



MALLSOFT

E-BUSINESS SERVICE

With PayPal as an Additional Payment Option:

You add PayPal as a way to increase sales.

You get the benefit of:

Reaching out to millions more active shoppers.

You gain access to a growing network of PayPal users.

Industry-leading security.

PayPal protects you with CVV2, advanced encryption, proprietary risk models, and more.

Seamless integration.

PayPal can be quickly and seamlessly integrated into your existing checkout flow.

PayPal as an Additional Payment Option

A way to increase sales.

Increasing sales and growing your business online requires easy, affordable ways to reach more customers. If you already accept credit cards, adding PayPal as a payment option gets you tapped into millions of PayPal accounts in 55 countries - a large and growing base of online shoppers.

Adding PayPal as a payment option is:

- **Beneficial.**
Access a growing base of smart shoppers who prefer PayPal as a secure and convenient way to pay. Adding PayPal to checkouts can increase buyer confidence, improve checkout conversion, and lift sales volume.
- **Seamless.**
Adding PayPal to your existing checkout is easy. Integrate PayPal with your current e-commerce application via APIs or via scripting.

“In one month, 87% of our PayPal customers were new. That’s incredible. The hardest thing to get on the web is a new customer.”

— Lonny Paul, Director of eCommerce, TigerDirect

PayPal as an Additional Payment Option gives your customers another way to pay.

Choose one of two ways to easily integrate PayPal into your existing checkout.

- **PayPal’s Express Checkout lets your customers pay quickly and conveniently.**
With Express Checkout, your customers get a fast streamlined PayPal checkout experience. Express Checkout is highly recommended for merchants familiar with API programming.
- **Get started right away by easily adding PayPal’s Standard Checkout.**
With Standard Checkout, you add PayPal to your checkout quickly, and start accepting payments immediately.

Basic HTML is required to implement Standard Checkout, and knowledge of scripting languages is highly recommended. To implement Express Checkout, API programming skills are required.

Get these features and much more:

Realtime payment processing.

Payments are authorized and processed immediately.

Reporting.

Get information to effectively measure and manage your business.

International payments.

Gain global customers in 56 countries by accepting payments in six currencies.*

Customer support.

Get 24/7 support via email and the web. Phone help is also available 7 days a week.

Shipping and tax tools.

Automatically calculate shipping and tax.

Our Software Development Kits (SDKs) simplify integration.

While PayPal can be integrated as an additional payment option into any platform, PayPal provides SDKs to simplify integration with most major platforms. Each SDK includes documentation, a web service client, and sample integration code. SDKs are available for:

Languages:

- ASP.NET/ASP
- Java
- PHP
- Perl
- ColdFusion

Platforms:

- Win2K
- Linux
- Solaris



INSTAORDER

How It Works.

The diagram below provides an overview of how PayPal as an Additional Payment Option works (Express Checkout implementation).



- 1 Your customers select items to purchase and proceed to check out. When your customers choose to pay with PayPal, they are securely transferred to PayPal. Your customers also have the option of using your existing checkout for credit card payments.
- 2 With Express Checkout, customers who choose to pay with PayPal are sent to secure PayPal-hosted pages to approve using PayPal to pay. The PayPal-hosted pages can be customized to match the look and feel of your website.
- 3 Once your customers approve the use of PayPal, they are automatically returned to your website to complete their order and pay. PayPal accepts, authorizes, and processes the payment instantaneously.

Once the payment is successfully processed, the funds are deposited directly into your PayPal account and can be withdrawn or transferred to your bank account easily.

After you add PayPal as a payment option, it's easy to manage your account.

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

Learn more about how to put PayPal to work as an Additional Payment Option for your customers.

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*Cross-currency conversion rates may apply.