imagine 2012

Magento® Conference

MOBILE CHECKOUT ANYWHERE

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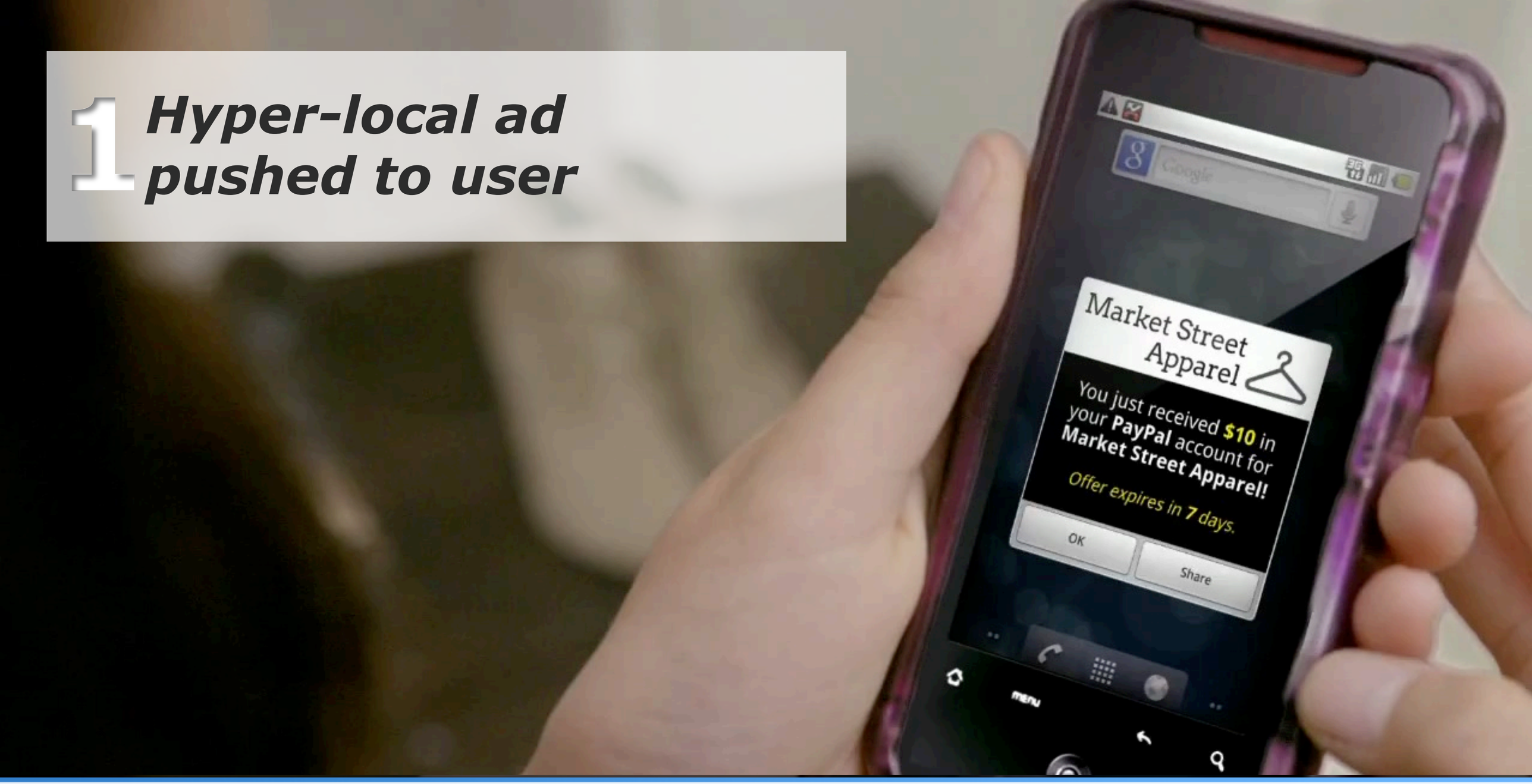
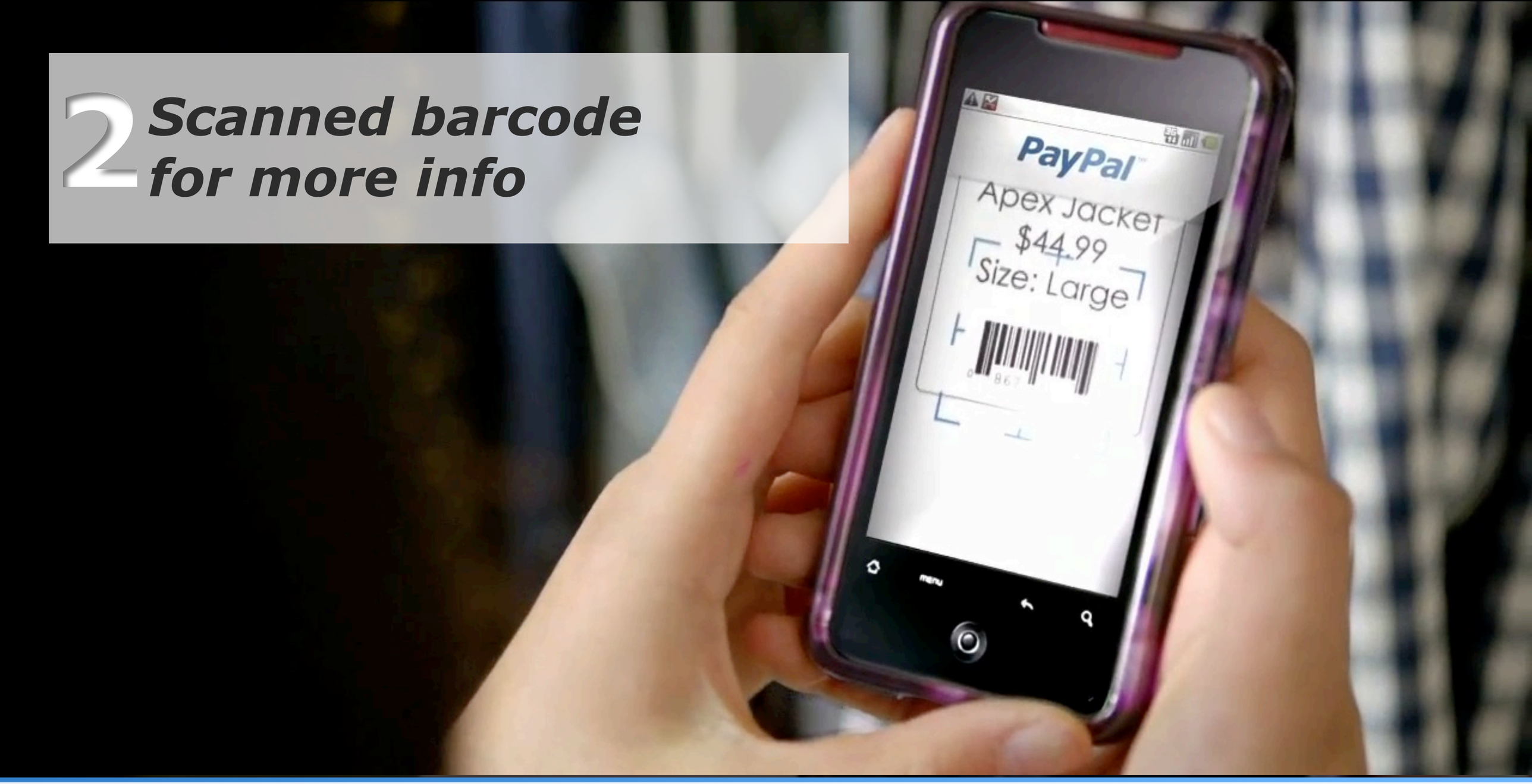
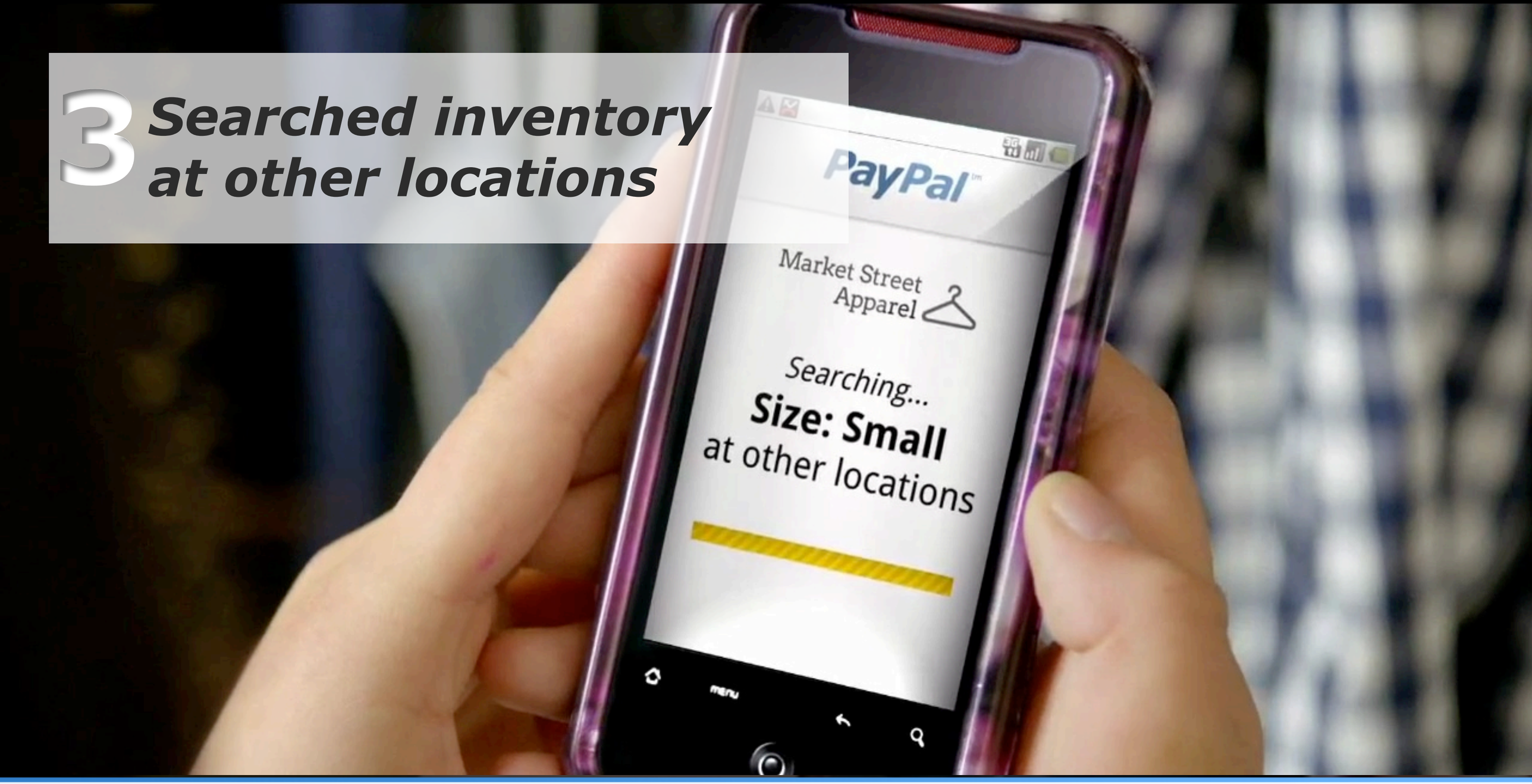
1 *Hyper-local ad pushed to user*



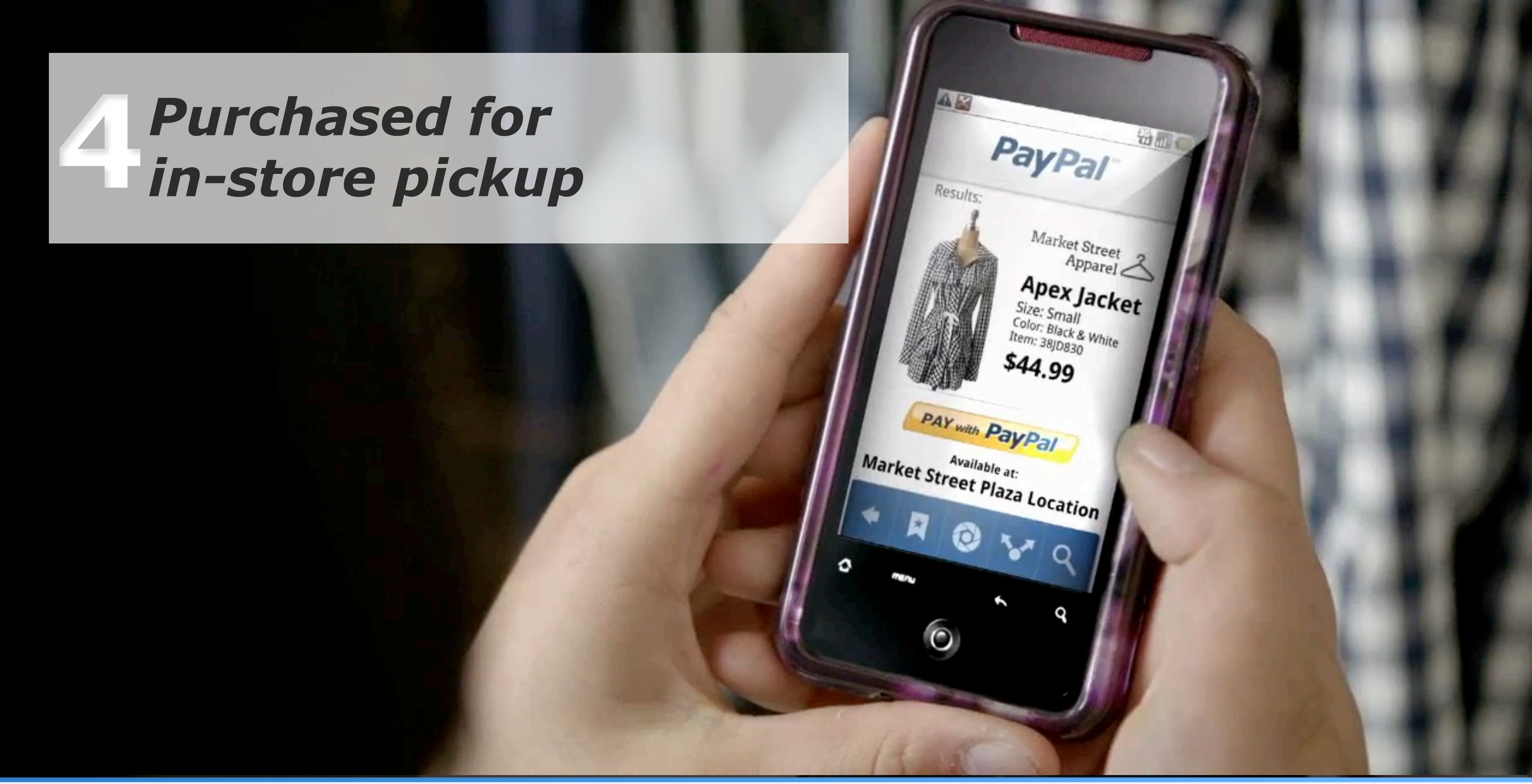
2 *Scanned barcode for more info*



3 Searched inventory at other locations



4 Purchased for in-store pickup



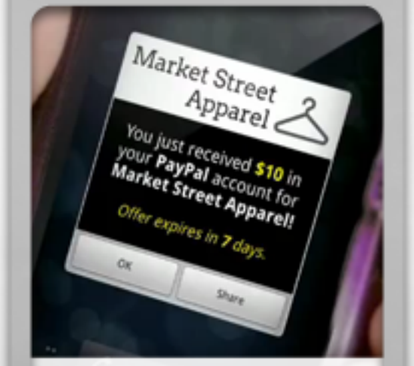
Acquisition

Conversion

Retention

Demand Generation

Geo-targeted Advertising

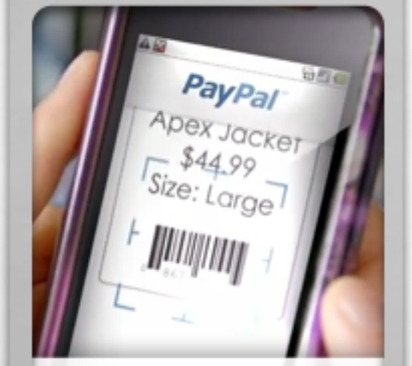


where

Hyper-Relevant Offers

In-Store Engagement

Barcode scanning

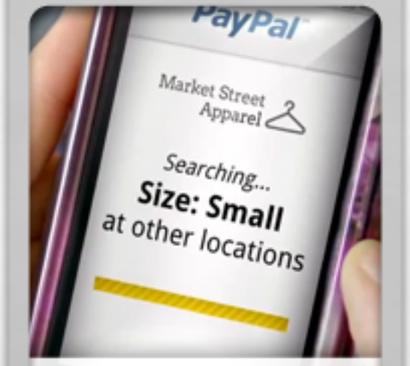


RedLaser

Product Info at their fingertips

Local Search

Real-time inventory Availability

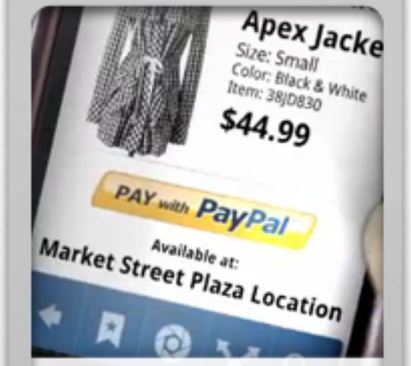


Milo

What they want, when they want it

Purchase Faciliation

Mobile & POS digital payments

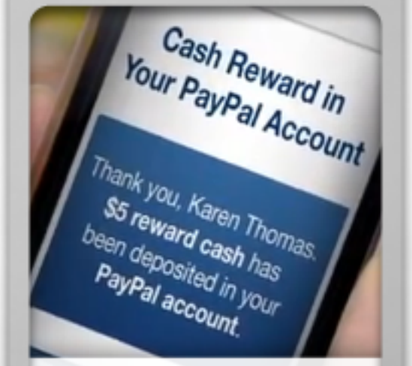


PayPal

Pay Anytime, Anywhere, Anyhow

Payment + Loyalty

Virtual Wallet

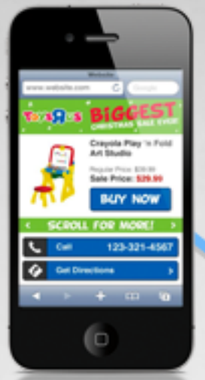


PayPal Point of Sale

Recurring offers to make the feel valued

ebay

where
Product Inventory



Milo
Product Intent

RedLaser
In-Store
Engagement

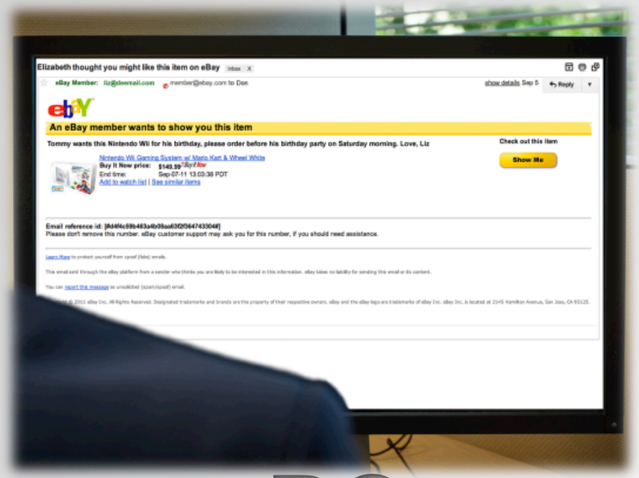
Offline
Inventory

Online
Inventory

Delivery

In-Store Pickup

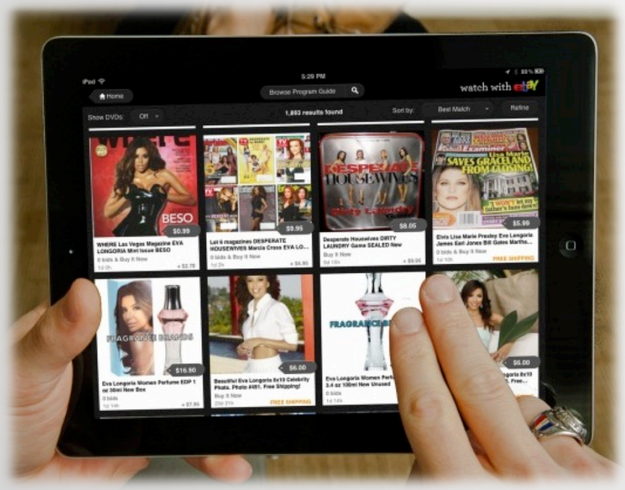
ebay



PC

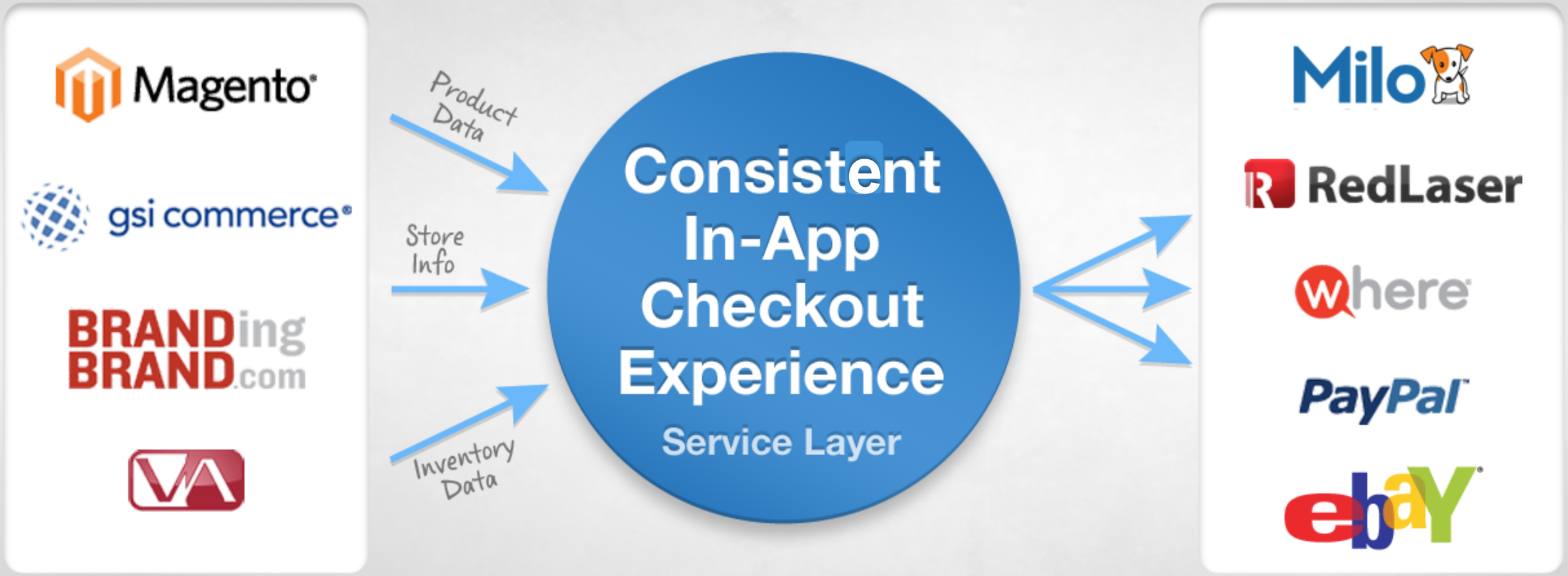
$$

mobile



tablet

local


Magento
gsi commerce
BRANDing
BRAND.com
Product Data
Store Info
Inventory Data
Consistent In-App Checkout Experience
Service Layer
Milo
RedLaser
where
PayPal
ebay

Taking Part: A Future Look.

1. Use PayPal Express Checkout
2. Catalog in Magento
3. Local Inventory to Milo

PayPal Here

Martin Herbst
Director, Global Merchant Experience
PayPal Here

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What's your story

PayPal Here is the simple way to accept credit/debit cards, PayPal, checks, and more on your smartphone. Small businesses will never miss a sale again with the help of this mobile payment solution which includes a free mobile app, a thumb-sized card reader, and PayPal's world-class payment and security services

PayPal Here is more than just an app

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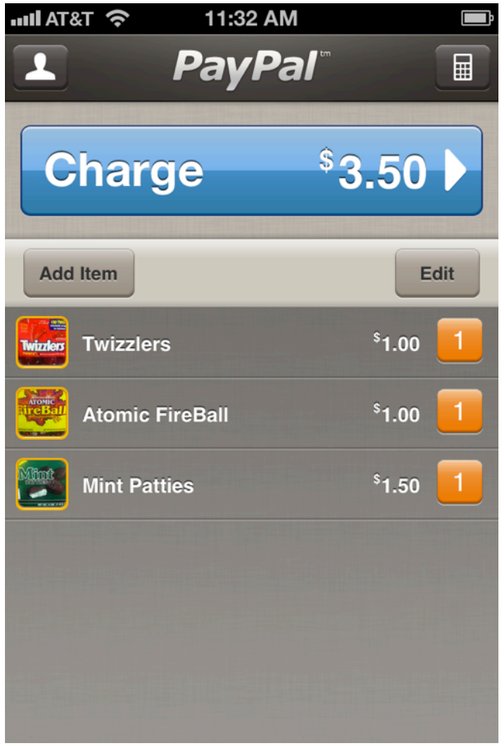
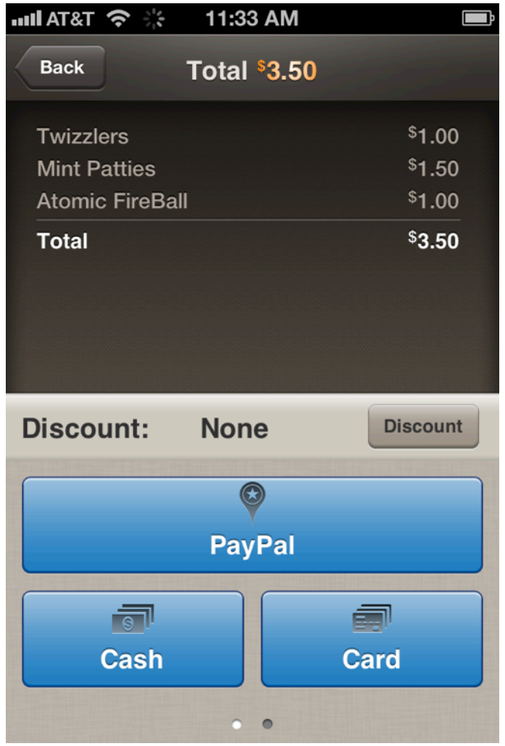
The best offering in the market

	PayPal here	Square	intuit GoPayment
Free app and card reader for CC payments	✓	✓	✓
Easy activation process	✓	✓	✓
Supports many types of payments beyond CC (including Checks, PayPal and Invoices)	✓	X	X
Encrypted and stable reader for secure swiping	✓	X	✓
Immediate access to funds	✓	X	X
1% cash back on debit card	✓	X	X
Free check processing	✓	X	X
Live customer support by telephone	✓	X	✓

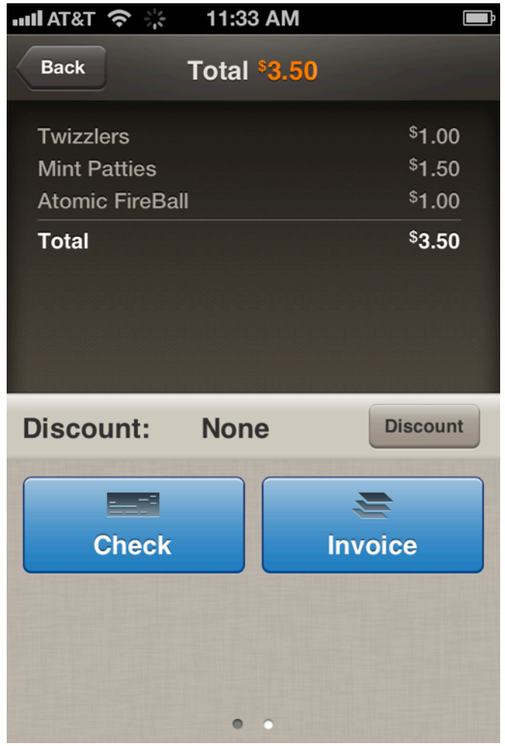
The most ways to get paid



Multiple items option.

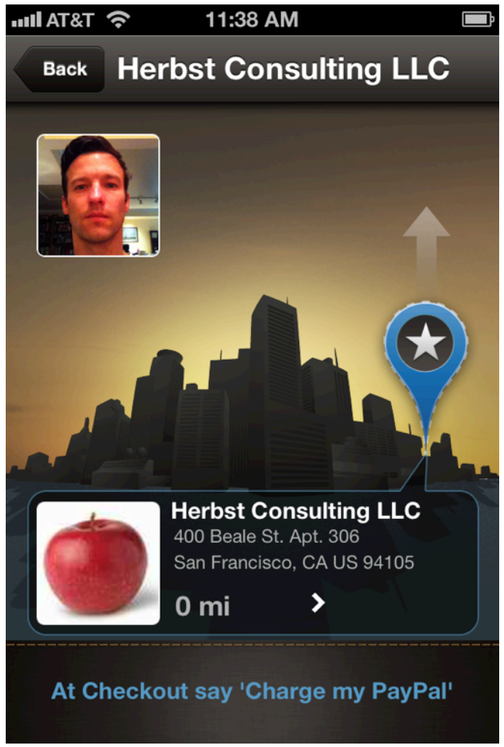


Click charge. Choose payment.

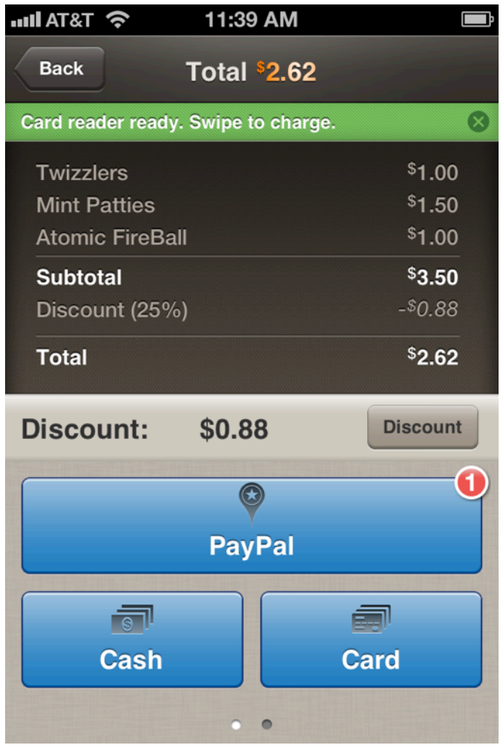


More payment options

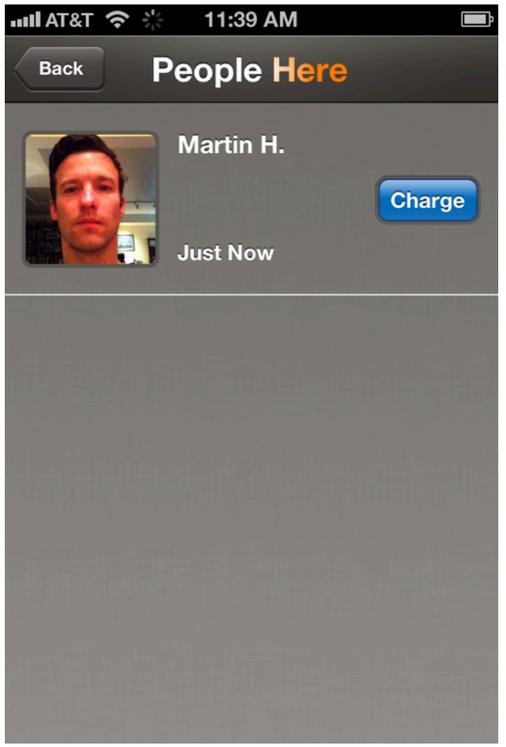
PayPal - a new way to pay in person



Say “I’m Here” by pulling down pin



Here merchant gets notification



Choose PayPal option and charge

PayPal Access

Reducing Friction & Increasing Conversion

Damon Hougland
General Manager, Identity & Informatics
X.commerce

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Magento Conference

What's your story

Average Cart Abandonment Rates Are 55%-72%*

Top reasons cited by customers include:

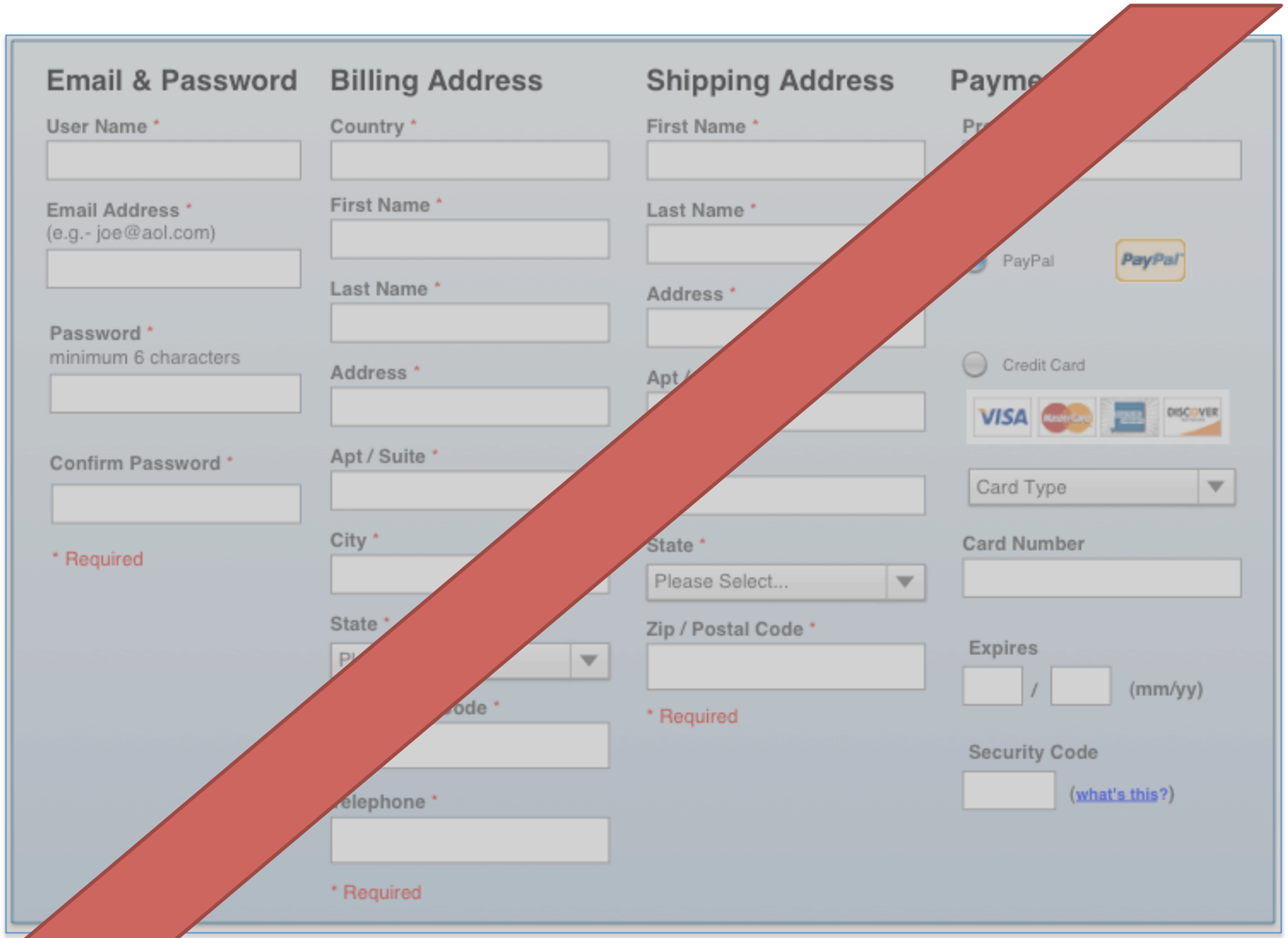
- "I didn't want to register with the site"
- "I forgot my password"
- "I felt the site was asking for too much information"
- "The checkout process was long and confusing"

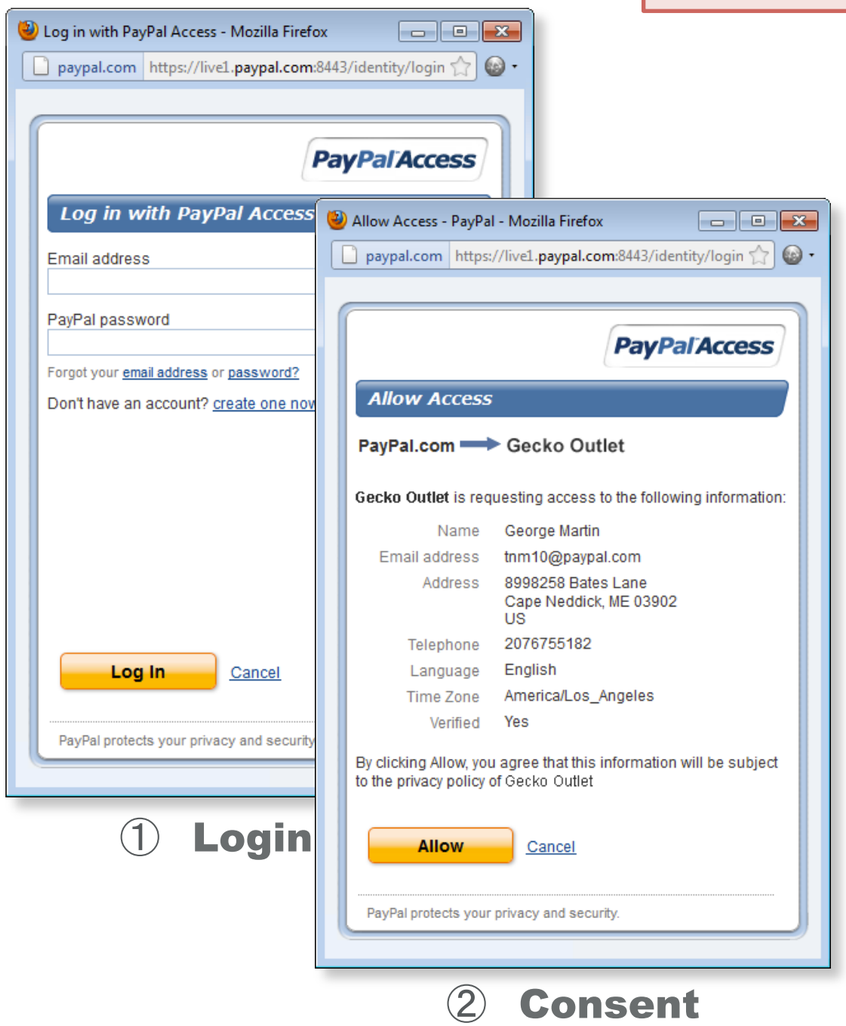
Merchants are typically forced to choose between a simple checkout process and the ability to target customers post-transaction…

*Elastic path & Forrester Research

Problem: Registration Flow Abandonment

23% *





① Login

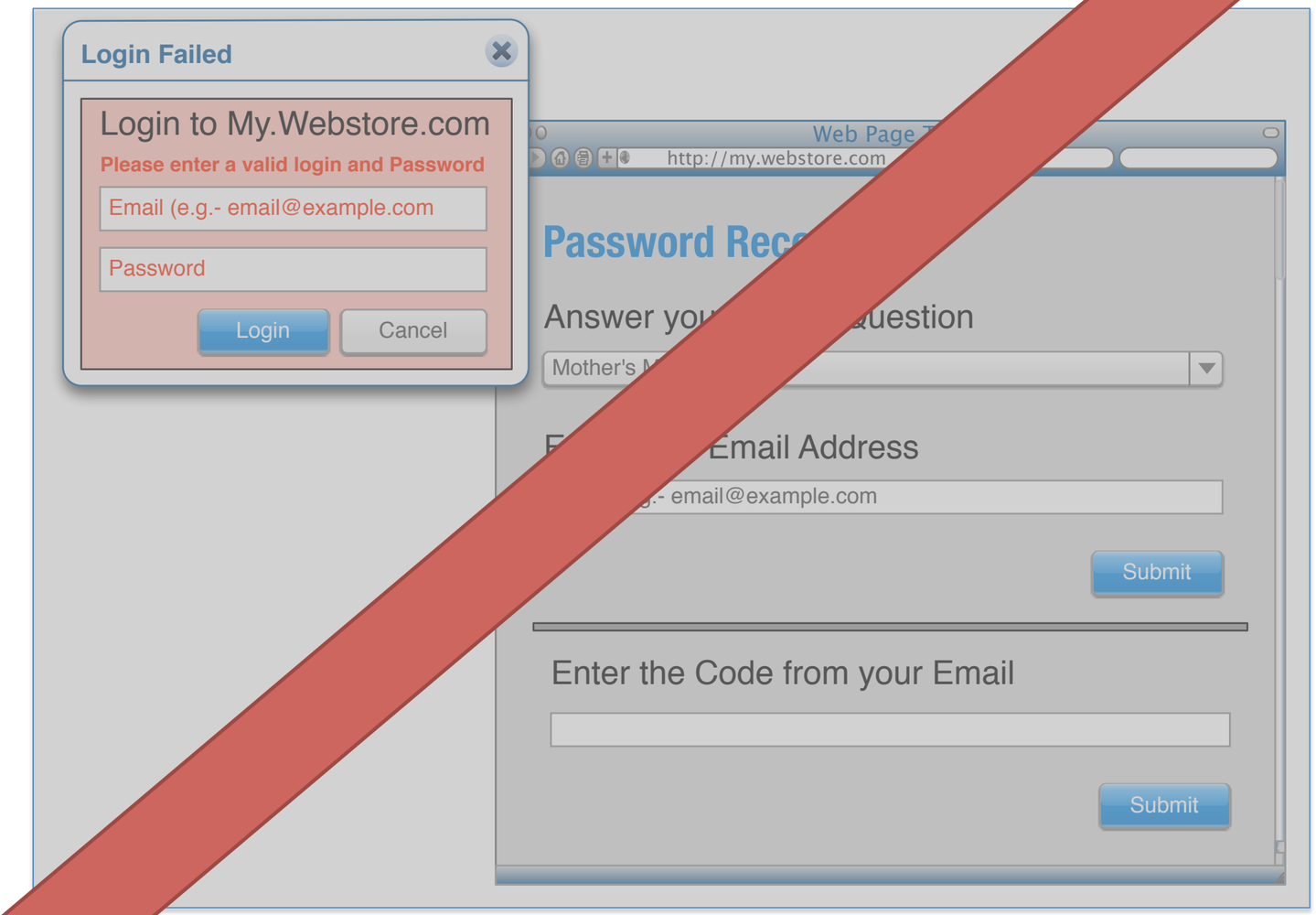
② Consent

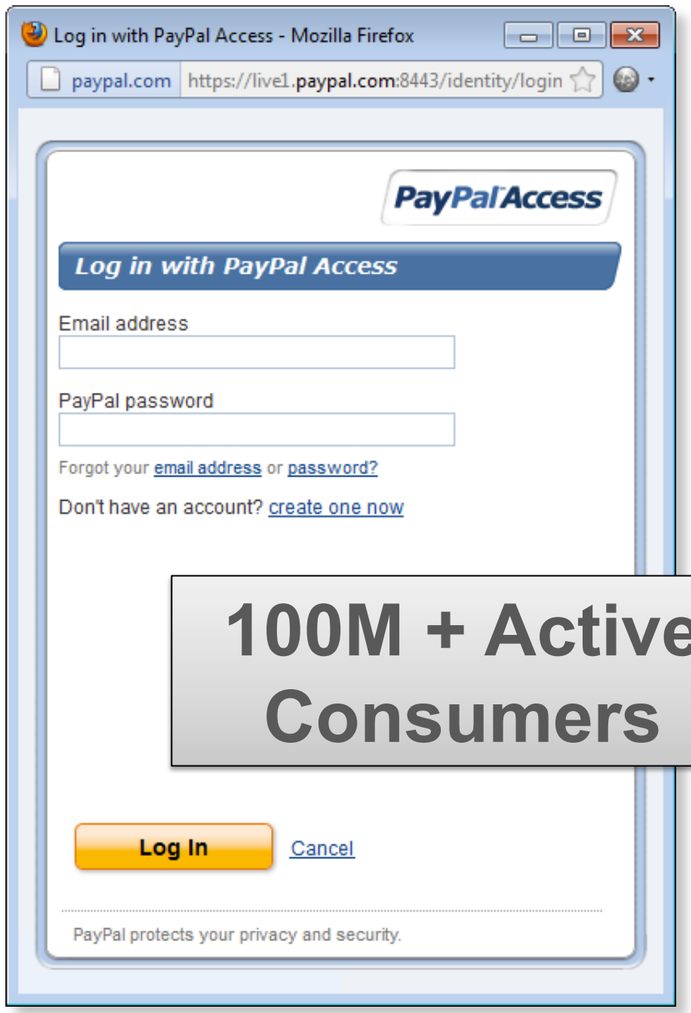
Solution: Login + One Click Registration

* Forrester Research

Problem: Forgotten Password / ID Abandonment

45% *



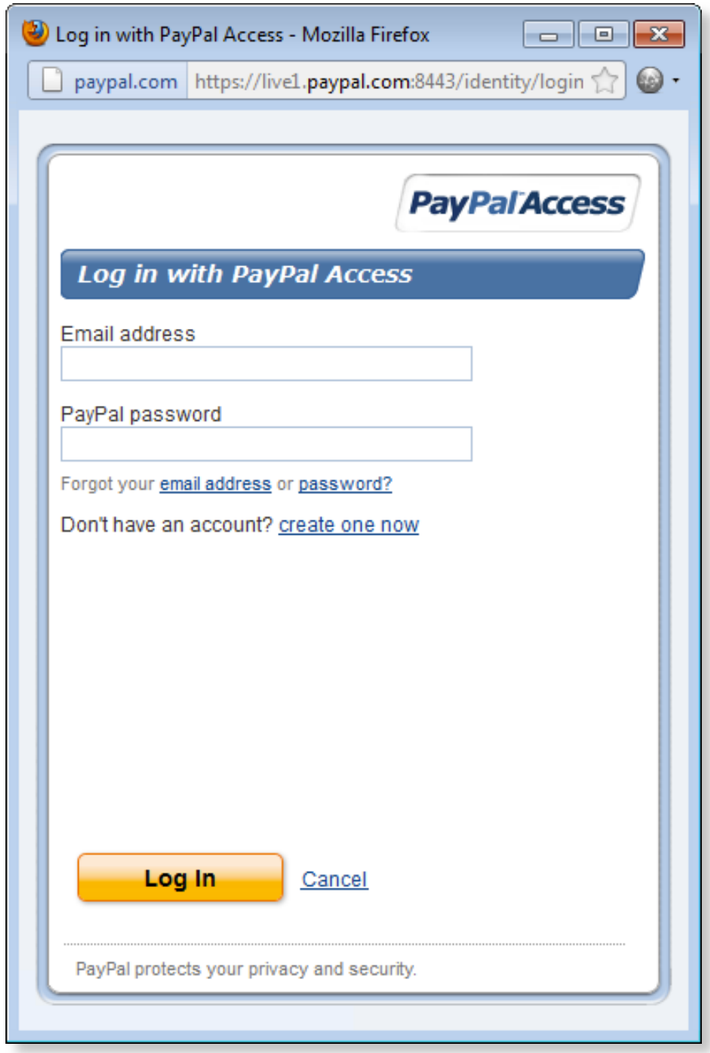


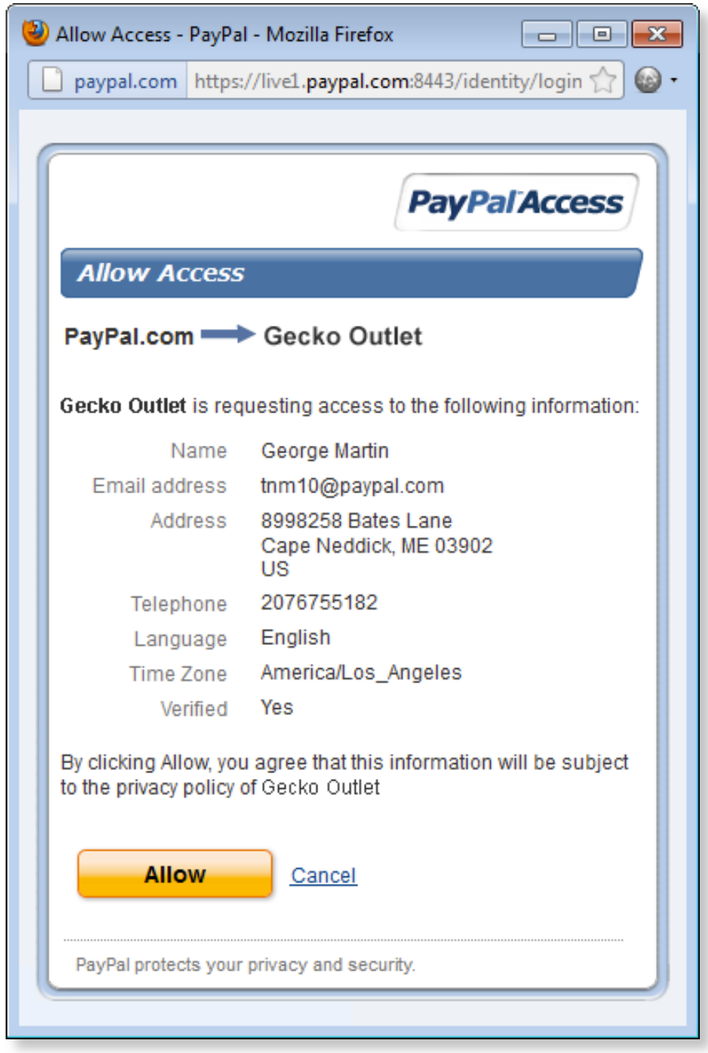
100M + Active Consumers

Solution: Frequently Used & Secure Login

* Blue, Inc.

PayPal Access

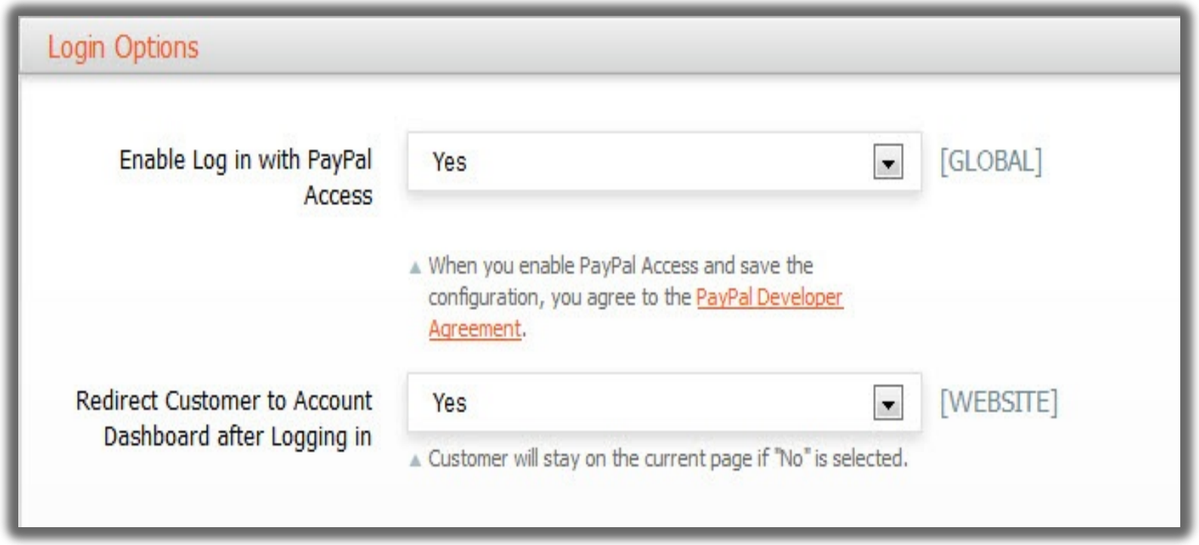




Getting Started Is Easy

Magento GO

- Comes pre-installed
- 2 click activation



Magento CE

- Available as an extension on Magento Connect
- Easy registration

Any Website or Mobile Storefront

- Developer friendly, lightweight OpenID & Oauth

Stop by the eBay booth or visit our homepage @ ***www.x.com/paypalaccess***

PayPal Payments

Sue Sweet
Director of Product Management
PayPal

imagine 2012
Magento Conference

What's your story

No matter what you need, PayPal has a payments solution for you!

PayPal Payments – our all-in-one offering

-or-

Payflow Gateway only

-and/or-

PayPal as a payment method

PayPal Payments has three levels

- PayPal Payments Standard – everyone checks out on PayPal.com, no monthly fee
- PayPal Payments Advanced –
  - Merchant account + Gateway
  - PCI compliant iFrame includes PayPal and direct credit card processing
  - $5/month
- PayPal Payments Pro –
  - Merchant account + Gateway
  - Use Advanced hosted pages, or use unhosted to fully customize payment page
  - $30/month

Plus, with PayPal Payments you get all these great features

- Invoicing
- Debit card with 1% cash back on qualifying purchases
- Sell on eBay
- PayPal Here (coming soon)

Payflow Gateway

- Connects an existing merchant account to the payment processing network
- Payflow Link–
  - PCI compliant iFrame includes PayPal payment method and direct credit card processing
  - $19.95/month + $0.10/txn, first 500 txns included
- Payflow Pro–
  - Use Link hosted pages, or use unhosted to fully customize payment page
  - $59.95/month + $0.10/txn, first 1000 txns included

Why Payflow?

- Processes over $70B in TPV annually
- 99.99% uptime
- Works in US, AU, CA, NZ
- Great value
  - No separate Gateway fee on PayPal transactions
  - Either 500 (Link) or 1000 (Pro) transactions included in monthly fee

PayPal as a Payment Method

- Offer PayPal Express Checkout as a payment method, in addition to credit cards
- Many businesses using PayPal checkout enjoy, on average, an 18% boost in sales.
- Tap into more than 100 million active PayPal buyers around the globe.

Thanks.

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