



CONFERENCE NOTES

The world is your market

Presenter: Paul Parisi, President, [Paypal Canada](#)

Further Resources:

[Paul Parisi](#)

Statistics you should know:

- Today Paypal is active in **114 Markets - 25 currencies**
- **9.8 million merchants** made at least 1 cross-border sale using PayPal
- **106 million consumers** made at least 1 cross-border purchase using PayPal
- E-commerce has seen **41% growth** rate in 2 years
- B2C will triple in next 5 years to **\$424B online**
- Buyers are younger, risk free, better educated
- Nuances in different markets impact differences in advertising
- Be transparent - consumer wants to know total cost
- **83% of Canadian SMEs** are not set up to take payment online
- Mobile sites - payment button on final checkout page increases final purchase #s
- **39% of purchases** drop out if you don't have the payment button on the final checkout page

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