

# WooCommerce PayPal Payments

<https://wpdemo.net/demos/plugins/woocommerce-paypal-payments>

One checkout solution. Many ways to pay. PayPal's all-in-one solution allows you to offer PayPal, Venmo (US), Pay Later at no additional cost, credit and debit cards, and country-specific payment options.

## The all-in-one checkout solution\*

**WooCommerce PayPal Payments** lets you offer PayPal, Venmo (US only), Pay Later options, credit cards and more — all designed to help you maximize conversion.

## PayPal

Help increase conversion by automatically offering PayPal buttons on product pages and at checkout. **Consumers are nearly three times more likely to purchase when you offer PayPal.**<sup>1</sup>

## PayPal Pay Later

Let customers pay over time while you get paid up front — at no additional cost. **PayPal Pay Later options are boosting merchant conversion rates and increasing cart sizes by 39%.**<sup>2</sup>

## Help increase conversions with Pay Later messaging

PayPal Pay Later allows customers to pay over time while you get paid up front — at no additional cost to your business. And since 81% of younger consumers who use buy now, pay later decide which payment method to use before they get to checkout<sup>4</sup>, showing Pay Later messaging on your site lets customers know they have flexible options to pay over time while they are browsing — helping convert your browsers into buyers.

[Pay Later features are available in these countries.](#) Customers automatically see the most relevant Pay Later offering.

## Venmo (US only)

Reach Venmo shoppers while allowing customers to share purchases with friends. **Venmo users spend 2.2 times more annually on online purchases compared to other online buyers.**<sup>3</sup>

### **Country-specific payment methods**

Offer locally recognized payment methods to help build trust and reach international customers, including Payment Upon Invoice (PUI), a local payment option available only for purchases completed in Germany.

### **Add credit and debit card processing capabilities**

**PayPal Payments** provides two different card processing options:

- **Standard Card Processing:** Card transactions are managed by PayPal in a prebuilt user experience, which simplifies your compliance requirements. Suitable for all business and personal seller accounts.
- **Advanced Card Processing:** Get everything that comes with PayPal's standard integration, along with the ability to customize the look, feel, and placement of your debit and credit card payment fields. You can also use fraud protection tools to set up your own risk tolerance filters.

### **Offer Subscription payments to help drive repeat business**

Create stable, predictable income by offering subscription plans.

WooCommerce PayPal Payments is compatible with [WooCommerce Subscriptions](#).

[PayPal Subscriptions](#) allow business and casual sellers to accept reliable recurring payments on a fixed billing schedule (buyers may require a PayPal account).

With the [Vaulting](#) feature ([business account approval required](#)), you can offer flexible plans with fixed or quantity pricing, set billing cycles for the time period you want, and offer all kinds of subscriptions with prorated payments or discounted trial periods.

It's easy for shoppers, simple for you, and great for your business – with no monthly or setup fees.

### **Activate PayPal**

Are you new to PayPal? [Learn how to add it to your store.](#)

Need to update your existing PayPal integration? [Learn how to upgrade your integration.](#)

[Watch the video on how to activate PayPal for your WooCommerce store](#)

## More reasons it pays to PayPal

- **Instant access to funds:** Access card payments, send money or make a payment from your bank account. You're credited immediately while the payment is processing. Funds settle instantly into your PayPal business account.
- **Fraud Detection:** Save time and money by letting PayPal help you handle the risk of fraudulent transactions with our fraud, chargeback, and Seller Protection capabilities (on eligible transactions†). Our AI technology works hard to monitor all of your transactions — so you can focus on what matters most. †Available on eligible purchases. Limits apply.
- **Global compliance:** PayPal payment solutions help you meet your global compliance standards, such as PCI and PSD2, bringing international markets within reach for your business. Our platform has built-in compliance with two-factor authentication provided by cards (3D Secure). We include automatic updates as security protocols change.

## Legal Disclosures:

\*For Australian users, the PayPal service is provided by PayPal Australia Pty Limited AFSL 304962. Any information provided is general only and does not take into account your objectives, financial situation or needs. Please read and consider the CFSGPDS (paypal.com.au) before acquiring or using the service. See website for TMD.

1. An online study commissioned by PayPal and conducted by Netfluential in November 2020, involving 1,000 US online shoppers ages 18-39.
2. PayPal Q2 Earnings-2021.
3. Edison Trends commissioned by PayPal, April 2020 to March 2021. Edison Trends conducted a behavioural panel of email receipts from 306,939 US consumers and 3.4+ M purchases at a vertical level between Pay with Venmo and Non-Venmo users during a 12-month period.
4. TRC online survey commissioned by PayPal in April 2021 involving 5,000 consumers ages 18+ across US, UK, DE, FR, AU (among Millennial & Gen Z BNPL users (ages 18-40), US (n=222), UK (n=269), DE (n=275), AU (n=344), FR

(n=150).

5. Morning Consult – The 15 Most Trusted Brands Globally. March 2021. Morning Consult surveyed over 330,000 consumers across 10 international markets to provide a global view on the current state of consumer trust across brands.