

# SecureTrading PayPal

## Introduction

It's one thing to trade online with debit and credit card payments, but have you thought about how you could maximise your sales by offering your customers alternative payment methods?

With the SecureTrading PayPal solution, SecureTrading's customers can not only accept debit and credit card payments, but also accept PayPal payments through the SecureTrading Payment Gateway, with no extra development and with all your reporting available through SecureTrading's Reporting Tool, MyST.

With over 20 million accounts in the UK and over 140 million worldwide, PayPal is an increasingly popular payment method amongst millions of online shoppers.

## Express Checkout

Express Checkout is PayPal's fastest checkout solution. Buyers pay you easily, quickly, and securely using their stored PayPal information.

By integrating PayPal through SecureTrading you can:

- Increase sales from customers who prefer using PayPal. PayPal is shown to increase sales by an average of 14%.\*
- Get new customers. Leverage the growing network of millions of PayPal accounts.
- Accept PayPal as a payment method without the need for a separate integration.
- One payment gateway to accept debit card, credit card and PayPal transactions.
- Easy payment reconciliation through the My-ST reporting system - track all transactions through one reporting interface.

Integration is quick and easy and to accept PayPal payments, you will require a PayPal Merchant Account in addition to your SecureTrading account. The Merchant rates and charges for accepting PayPal payments are published on the PayPal website.

\*Q1 2008 Northstar Study

For more information please contact our Sales team on 0800 028 9151 or visit [www.securetrading.com](http://www.securetrading.com)

