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Online

## Love at first site

Attract more online shoppers with PayPal



According to eMarketer, US retail ecommerce sales will reach \$224.2 billion in 2012 – and \$361.9 billion in 2016.<sup>1</sup> If you want to attract more online shoppers in this burgeoning market, you're probably trying to figure out who they are and what makes them tick.

One thing many online shoppers have in common: They're PayPal users. Offering PayPal as a payment option can increase the chances that these shoppers will complete transactions on your website. PayPal user statistics can tell us more about this market segment.

Lure more affluent, educated customers

Want to increase sales to young and middle-aged shoppers? Hoping to attract more affluent customers? Are your products and services geared toward highly educated people? According to an unbranded web-based survey conducted by PayPal in late 2011:

- **88% of PayPal customers** are under age 55, compared to 74% of non-PayPal customers.<sup>2</sup>
- **16% of PayPal customers** reported income of \$75,000 or more, vs. 12% of non-PayPal customers.<sup>2</sup>
- **15% of PayPal customers** reported having finished graduate school, vs. 11% of non-PayPal customers.<sup>2</sup>

Bring the best shoppers to your site

Based on PayPal user statistics like these, offering PayPal as a payment option can help increase your access to some of the most coveted online shoppers. In fact, out of its 110 million active accounts, PayPal has identified 2.6 million as its top customers. These customers use PayPal to make an average of 98 online purchases per year, with a total value of \$4,214.

[Learn more about PayPal's top customers](#)

[More about PayPal solutions for enterprise](#)

<sup>1</sup> eMarketer. "Apparel Drives US Retail Ecommerce Sales Growth." April 5, 2012.

<sup>2</sup> PayPal US Brand Tracker: Q411 Core Metrics Report.

Want to know more? Contact your PayPal Account Executive or [email us](#).

### PayPal Customers: Top Shoppers, Big Spenders

**2.6 million**  
top customers

**98**  
average purchases  
per year

**\$4,214**  
average online  
spend per year

**110 million**  
active PayPal  
accounts

More on Online

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