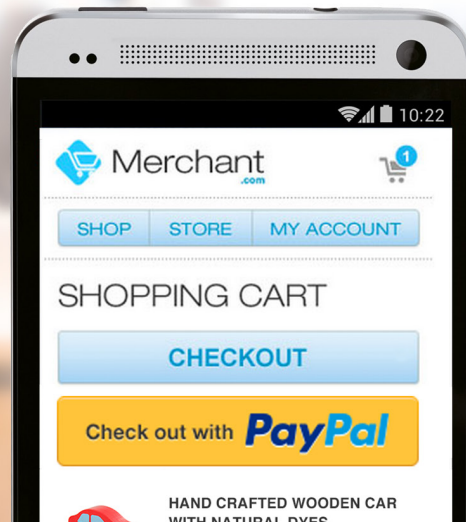


Get the gateway that gives you full control of checkout.

Payflow Pro lets you customize your checkout to create the right experience for your customers.



Express Checkout can help boost your sales by up to 18%¹ and lets customers speed through checkout using the information stored in their PayPal accounts.

PayPal Credit gives U.S. customers access to special financing for 6 months.² You still get paid up front. Plus, it can help increase average order size by 15% or more.³

Product overview

Payflow Pro makes it easy to accept all major credit cards on your website, plus PayPal and PayPal Credit.² It gives you complete control of the payment experience and works with almost any merchant account.

Features and benefits



Give customers more ways to pay

Accept Visa, MasterCard, American Express, and Discover—plus get incremental sales by accepting PayPal and PayPal Credit.



Keep your merchant account

Payflow Pro works seamlessly with the merchant account from your financial institution, so you may not need to change banks.



Customize your checkout

Choose a PayPal customizable checkout template, or insert a PayPal embedded template directly into on your web pages.



Keep customers on your site

Buyers who choose to pay with PayPal or PayPal Credit check out securely on PayPal.com.



Simplify PCI compliance

PayPal securely processes and stores customers' credit card information so you don't have to—reducing your workload for proving PCI compliance.⁴

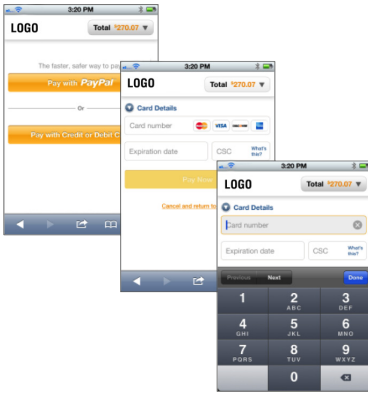


Accept payments globally

Accept PayPal in 100 currencies from 203 markets around the globe, so you can get paid wherever your business takes you.

Mobile responsive

Payflow detects if customers are on a smartphone or tablet, and automatically optimizes the payment experience.



How it works

Payflow Pro lets you host the payment experience on your website.

Paying with a credit or debit card

- 1 **YOUR SITE**
Customers choose to pay with a credit card or debit card.
- 2 **YOUR SITE**
They enter their shipping and payment details on your checkout page.
- 3 **PAYPAL.COM**
The payment is processed in seconds behind the scenes.
- 4 **PAYPAL.COM**
You get paid.

Paying with PayPal and PayPal Credit

- 1 **YOUR SITE**
Customers choose to pay with PayPal or PayPal Credit.
- 2 **PAYPAL.COM**
They are automatically taken to PayPal.com to log in.
- 3 **PAYPAL.COM**
They complete the payment.
- 4 **YOUR SITE**
They return to your site, and you get paid.

1) In a July 2010 Ipsos Study conducted with 805 merchants, there was an 18% average increase in sales for merchants after adding Express Checkout.
 2) Accepting PayPal Credit as a payment option requires use of the hosted templates in Payflow Pro. Applicable for qualifying purchases of \$99 or more if paid in full within 6 months. Customers check out with PayPal and use PayPal Credit. PayPal Credit is subject to consumer credit approval, as determined by the lender, Comenity Capital Bank.
 3) August 2013 commissioned study conducted by Forrester Consulting on behalf of PayPal entitled "The Total Economic Impact of PayPal's Bill Me Later™ Financing Banners." (Note: Bill Me Later is now PayPal Credit.) Data reflects a composite organization's online incremental sales and a 3-year, risk-adjusted return on investment, based on the organizations interviewed for the study.
 4) To help merchants simplify PCI compliance, the Transparent Redirect feature must be enabled. Check with your shopping cart provider to determine if they support this feature.

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