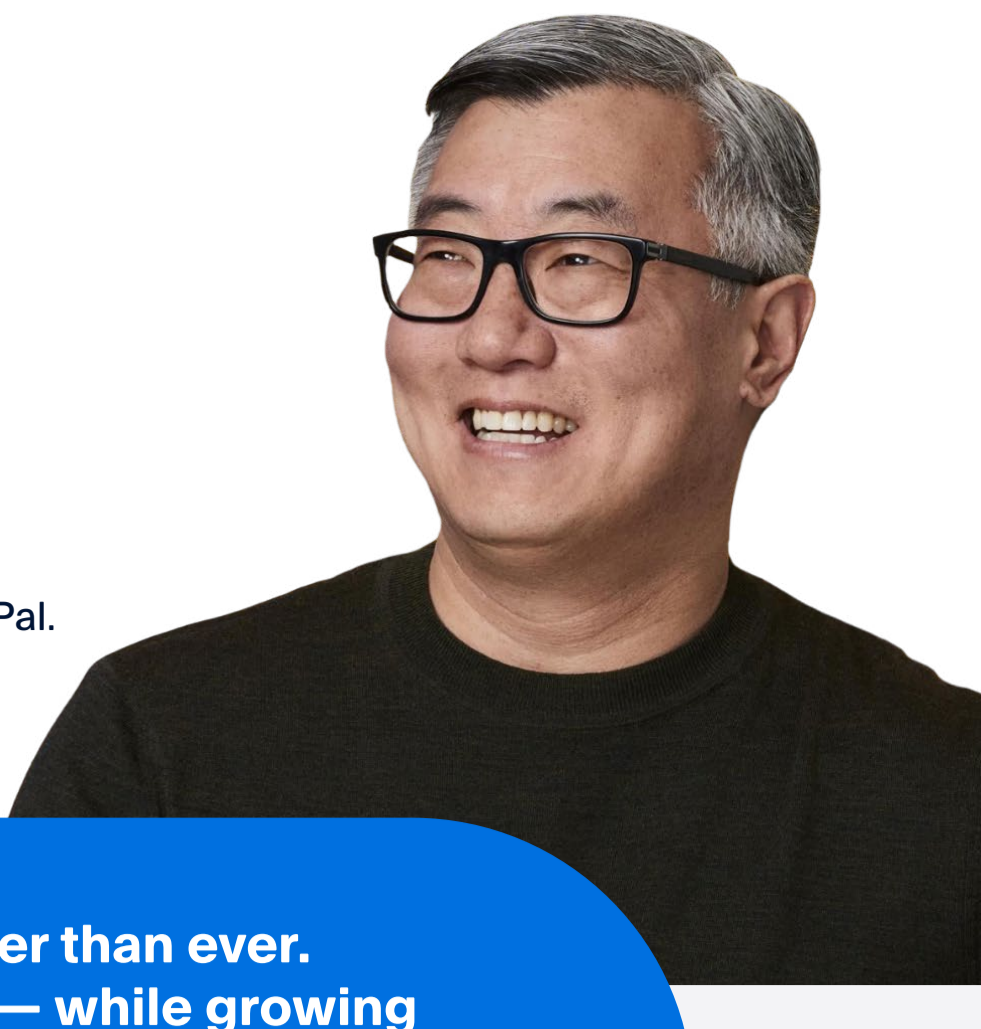


Trends transforming commerce.

A perspective from **John Kim**, EVP, Chief Product Officer, PayPal.



Change is happening faster than ever. How can businesses keep up — while growing and still managing costs?

These are the trends leaders should keep top of mind.

1. Data is key to a fast checkout experience.

With new entrants driving up ad prices and e-commerce sales growth slowing, overall cost structures are outpacing commerce growth. Businesses need to cost-effectively increase sales and convert customers, and a fast and simple checkout experience can help — but it requires masses of data and the right technology.



82% of customers surveyed have stopped an online purchase because the account registration process was too long.¹

72% of customers with existing retail accounts would still use guest checkout for its convenience or speed.²

Step on the gas with an accelerated guest checkout.

Customers want guest checkout, and **Fastlane by PayPal** helps guest shoppers check out quickly — no password required. Powered by the scale of the PayPal network, Fastlane is designed to help increase conversions by recognizing shoppers and speeding them through checkout.

Fastlane has been shown to help shoppers complete guest checkout **~32% faster** than non-accelerated shoppers.³

Shoppers with Fastlane profiles have been shown to convert at **~80%** when using guest checkout.⁴

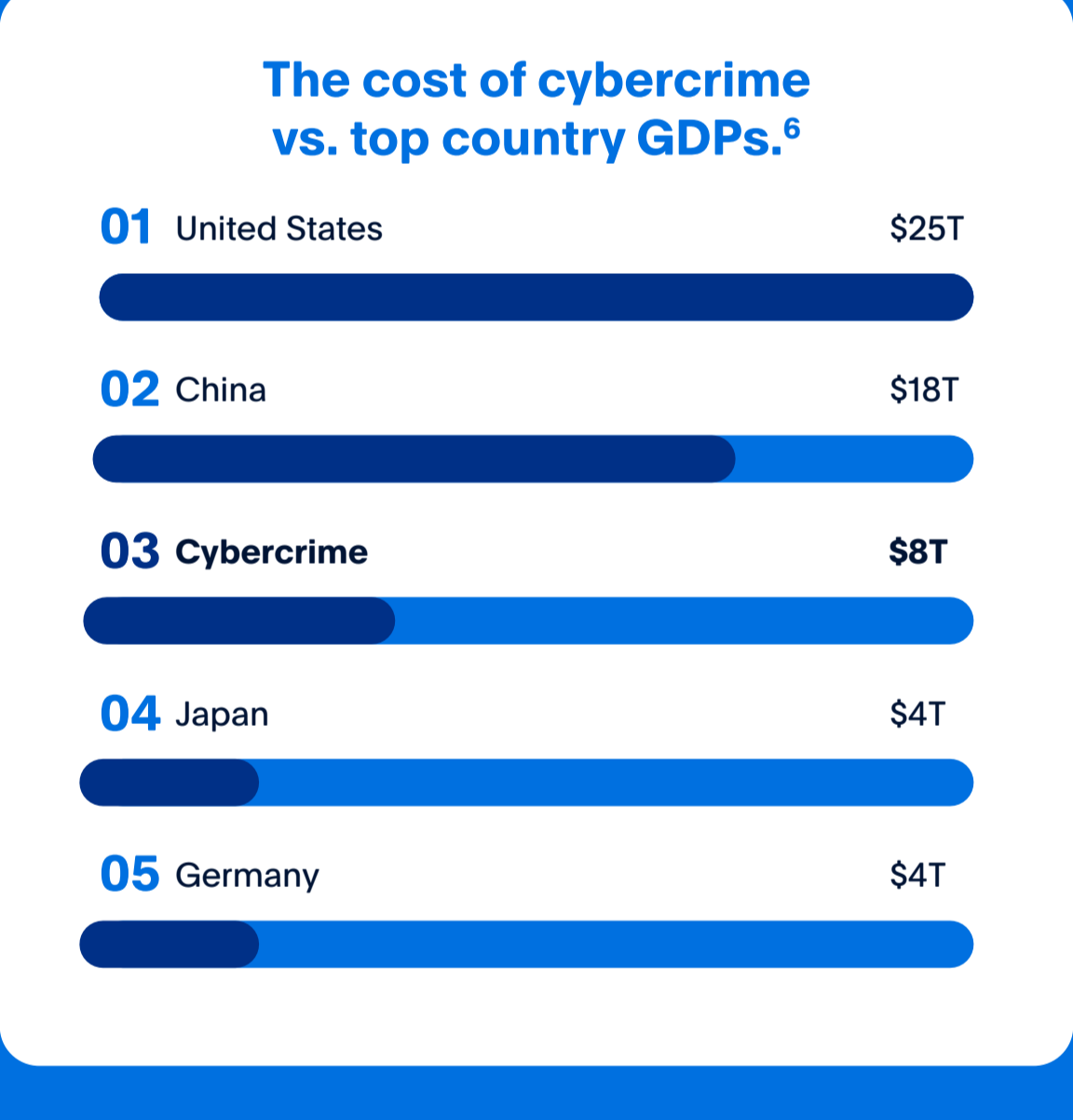


“Fastlane is a revolutionary product. PayPal didn’t invent the idea of an accelerated checkout, but we’re going to be great at it — because we have the data.”

2. Fraud continues to put businesses at risk.

Fraudulent activity is skyrocketing. It’s creating significant risk for the entire e-commerce industry and potential disaster for those underinvesting in fraud management. Analysts predict businesses will lose \$362 billion to fraud globally from 2023–2028.⁵

At \$8 trillion, cybercrime is the third largest economy in the world.



As cyberthreats grow in frequency and sophistication, retailers must increase investments in security solutions.

You can strengthen fraud management technology by working with a payment service provider — like PayPal — that can help with sensitive data vaulting, passwordless authentication, chargeback prevention and management, and fraud solutions.

3. AI-powered personalization drives customer engagement.

The impact of artificial intelligence (AI) and machine learning (ML) is very real. Companies that don’t invest in AI are already trailing behind.

And AI is critical for customer personalization — but it’s only as good as the data you feed it. Access to the right, high-quality data at the scale — and with the proper permissions — to actually drive true personalization: That’s the key.



“PayPal’s global network gives it masses of high-quality, relevant commerce data. AI is a big part of our strategy. It sits on top of our data layer to help with personalization and reward optimization, and it fine-tunes our risk management tools.”

72% of customers say they only engage with personalized messaging.⁸

Attract new customers with the right deal at the right moment.

Harness PayPal’s scale and AI-powered advanced offers platform:

- ✓ Customers get a personalized, rewarding experience
- ✓ You get cost-efficient engagement

PayPal can help you manage the trends transforming commerce, and power real growth for your business with AI-driven innovations.

[Learn More](#)

¹ Captera, online shopping survey conducted in Mar 2022 among 770 US consumers. Apr 2022. N=770. “Your Online Checkout Process Should Take 4 Minutes or Less — Here’s How to Speed Things Up.”
² Based on PayPal internal data from Apr 3–Jun 15, 2024. Comparing Fastlane-accelerated shoppers vs. non-accelerated shoppers for merchants that have integrated Fastlane.
³ Based on PayPal internal data from Apr 3–Jun 15, 2024.
⁴ Juniper Research, “Online Payment Fraud: Market Forecasts, Emerging Threats & Segment Analysis 2023–2028,” Jun 2023.
⁵ TechNewsWorld, Apr 8, 2024. “Hacker Nation: The World’s Third-Largest Economy.”
⁶ Statista, Apr 2023.
⁷ Startup Bonsai, “52+ Top Personalization Statistics for 2024,” Mar 2024.