



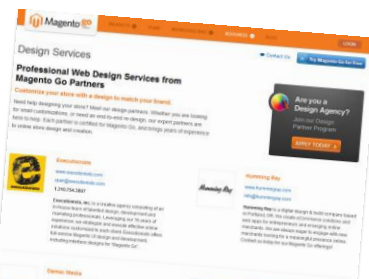
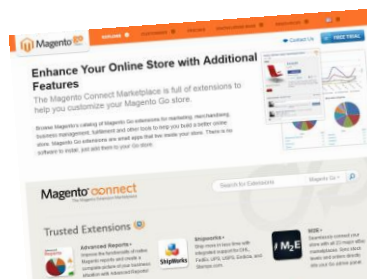
PAYPAL OVERVIEW

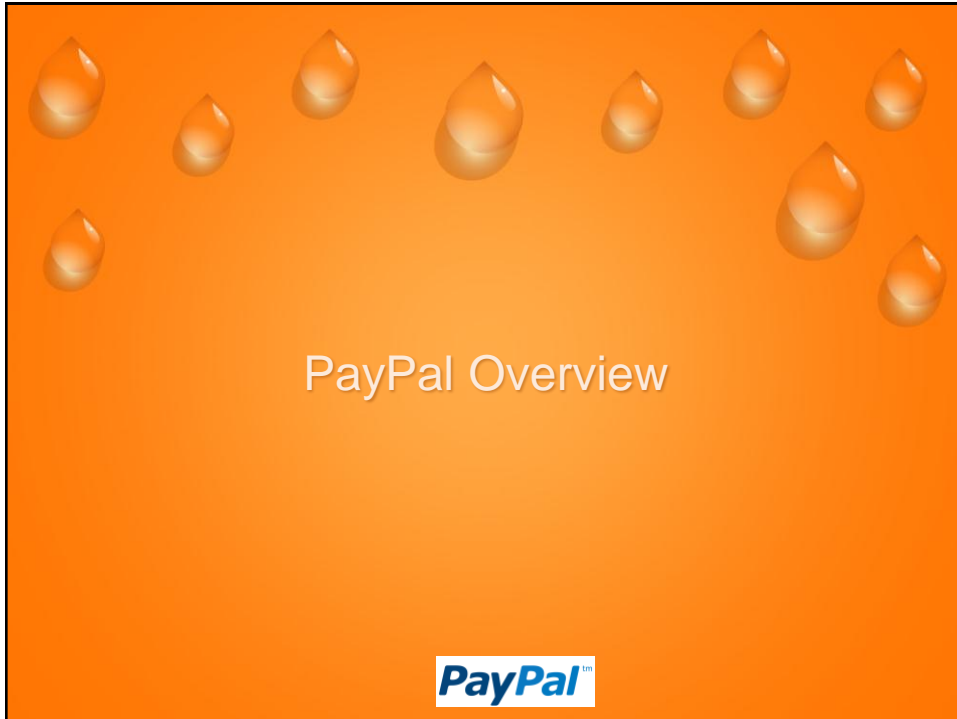
Chase Jones, Product Marketing Manager, PayPal &
Jon Higby, Senior Product Manager of Payments, Magento
October 24, 2012



Introducing Magento Go

- ✔ Launched February 2011
- ✔ Ready-to-use professionally designed themes
- ✔ Inline and importable translations
- ✔ Drag-and-drop layout editing
- ✔ Out-of-the-box payment gateway integrations
- ✔ Expand your store with Trusted Extensions
- ✔ Professional web design services from partners





Agenda

- **PayPal OVERVIEW**
 - What is PayPal and Why Use it?
 - How PayPal Works
 - PayPal Product Lineup
 - Fees
- **PayPal PAYMENTS**
 - Overview
 - What is PayPal Payments?
 - How does it help me?
- **NEXT STEPS**
 - Integrate in your Magento Go Store
 - Getting Started

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PayPal™

The slide has a light blue header with the word "Agenda" and a decorative pattern of "go" words. The main content is a bulleted list. The number "4" is in the bottom left, and the PayPal logo is in the bottom right.

Why Use PayPal?

- By adding PayPal as a payment option, businesses can enjoy, on average, an 18% sales increase¹
- PayPal is, on average, up to 14% less expensive than other credit card processors.¹
- More than 110 million customers look for PayPal when purchasing online
- Fast, easy, and secure payment processing
- Comprehensive data and fraud protection
- No hidden or long term fees

¹ Based on a study by Ipsos in Q2 2010, a side-by-side comparison of PayPal's processing fees vs. competitors' processing fees among 88 randomly selected small and medium-sized businesses processing up to US\$15 million per year online.

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PayPal Online Checkout Solutions

Business needs

PayPal products that meet these needs

<p>All-in-one payment processing</p> <p>Use PayPal to accept and process credit cards and PayPal payments</p>	<p>Mix-and-match approach</p> <p>Use PayPal's gateway and your own merchant account to process credit cards and PayPal payments</p>	<p>Accept alternate payment methods</p> <p>Add PayPal as a payment method</p>
<p>PAYPAL PAYMENTS</p> <ul style="list-style-type: none"> • STANDARD • ADVANCED • PRO 	<p>PAYFLOW</p> <ul style="list-style-type: none"> • LINK • PRO 	<p>EXPRESS CHECKOUT</p>

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PayPal Payments Standard

PayPal Payments Standard is the easiest way to securely accept credit card and PayPal payments online.

- \$0/ month
- No credit application
- No setup fees
- Buyers don't need a PayPal account
- Easy to set up – no advanced programming required
- Simplified compliance
- Seamlessly integrated with Magento Go

Buy Now

Donate

Add to Cart

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How It Works

Step 1

MODERN STYLE FURNITURE ELECTRONICS APPAREL GIFT CARDS

CHECKOUT

YOUR CHECKOUT PROGRESS

BILLING ADDRESS | [change](#)

Ryan Dumphrey
37 El Camino Real
Menlo Park, California, 94025
United States
T: [415815551212](tel:415815551212)

SHIPPING ADDRESS | [change](#)

Ryan Dumphrey
37 El Camino Real
Menlo Park, California, 94025
United States
T: [415815551212](tel:415815551212)

SHIPPING METHOD | [change](#)

Flat Rate - Fixed \$5.00

PAYMENT METHOD | [change](#)

Credit Card

1 BILLING INFORMATION

2 SHIPPING INFORMATION

3 SHIPPING METHOD

4 PAYMENT INFORMATION

5 ORDER REVIEW

PRODUCT NAME	PRICE	QTY	SUBTOTAL
MICROSOFT INTERNET KEYBOARD PS/2	\$69.99	1	\$69.99
			Subtotal \$69.99
			Shipping & Handling (Flat Rate - Fixed) \$5.00
			GRAND TOTAL \$74.99

Forgot an item? [Edit Your Cart](#)

CONTINUE

- Customers are ready to pay with a credit card or PayPal, and confirm the order.

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How It Works

Step 2

Descriptions	Amount
Microsoft Internet Keyboard PS/2 Item number: microsoftnatural Item price: \$69.99 Quantity: 1	\$69.99
Shipping Item number: Flat Rate - Fixed Item price: \$5.00 Quantity: 1	\$5.00
Item total	\$74.99
	Total \$74.99 USD





Choose a way to pay
PayPal securely processes payments for Snow Monkeys's Test Store.

▶ **Have a PayPal account?**
Log in to your account to pay 

▼ **Don't have a PayPal account?**
Pay with your debit or credit card as a PayPal guest

Country:

Card number:

Payment Types:    

Expiration date: mm / yy /

CSC:
What is this?

Billing information: Ryan Dunphey
37 El Camino Real
Menlo Park, CA 94025

- They are redirected to the PayPal site to review their purchase details and payment confirmation.

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How It Works

Step 3

MODERN STYLE FURNITURE ELECTRONICS APPAREL GIFT CARDS

YOUR ORDER HAS BEEN RECEIVED

THANK YOU FOR YOUR PURCHASE!

Your order # is: [100000001](#)

You will receive an order confirmation email with details of your order and a link to track its progress.

Click [here to print](#) a copy of your order confirmation.

CONTINUE SHOPPING

- They return to your website.

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How It Works

Step 4



- You get paid. (The fun part.)

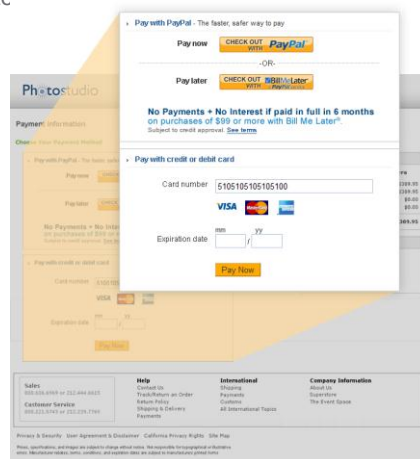
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PayPal™

PayPal Payments Advanced

Create a flexible, professional checkout that lets customers pay by credit card or debit card without ever leaving your website

- \$5/ month
- No long-term contracts, setup or cancellation fees
- Accept credit cards, PayPal, and Bill Me Later®
- Customers check out on your website
- Flexible checkout pages match your look and feel
- Simplified PCI compliance
- Integrated with Magento Go

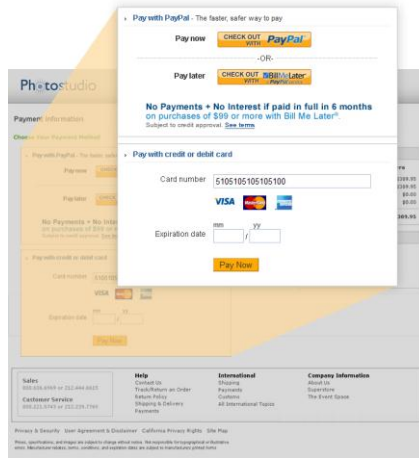


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PayPal™

Payflow Link

- Same as PayPal Payments Advanced, but works with nearly any merchant account

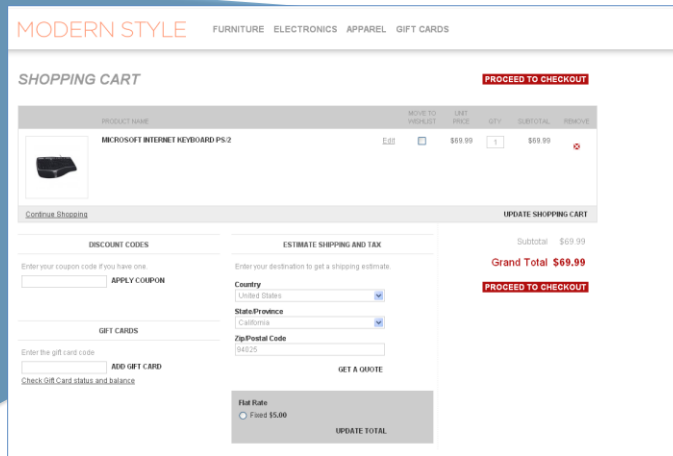


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How It Works: Advanced and Payflow Link

Step 1



- Customers enter their shipping details.

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How It Works: Advanced and Payflow Link

Step 2

YOUR CHECKOUT PROGRESS

BILLING ADDRESS | [change](#)

Ryan Dunphy
27 El Camino Real
Menlo Park, California, 94025
United States
T: (415) 555-1212

SHIPPING ADDRESS | [change](#)

Ryan Dunphy
27 El Camino Real
Menlo Park, California, 94025
United States
T: (415) 555-1212

SHIPPING METHOD | [change](#)

Flat Rate - Fixed \$5.00

PAYMENT METHOD

ORDER REVIEW

PRODUCT NAME	PRICE	QTY	SUBTOTAL
MICROSOFT INTERNET KEYBOARD PS/2	\$89.99	1	\$89.99
			Subtotal \$89.99
			Shipping & Handling (Flat Rate - Fixed) \$5.00
			GRAND TOTAL \$74.99

Please do not refresh the page until you complete payment.

Pay with PayPal - The faster, safer way to pay

Pay now [Check Out with PayPal](#)

OR

Pay later [Check Out with Bill Me Later](#)

Enjoy **No Payments and No Interest** if paid in full by Sept 2012 on purchases over \$50. Subject to credit approval. [See Terms](#)

Pay with credit or debit card

Credit card number

Expiration date /

[Pay Now](#)

- They enter their credit card details on your checkout page. They also have the option to “pay now” with PayPal or “pay later” with Bill Me Later.

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PayPal[™]

How It Works: Advanced and Payflow Link

Step 3

MODERN STYLE FURNITURE ELECTRONICS APPAREL GIFT CARDS

YOUR ORDER HAS BEEN RECEIVED

THANK YOU FOR YOUR PURCHASE!

Your order # is: [100000001](#)

You will receive an order confirmation email with details of your order and a link to track its progress.

Click [here to print](#) a copy of your order confirmation.

[CONTINUE SHOPPING](#)

- The payment is processed in seconds behind the scenes.

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PayPal[™]

How It Works: Advanced and Payflow Link

Step 4



- You get paid. (The fun part.)

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PayPal[™]

What is Bill Me Later[®]?



– Bill Me Later is a PayPal service



– Gives customers quick access to a credit line built into their PayPal accounts



– Available to SMBs today; automatically available with Advanced and Payflow Link



– You get paid right away



– You assume no credit risk or additional work



– No impact to your return policy

**Bill Me
Later gives
customers
more
payment
choices and
flexibility**

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PayPal[™]

Bill Me Later® Increases Spending and Repeat Sales

Bill Me Later helps you boost sales and increase average order size.*



*Forrester Research, Total Economic Impact (TEI) of PayPal Express Checkout for Web and Mobile, 2012.

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PayPal[™]

PayPal Payments Pro

Create the checkout experience that's right for your customers – everything from look and feel to back-end integration.

- \$30/ month
- No long-term contracts or setup fees
- Completely customizable checkout
- Keep customers on your website
- Integrated with Magento Go
- Includes Virtual Terminal



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PayPal[™]

Payflow Pro

- Same as PayPal Payments Pro, but works with nearly any merchant account



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PayPal™

How It Works: Pro and Payflow Pro

Step 1

MODERN STYLE FURNITURE ELECTRONICS APPAREL GIFT CARDS

CHECKOUT

YOUR CHECKOUT PROGRESS

BILLING ADDRESS | [change](#)
 Ryan Dunphey
 37 El Camino Real
 Menlo Park, California, 94025
 United States
 T: (498) 555-1212

SHIPPING ADDRESS | [change](#)
 Ryan Dunphey
 37 El Camino Real
 Menlo Park, California, 94025
 United States
 T: (498) 555-1212

SHIPPING METHOD | [change](#)
 Flat Rate - Fixed \$5.00

PAYMENT METHOD

1 BILLING INFORMATION
 2 SHIPPING INFORMATION
 3 SHIPPING METHOD
 4 PAYMENT INFORMATION

Debit or Credit Card (PayPal Payments Pro)
 [What is PayPal?](#)

To add or remove gift cards, [click here](#)

[Back](#) [CONTINUE](#)

* Required Fields

- Customers enter their billing and shipping details, then select their payment method.

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PayPal™

How It Works: Pro and Payflow Pro

Step 2

MODERN STYLE FURNITURE ELECTRONICS APPAREL GIFT CARDS

CHECKOUT

YOUR CHECKOUT PROGRESS

1 BILLING INFORMATION

2 SHIPPING INFORMATION

3 SHIPPING METHOD

4 PAYMENT INFORMATION

BILLING ADDRESS | [change](#)

Ryan Dunphy
37 El Camino Real
Menlo Park, California, 94025
United States
T: (408) 555-1212

SHIPPING ADDRESS | [change](#)

Ryan Dunphy
37 El Camino Real
Menlo Park, California, 94025
United States
T: (408) 555-1212

SHIPPING METHOD | [change](#)

Flat Rate - Fixed \$5.00

PAYMENT METHOD

Debit or Credit Card (PayPal Payments Pro) [Reload Form](#)

* Credit Card Type:

* Credit Card Number:

* Expiration Date:

* CCV:

SUBMIT

- They enter their credit card details on your checkout page and confirm the order.

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PayPal™

How It Works: Pro and Payflow Pro

Step 3

MODERN STYLE FURNITURE ELECTRONICS APPAREL GIFT CARDS

YOUR ORDER HAS BEEN RECEIVED

THANK YOU FOR YOUR PURCHASE!

Your order # is: [10000001](#)

You will receive an order confirmation email with details of your order and a link to track its progress.

Click [here to print](#) a copy of your order confirmation.

CONTINUE SHOPPING

- The payment is processed.

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PayPal™

How It Works: Pro and Payflow Pro

Step 4



- You get paid. (The fun part.)

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All-In-One Solutions Recap

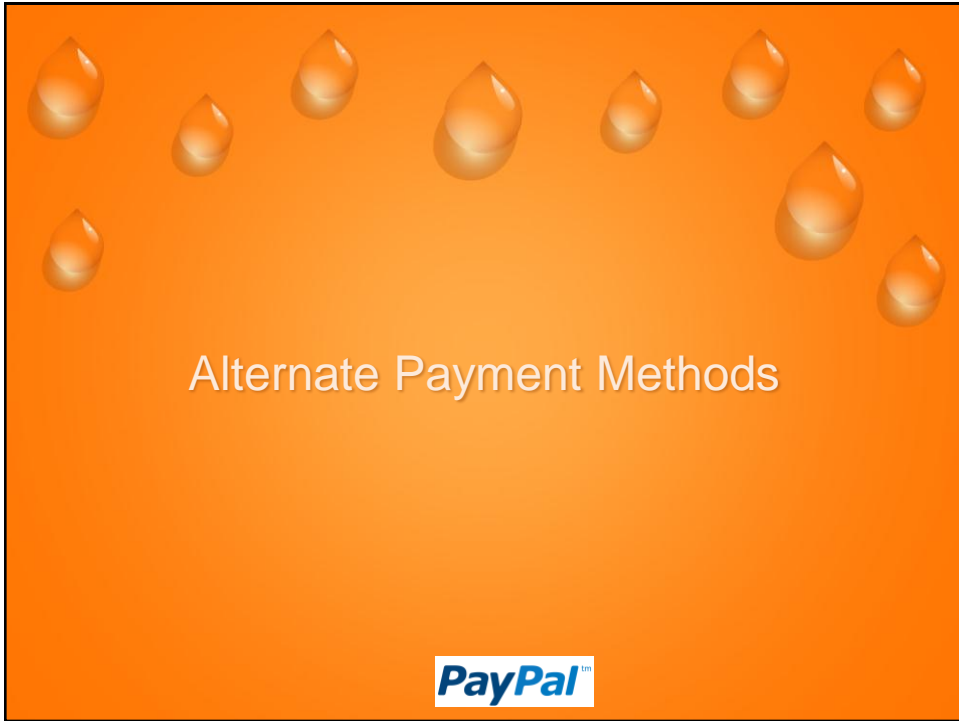
PayPal's all-in-one payment solutions let you choose the customization and checkout options that are right for your business.

	PayPal Payments Standard	PayPal Payments Advanced	PayPal Payments Pro
Accept credit cards, debit cards, and PayPal online	✓	✓	✓
PayPal helps simplify PCI compliance	✓	✓	✓*
Give customers special financing	✓	✓	✓
Offer the Bill Me Later payment option on your checkout page		✓	✓**
Customers check out on your website	Redirected to PayPal.com	✓	✓
Customization	Add your logo	Flexible templates	Unlimited
Monthly fee	\$0	\$5	\$30

* 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.
 **Requires use of the hosted templates in PayPal Payments Pro. Bill Me Later is subject to credit approval, as determined by the lender, WebBank, Salt Lake City, Utah.

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PayPal Online Checkout Solutions

			
Business needs	<p>All-in-one payment processing</p> <p>Use PayPal to accept and process credit cards and PayPal payments</p>	<p>Mix-and-match approach</p> <p>Use PayPal's gateway and your own merchant account to process credit cards and PayPal payments</p>	<p>Accept alternate payment methods</p> <p>Add PayPal as a payment method</p>
PayPal products that meet these needs	<p>PAYPAL PAYMENTS</p> <ul style="list-style-type: none"> • STANDARD • ADVANCED • PRO 	<p>PAYFLOW</p> <ul style="list-style-type: none"> • LINK • PRO 	<p>EXPRESS CHECKOUT</p>

PayPal[™]

Express Checkout



- If you already accept credit cards online, you can also accept PayPal by adding the Express Checkout button to your Magento Go store.
- In a recent PayPal survey, more than 80% of businesses noticed a bump in sales after adding PayPal Express Checkout.¹
 - Sales increase on average 18% after adding PayPal²
 - Buyers like the ease and security of PayPal
 - Low transaction fee and no monthly charge
 - It also works for mobile websites and apps

¹ July 2011 Ipsos Public Affairs poll conducted on behalf of PayPal. Eight in 10 merchants (83%) have noticed a bump in sales since adding PayPal's Express Checkout service, while just 17% say they haven't noticed an increase.

² In an independent survey by Ipsos Public Affairs in July 2010, online merchants reported an average 18% increase in sales since adding PayPal Express Checkout.

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Expanding Beyond Online Checkout

PayPal Payments: A Single Product with Several Free Features

One easy solution for all your payments



"Having a one-stop shop offering options and flexibility makes it easier for me. I get a full range of features that I can use now or at some point down the road."
 – Owner of small architecture firm

HOWEVER YOU DO BUSINESS, PAYPAL GETS YOU PAID.

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Cool New Features

All PayPal Payments solutions come with access to innovative features:



Online Checkout

PayPal Payments tiers (Standard, Advanced, Pro) provide options for the online checkout experience that's right for your business and your customers.



PayPal Here

This new feature includes a portable card reader device and merchant app, so you can accept any form of payment on your smartphone and never miss a sales opportunity.

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Cool New Features

All PayPal Payments solutions come with access to innovative features:



- **Invoicing** – PayPal Invoicing is a useful tool that makes it easy for you to create and send professional invoices to your customers, helping you get paid faster.



- **Mobile Solutions** – You can optimize your website to create a mobile-friendly checkout experience and send invoices that customers can pay from mobile devices.



- **Debit Card** – The PayPal Debit MasterCard® lets you spend the money in your PayPal account by withdrawing cash at ATMs or purchasing items wherever Debit MasterCard is accepted.

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HOW PAYPAL HERE WORKS

Step 1

Open the app and plug in the reader.



Step 2

Ring up the order and click the Charge button.



Step 3

Ask the customer how they want to pay. If they choose a card, simply swipe it.



Step 4

Hand the customer the phone to sign – they can choose how to get the receipt.



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Fees (www.paypal.com/merchants)

Pricing Solutions	Express Checkout	PayPal Payments Standard	PayPal Payments Advanced	PayPal Payments Pro
Monthly Fee	\$0	\$0	\$5	\$30
Setup Fee	\$0	\$0	\$0	\$0
Transaction Fee For Online Payments (based on monthly sales) \$0 to \$3,000	2.9% + \$0.30	2.9% + \$0.30	2.9% + \$0.30	2.9% + \$0.30
\$3,001+ to \$10,000	2.5% + \$0.30*	2.5% + \$0.30*	2.5% + \$0.30*	2.5% + \$0.30*
\$10,001 to \$100,000	2.2% + \$0.30*	2.2% + \$0.30*	2.2% + \$0.30*	2.2% + \$0.30*
\$100,001+	2.2% + \$0.30*	2.2% + \$0.30*	2.2% + \$0.30*	1.9% + \$0.30*
Transaction Fee For Card Reader (Swiped and PayPal transactions)	2.7%	2.7%	2.7%	2.7%
Transaction Fee For Card Reader (Typed and scanned transactions)	3.5% + \$0.15	3.5% + \$0.15	3.5% + \$0.15	3.5% + \$0.15
Transaction Fee For Virtual Terminal Payments (based on monthly sales) \$0 to \$3,000	N/A	N/A	N/A	3.1% + \$0.30
\$3,000+ to \$10,000	N/A	N/A	N/A	2.7% + \$0.30*
\$10,000+	N/A	N/A	N/A	2.4% + \$0.30*

Micropayments

If your transactions average less than \$10, you could save money with our "5% plus 5¢" rate.

The pricing table above applies to domestic payments in US dollars. There's an additional 2.5% charge for any currency conversion and a 1% charge to receive payments from another country.

*Merchant Rate Qualification Required

When your monthly sales exceed \$3,000 and you've been a PayPal member more than 90 days, please fill out a one-time application, subject to approval.

Next Steps

Magento Go - Configuring PayPal

System -> Configuration -> Payment Methods

The screenshot shows the Magento Go dashboard with a navigation menu on the right. The 'System' menu is open, and the 'Configuration' option is selected. A red arrow points from the 'Configuration' option in the menu to a secondary menu on the right. This secondary menu has two sections: 'Customers' and 'Sales'. Under 'Sales', the 'Payment Methods' option is highlighted with a mouse cursor. The dashboard background shows a 'Latest Finished Task' and several summary cards for 'Lifetime Sales' (\$59.99), 'Average Orders' (\$12.00), and 'Last 5 Orders'.

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Magento Go - Select Your PayPal Solution

The screenshot shows the 'Payment Methods' configuration page. At the top, there is a 'Save Config' button. Below it, a message asks if the user is sure about the PayPal payment method. The page is divided into several sections: 'Merchant Location' (with a dropdown for 'United States'), 'PayPal All-in-One Payment Solutions' (with three options: 'Advanced', 'Pro', and 'Standard', each with a 'Configure' button), 'PayPal Payment Gateways' (with two options: 'Payflow Pro' and 'Payflow Link', each with a 'Configure' button), and 'PayPal Express Checkout' (with one option: 'Express Checkout', with a 'Configure' button). A red arrow points to the 'Configure' button for the 'PayPal Payments Advanced' option.

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Enable PayPal Payments Advanced

PayPal Payments Advanced (Includes Express Checkout) [Learn More](#) | [Help's how...](#)
 Accept payments with a PCI-compliant checkout that keeps customers on your site.

Required PayPal Settings

Payments Advanced

Partner: PayPal [WEBSITE]

Vendor: ModernMerchandise [WEBSITE]

User: mm-admin-373 [WEBSITE]

Password: [WEBSITE]

Test Mode: Yes [WEBSITE]

Important: To use PayPal Payments Advanced, you must configure your PayPal Payments Advanced account on the PayPal website. Once you log into your PayPal Advanced account, navigate to the Service Settings - Hosted Checkout Pages - Set Up menu and set the options described below

AVS: No

CSC: No

Enable Secure Token: Yes

Express Checkout

Enable this Solution Yes [WEBSITE]

Both section above must be complete.

Enter your Payflow credentials

"Enable" and Save Config



Additional Settings – PayPal Payments Advanced

PayPal Payments Advanced (Includes Express Checkout) [Learn More](#) | [Help's how...](#)
 Accept payments with a PCI-compliant checkout that keeps customers on your site.

Required PayPal Settings

Payments Advanced

Express Checkout

Enable this Solution Yes [WEBSITE]

Both section above must be complete.

Basic Settings - PayPal Payments Advanced

Title: Debit or Credit Card [STORE VIEW]

It is recommended to set this value to "Debit or Credit Card" per store views.

Sort Order: [STORE VIEW]

Payment Action: Authorization [WEBSITE]

Advanced Settings

Payment Applicable From: All Allowed Countries [WEBSITE]

CVV Entry is Editable: Yes [WEBSITE]

Require CVV Entry: Yes [WEBSITE]

Send Email Confirmation: No [WEBSITE]

URL method for Cancel URL and Return URL: GET [WEBSITE]






Configuring PayPal Express Checkout

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Summary

Choose the online checkout solution that's right for your business:

- *All-in-One Solutions*
 - PayPal Payments Standard
 - PayPal Payments Advanced (includes )
 - PayPal Payments Pro
- *Payment Gateways*
 - Payflow Link (includes )
 - Payflow Pro
- *Alternate Payment Method*
 - Express Checkout (includes )
- **PayPal Payments is now available, including:**
 - Online checkout products listed above
 - New mobile payment solution: PayPal Here
 - Other free features to help you get paid – online and offline

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Questions?

To Get Started Using PayPal in your
Magento Go Store, Visit
www.magento.com/setup-paypal

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Thank You

Be sure to visit go.magento.com/support for
other tutorials, articles and videos to help
you get going with Magento Go!

