



Home

Personal

Business

Developers

Community

How PayPal Works

PayPal®

More Payment Options for Your Customers Means
More Revenue for You

RELATIONSHIP MANAGEMENT

The Power of Alternative Payments

Because many consumers prefer ‘alternative’ payment methods—those other than traditional card payments—Visa, MasterCard, American Express or Discover—and eChecks, many online merchants can increase shopping cart conversion rates and overall sales by offering new payment options. **PayPal** is one clear market leader.

WHAT PAYPAL CAN DO FOR YOU

PayPal can help lift your sales, increase customer satisfaction, and reduce your payment processing costs.

1. ATTRACT NEW CUSTOMERS

PayPal has a large base of active users (60M+) that is growing annually. Research has shown that merchants offering PayPal experience increased sales due to PayPal loyalists who otherwise would not have bought at their sites.

2. INCREASE CUSTOMER SATISFACTION

PayPal enables an optimal shopping experience for your customers: consumers feel **confident** that their personal information is more secure with PayPal. They have a **choice** in how they select to pay for your products and services. They have the **convenience** of using payment preferences already saved in their PayPal accounts.

3. REDUCE COSTS

PayPal’s processing fees are usually lower than that of the mainstream card-based payment methods. Many merchants experience a reduction in interchange rates as a result.

LITLE & CO. MAKES IT EASY

Get started quickly. The process is simple: Contact your Merchant Services representative at Litle & Co. We’ll walk you through the benefits of PayPal and help you analyze whether or not PayPal is a good fit for your business. If PayPal is ideal for you, we’ll walk you through the complete process including the PayPal contract, technical implementation and any returns/chargeback process modifications necessary for a smooth launch.

Easy implementation. Your Litle & Co. Merchant Services representative will guide you through the implementation process and provide answers to all your business and technical questions. For merchants using the Litle XML format, implementing PayPal on the back-end is as simple as including PayPal data in the transaction files that you send us every day. There’s no need to change your data formats. That’s how easy we make it.

Consolidated reporting and funding. When you implement PayPal through Litle & Co. all of your data is consolidated into a single set of reports that provide a holistic view into your transaction processing. Reconciliation and data analysis are simpler, easier and faster.



Litle & Co, LLC.
900 Chelmsford Street
Lowell, MA 01851
USA
www.litle.com

Contact Us

For more information about products and services from Litle & Co., visit litle.com or call +1.800.LITLCO to speak to a Litle representative.
Copyright © 2011, Litle & Co. All rights reserved..