PayPal

Do more with enterprise payments

Balancing the needs of choice, conversion, security and cost reduction

Contents

Enterprise payments strategy

For enterprise merchants, a huge amount of work goes in to guiding shoppers through the commerce journey. But no amount of thoughtful brand building, targeted ads, or smart browsing interfaces can help if the moment of payment goes wrong.

Payment leaders in merchant organisations understand that shoppers seek frictionless transactions alongside security assurances. They want payment choice, without complexity or delays. And may expect seamless experiences, whether they're purchasing a small or big-ticket item.

In other words: customers have complex expectations that require merchants to do a *lot* of heavy lifting behind the scenes. So how do you balance the sometimes-conflicting requirements that support the needs of modern shoppers? And how can you simplify payments to focus on the things that matter elsewhere?

The four pillars of payment optimisation

From PayPal's experience in supporting millions of merchants and consumers around the world, we think there are four key areas that drive checkout success:

1

Customer choice

Giving your customers a full range of payment options

2

Conversion

Turning more browsers into buyers

3

Security

Protecting your business and your customers

4

Cost reduction

Optimising your payment processes to save money

Ready to start improving customer experience, boosting sales, tightening security, and streamlining your operations?

Let's dive in.

1 Everything starts with customer choice

When a shopper's preferred payment method isn't available at checkout, cart abandonment and lost sales can follow. PayPal research shows that 24% of UK shoppers abandoned their cart when their preferred payment method wasn't available.[1] Whether it's through credit, debit, a digital wallet, buy now pay later schemes, or local payment methods, empowering customers with choice enhances their overall experience, helps foster loyalty – and helps ensure that you can get paid no matter what.

Choice considerations

Regional payment preferences:

Working across borders? Different countries have different payment 'cultures', and if you don't meet their preferences, you could be out of the game before it starts.

Transaction size:

While low-cost buys demand speed and simplicity, higher-value purchases may often need financing options.

Payment performance:

Failed transactions quietly drain revenue. Optimise for uptime and success rates.

Did you know...

Giving consumers payment choice isn't just about their experience. PayPal data shows that merchants who use Pay in 3 see cart size increases of 216%, compared to standard payments.[2]

[1] PayPal. e-Commerce Index 2024, UK Edition, Fact or fiction: Busting e-commerce myths. Jan 2024. All UK consumers 18-75 n=2,047.
[2] Nielsen, commissioned by PayPal, Nielsen Behavioral Panel of UK with 9K SMB monthly average desktop purchase transactions, from 3K consumers between April 2022-March 2023. Typical checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands and others.

2 Conversion is the cash creator

Abandoned transactions are the enemy of every online business – because every cart that fails to convert is money walking out the door. And while large merchants may count billions of sales each year, even low abandonment rates may translate to significant revenue loss. By streamlining the experience, merchants could significantly enhance conversion rates, helping reduce friction and encouraging customers to complete their purchases.

Tips for success

Enable guest checkout:

Encouraging customers to make an account might help your marketing efforts, but a smooth guest checkout process is important to boosting conversion rates.

Optimise for mobile:

With a significant percentage of shopping done on mobile devices, responsive design and easy-to-navigate interfaces help reduce abandonment rates.

Provide security assurances:

Trust badges and SSL certificates can enhance customer confidence during checkout.

Did you know...

Having the right payments provider makes it easy and fast for customers to convert. Our data indicates that PayPal can help increase checkout conversion by an average of 35% for large merchants.[3]

[3] Nielsen, commissioned by PayPal, Nielsen Behavioural Panel of UK with 142K large enterprise desktop purchase transactions, from 5K consumers betw. Jul 2022-Jun 2023. Percentage checkout conversion measured from the point at which customer starts to pay.

3 Risk management, first and always

Robust security measures help protect your revenue, your reputation, and your customers' trust – the very foundation of your business.

But legacy environment and dated strategies can be a blocker to sales. Merchants need to maximise revenue by achieving high authorisation rates, ensuring legitimate transactions aren't mistakenly flagged as fraudulent and turned away. It's a familiar challenge, but the ever-changing nature of risk management requires 'always on' adaption to customer and regulatory change. Achieving this may require a sophisticated strategy that goes beyond setting simple rules.

Fighting fraud effectively

Automated fraud protecting:

AI and machine learning helps merchants analyse transaction patterns, understand customer behaviour, and identify emerging threats.

Real-time risk analysis:

Real-time risk scoring is particularly important for differentiating between genuine purchases and potentially fraudulent activity, ultimately helping safeguard revenue and maintaining a positive customer experience.

Dynamic transaction monitoring:

Don't just set it and forget it. Regularly review your transaction data for suspicious patterns and investigate any anomalies.

Did you know...

PayPal's adaptive security includes a real-time decision-making engine that analyses every transaction, learning and adapting to evolving fraud patterns. Our data shows that PayPal's adaptive processing can lead to a 10% uplift in authorisation rates, ensuring more successful transactions.[4]

[4] PayPal (2024). Wellful, Inc case study. https://www.paypal.com/us/brc/case-study/wellful-increases-approval-rates-with-paypal-braintree

4
Reducing the cost of payment operations

Costs associated with payment operations can spiral for two main reasons: complexity and chargebacks. Offering payment choice is important to meet customer expectations – but the more methods you offer, the greater the financial and operational burden could be, particularly if you have to work with multiple payment providers. Meanwhile, chargebacks are costly and time-consuming to resolve – and can even damage your standing with payment processors – potentially leading to higher fees.

The key to help manage these costs lies in optimising payment processes. When you streamline operations, you can significantly reduce expenses, save time, and help safeguard your revenue.

Creating payments efficiency

Embrace platform simplicity:

Merchants can reduce the complexity and cost of offering multiple payment options by using a single end-to-end payments platform. Instead of managing multiple integrations, vendors, and systems, seek out a provider that covers cards, wallets, BNPL, and local methods out of the box.

Robust fraud protection:

Chargebacks are a costly and time-consuming issue for merchants. With strong fraud detection in place, suspicious transactions can be flagged or blocked before they're completed, helping lead to fewer disputes, less revenue lost, and less time spent handling problems.

Did you know...

Forrester Economic Impact research found that a composite PayPal merchant experiences benefits of $4.20 million over three years versus costs of $839,000, adding up to a net present value (NPV) of $3.36 million and an ROI of 401%.[5]

[5] Forrester (2022). The Total Economic Impact™ Of PayPal's Enterprise Payment Solutions. https://www.paypalobjects.com/ecm_assets/TEI%20of%20PayPal%20Enterprise%20Payment%20Processing.pdf

The Do More matrix

Ready to take your payment strategy to the next level?

By plotting operational efficiency and customer choice against conversion and security, the Do More matrix offers a visual representation of where your business stands and where it can go.

Through a series of scenarios combined with practical advice, consider how you can balance and optimise your payments – empowering you to make informed decisions that help improve your strategy, increase customer satisfaction, and boost your bottom line.

Click a scenario to learn more.

Choice

Offering too much payment choice with poor integration creates operational complexity.

Learn more

Risk Management

Merchants that compromise on robust security measures to drive conversion can lose trust.

Learn more

Conversion

Merchants with conservative fraud measures can lose revenue and reduce conversion.

Learn more

Efficiency

Merchants that limit payment options to create operational efficiency can reduce conversion.

Learn more

Customising payments experiences in global ecommerce

Scenario

A major online marketplace operating across Asia and Europe identified significant regional variations in checkout completion rates despite consistent product offerings and competitive pricing. While the platform's shopping experience and product appeal remained constant, a standardised payment interface was creating friction in different markets, leading to lost sales opportunities and stunted growth in key regions.

Solutions

- Deploy an intelligent payment interface that responds dynamically to local preferences and behaviours
- Incorporate market-specific payment methods and digital wallets that match regional shopping patterns
- Launch ongoing A/B testing program to refine payment method presentation and checkout flow according to cultural preferences

PayPal insight:

According to PayPal's implementation data, merchants implementing this comprehensive approach to payment choice see significant improvements in customer conversion. Our data indicates that PayPal can help **increase checkout conversion by an average of 35%** for large merchants.[6]

PayPal helps you accept cards, PayPal, digital wallets, Pay Later options, and 10+ local payment methods

Learn more here.

[6] Nielsen, commissioned by PayPal, Nielsen Behavioural Panel of UK with 142K large enterprise desktop purchase transactions, from 5K consumers betw. Jul 2022-Jun 2023. Percentage checkout conversion measured from the point at which customer starts to pay.

Optimising risk management for multi-channel retail

Scenario

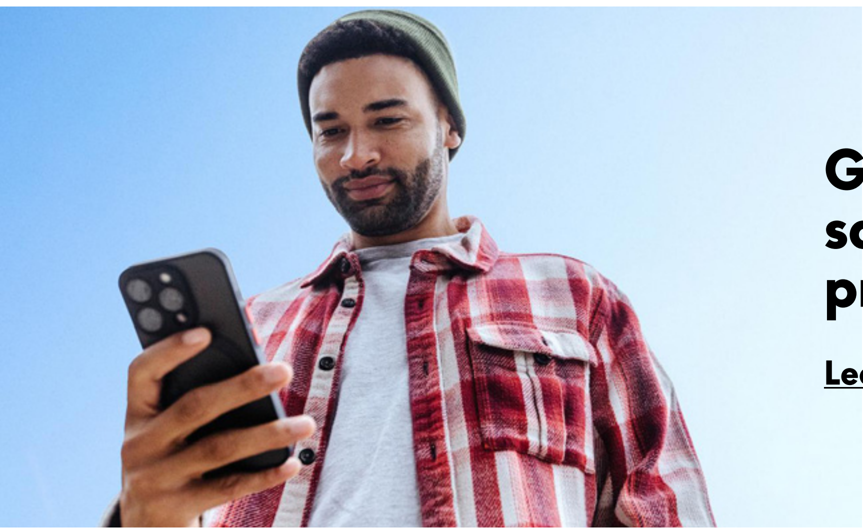
A multi-channel retailer with significant online and physical presence discovered that its conservative fraud prevention measures caused substantial revenue loss through false declines and delayed approvals. A manual review process created friction for customers, while still failing to effectively prevent fraud.

Solutions

- Implement an automated risk scoring system for real-time transaction evaluation
- Minimise declines by introducing machine learning-based approval optimisation that evolves with emerging fraud patterns while protecting legitimate transactions
- Connect online and in-store systems through integrated cross-channel fraud detection

PayPal insight:

PayPal's AI-powered risk management solutions have **transformed operational efficiency, reducing compliance case analysis time from days to minutes.** This dramatic improvement in processing speed enables businesses to manage risk effectively while maintaining smooth payment operations.[7]



Grow your bottom line safely with optimised processing capabilities.

Learn how.

[7] PayPal internal data (2025).

Preventing fraud in digital goods sales

Scenario

A rapidly growing digital goods marketplace faced sophisticated fraud attacks targeting their instant delivery system. Traditional fraud prevention tools were proving inadequate against evolving attack patterns, resulting in mounting losses and eroding customer trust.

Focus areas

- Implement sophisticated fraud prevention tools that merge device fingerprinting with comprehensive network analysis
- Enhance the security framework with intelligent authentication that flexes based on risk levels, maintaining protection without compromising the user experience
- Deploy always-on transaction monitoring with automated threat response

PayPal insight:

PayPal processes **$1.7T in annual payment volume across 200 markets,** providing the scale and data needed to power effective risk management solutions.[8] This global transaction visibility helps merchants better protect their businesses while maintaining efficient payment operations.

PayPal's adaptive enterprise fraud management solutions help you improve risk decisions and customise risk management – keeping your customers secure without damaging their checkout experiences.

Read more here.

[8] PayPal Earnings-FY, 2024, based on PayPal internal data.

Delivering payments choice without decreasing operational efficiency

Scenario

A global subscription service provider identified increasing customer churn due to payment failures and limited payment options. Offering limited payment options was 'efficient' operationally – but analysis showed that payment-related issues were the primary driver of cancellations across different markets.

Focus areas

- Deploy an intelligent payment retry system that optimises timing and method for failed payment attempts
- Implement multiple backup payment options that automatically engage when primary methods fail
- Develop market-specific payment flows that align with local preferences and regulations

PayPal insight:

PayPal's comprehensive approach to payment choice helps subscription businesses reduce payment failures and helps improve customer retention through smart retry logic and flexible payment options. For example, Hello Fresh has used PayPal services to see an **incremental 3% increase in approval rates,** while also streamlining operational efficiency across regions, providers, and lines of business.[9]

An end-to-end payment platform helps you deliver seamless checkout experiences, reducing operational complexity.

Explore how it works.

[9] PayPal (2024). HelloFresh optimizes subscriptions. https://www.paypal.com/us/brc/case-study/hello-fresh-optimizes-subscriptions

Striking the balance with enterprise payments

Choice. Conversion. Risk. Efficiency. For large enterprise merchants, striking the perfect balance is a constant challenge – but with access to the right insight and an end-to-end payments platform, it's possible to simplify payments and operations.

The data benefits of a two-sided network

When you're making major decisions about your payments setup, strategy can't be educated guesswork. PayPal has a two-sided network that serves both customers and merchants – and that means we can offer merchants access to invaluable business and consumer insights derived from trillions of transactions, enabling real-time and effective decision-making.

This actionable intelligence helps merchants identify emerging customer segments, fine-tune your operations, and fuel sustainable growth – all powered by real-time insights.

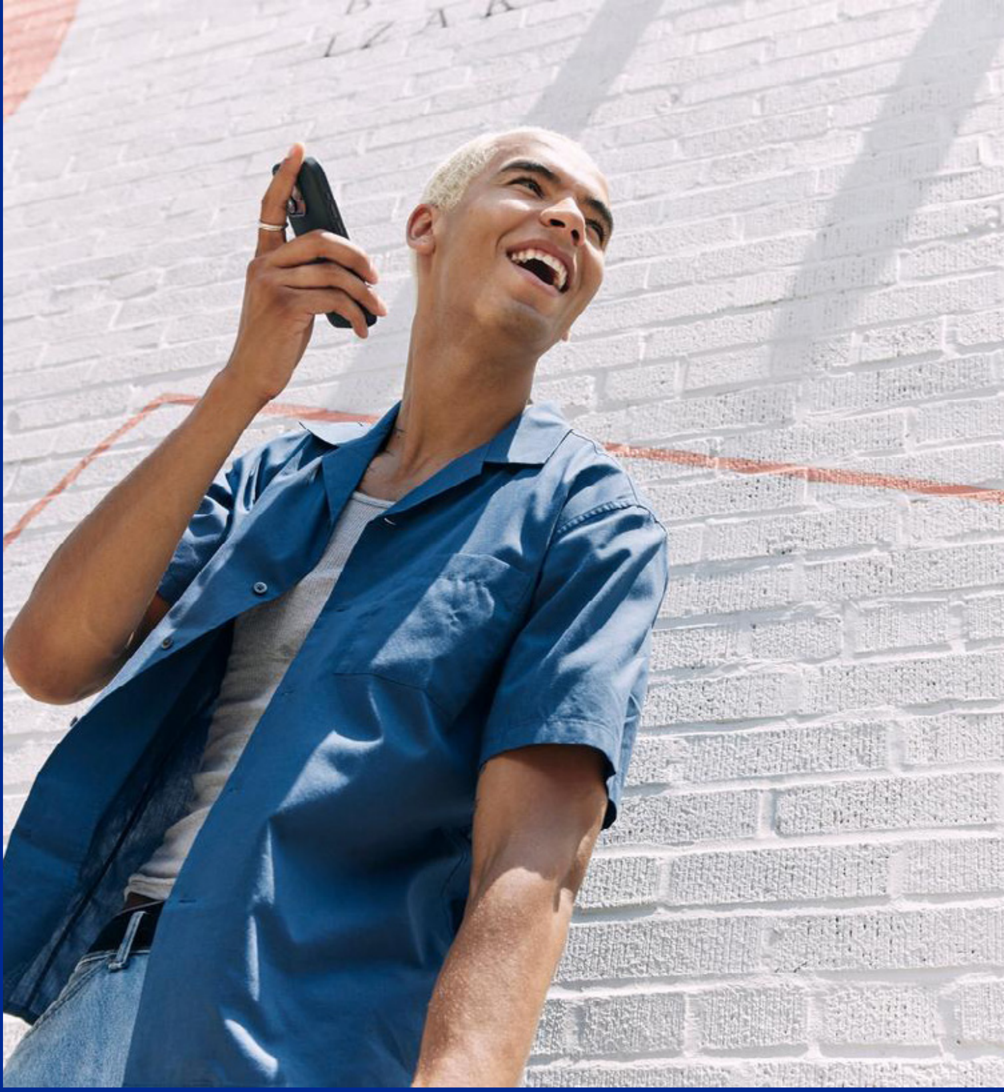
Help your enterprise get paid, get growing and get ahead

Large merchants could win or lose based on their ability to deliver fast, flexible, and secure payment experiences. But those experiences can't deliver their full value when they're spread across multiple providers, systems, or regions.

PayPal Open brings everything together into a single platform. Accept payments globally, offer customers the choice they expect, and optimise your checkout conversion with one seamless integration.

And, with end-to-end payment tools designed to scale with your business, PayPal Open gives you the visibility, efficiency, and control to move faster, reduce costs, prevent fraud, and increase authorisation rates – all while setting the foundation for long-term, profitable growth.

PayPal



Get paid

Start with a checkout that converts. PayPal empowers you to accept payments globally through a single integration – giving customers the choice they expect while boosting conversion and reach.

Get growing

PayPal supports end-to-end payments experiences, helping you expand into new markets, adapt quickly, and drive long-term growth without complexity.

Get ahead

Drive efficiency across your operations. From helping increase authorisation rates to helping reduce costs and prevent fraud, PayPal gives you the tools to run smart – and stay one step ahead.

Ready to take action?
Explore payment strategies that align with your specific needs.