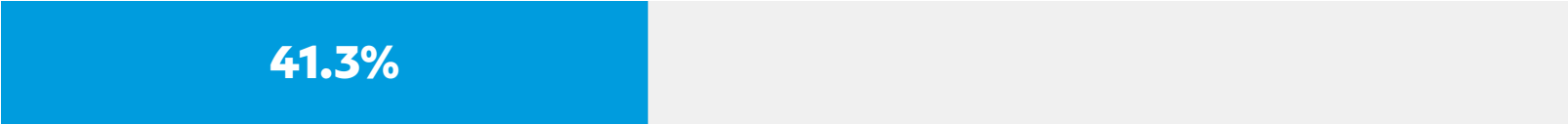
The analysis showed **47%** higher conversion on sites who accepted **PayPal Express Checkout** vs. those who did not



Sites Accepting
PayPal Express Checkout



Sites not Accepting
PayPal Express Checkout



(Overall site conversion across all payment types)

Checkout conversion is measured from the point when consumer selects a payment type to completion of purchase within the same browsing session.

Source: comScore online panel, Q4 2017. Analyzed shopping behavior at 20 large merchant sites across categories, utilizing its 1 million US consumer panel.

