

Express Checkout

Lift Your Sales and Expand Your Customer Base.



To grow your business online, it helps to have easy, affordable ways to reach more customers. PayPal is proven to help you boost sales by an average of 14%* If you already accept credit cards, PayPal offers you an express-lane to millions of online shoppers in 190 countries.

Express Checkout gives you the fastest, easiest way for buyers to pay with PayPal and turns potential buyers into loyal shoppers.

Business-building benefits.

Increase conversion rates.

Buyers pay fast using information they already have stored with PayPal. With this convenience, they're more likely to complete their purchase and shop more often.

Get new customers.

PayPal has more than 3 million accounts in Australia, and 143 million accounts globally.

Own the customer relationship.

Buyers return to your site to complete the purchase, which means more sales opportunities for you.

Multiple customer payment options:

Customers can pay you with Visa, MasterCard, bank transfers, or their PayPal account balance.

Affordable pricing:

- No monthly, set-up, or cancellation fees.
- Transaction fees from 1.1% to 2.4% + \$0.30, depending on payment volume.
- One transaction rate for all payment types including Visa, and MasterCard

Features:

- Reporting tools – Easily see and download your PayPal transaction data.
- Customer support – Get 24/7 support by email and the web, and phone help 7 days a week.

How it works.



A process that customers trust.

1. Customers select items to purchase and proceed to checkout. When they choose PayPal as their payment option, they are securely transferred to PayPal.

2. With PayPal Express Checkout, customers are sent to secure PayPal-hosted pages to approve the payment. You can customize these pages to match the look of your website.

3. Once customers approve the transaction, they automatically return to your website to complete their order. PayPal authorises & processes payments instantaneously.

After you add Express Checkout, it's easy to manage your account.

Integrate smoothly. PayPal integrates easily with your backend operations and systems to automate fulfilment, track sales, record orders in your database, and much more.

Effectively measure and manage your business. Get monthly reports that keep you on top of sales trends and activity, and downloadable logs to automate financial settlement and accounting.

For further information on PayPal:

Phone: 1800 729 725

Web: <http://www.paypal.com.au/au>

To install Express Checkout please contact your e-commerce provider for instructions

* Q1 2006 PayPal phone survey of small- and medium-sized businesses doing a minimum of \$120,000 in annual sales online.