**EMAIL RECOMMENDATION TEMPLATE STRUCTURE**

Hello,

Below is a sample recommendation for implementing Paypal checkout option at another e-commerce retailer. This should give you a hint on how to structure your recommendation.

Hi Jessica,

Hope you are well.

Here is my recommendation regarding introducing Paypal checkout option for our client’s e-commerce store. Based on my findings, my recommendation is that they should go ahead with implementing Paypal checkout. This has the potential to generate additional $XX millions of sales per quarter.

Below are the reasons why I am making this recommendation:

1. Opportunity to increase conversion rates

* Data shows that Paypal checkout averages **28% higher conversion rate** as compared to traditional payment options.
* Looking at entire customer experience, not just checkout, merchants with Paypal have **2.8x** higher conversion rate

2. Paypal can help drive higher average orders

* Customers who checkout using Paypal are likely to spend **25$-64$ more**, depending on the product category.
* Customers who use Paypal are 52% more likely to complete an unplanned purchase versus customers using non-Paypal payment methods.

3. Competitive payment fees with no upfront setup costs

* Paypal transactions fees are inline with the overall market (2.7%-2.9%)
* Given client’s brand name and e-commerce volume, there may be further opportunities to negotiate reduced fees

4. Improve overall customer experience

* Research findings show that paying with Paypal results in an improvement of NPS (Net Promoter Score) by 8 points on average.

Overall, looking at the 3 points above, my hypothesis is that introducing Paypal checkout payment option will drive more sales for our client whilst improving customer experience.

Sources:

* Research source 1 – http://website.com
* Research source 2 – <http://website.com>
* Research source 3 – http://website.com