



LOOKING FOR AN INNOVATIVE GATEWAY?

The Payflow gateway from PayPal delivers innovative payment options that help you boost sales and increase average order sizes.

- Accept all major credit cards, PayPal, and Bill Me Later® online
- Accept payments in 190 markets around the globe
- Tap into the millions of buyers who look for the PayPal way to pay

CHOOSE THE PAYFLOW OPTION THAT'S RIGHT FOR YOUR BUSINESS.

Payflow is available in two different tiers: Payflow Link and Payflow Pro.

With Payflow Link, there are no setup or monthly fees. It provides flexible templates that let you create professional checkout pages matching the look and feel of your website.

Payflow Pro provides a rich set of customization options that enable you to completely control the payment experience.

COMPETITIVELY PRICED

	Payflow Link	Payflow Pro
One-time setup fee	\$0.00	\$99.00
Monthly fee	\$0.00	\$25.00
Gateway fee	\$0.10 per transaction	\$0.10 per transaction

GET PAID IN MORE WAYS

	Payflow Link	Payflow Pro
Includes Express Checkout? <i>Help boost sales by up to 18%¹</i>	✓	✓ (Available)
Includes Bill Me Later²? <i>Bill Me Later drives a 75% lift in average order size³</i>	✓	✓ (Available)

ENJOY MORE BENEFITS

	Payflow Link	Payflow Pro
Accept all major credit and debit cards?	✓	✓
Pre-integrated with leading shopping carts?	✓	✓
Unlimited customization of online checkout pages?	✗	✓
Simplified PCI compliance at no additional cost?	✓	✓ ⁴
Mobile-optimized checkout?	✓	✓ ⁵
Accepts card swipe retail transactions?	✓	✓
Includes a Virtual Terminal? <i>Supports phone, fax, and mail orders</i>	✓	✓
Works with many payment processors?	20	20
Multi-currency processing?	✓ <i>22 currencies</i>	✓ <i>22 currencies</i>
International merchant support?	✓ <i>US, CA, AU, NZ</i>	✓ <i>US, CA, AU, NZ</i>
Basic fraud protection at no additional cost?	✓	✓
Advanced fraud protection?	<i>Optional add-on</i>	<i>Optional add-on</i>
Liability protection on qualified transactions? ⁶	<i>Optional add-on</i>	<i>Optional add-on</i>
Recurring billing?	<i>Optional add-on</i>	<i>Optional add-on</i>

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 Bill Me Later as a payment option requires use of the hosted templates in Payflow Pro. Bill Me Later is subject to consumer credit approval, as determined by the lender, WebBank, Salt Lake City, UT.

³ Source: Total Economic Impact of PayPal Express Checkout for Web and Mobile (Forrester Consulting, July 2012).

⁴ Simplified PCI compliance management for Payflow Pro with newly available "transparent redirect" capability. Check with your shopping cart provider to determine if they support this feature.

⁵ Available using the hosted checkout templates.

⁶ See Visa or MasterCard websites for qualifying transaction terms.