

Closed Loop Offers

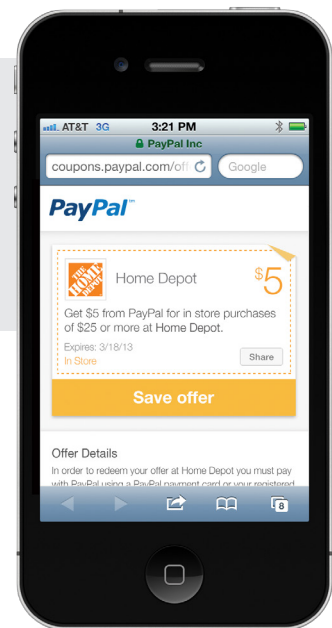
Drive sales and measure ROI

Close the redemption loop

Closed Loop Offers enable PayPal merchants to put real money into customers' PayPal accounts that can only be spent within that merchant's points of sale.

Drive channel-specific sales with online or in-store only offers, or stimulate omni-channel commerce by making the offer available across online, mobile and offline.

Closed Loop Offers are automatically applied at checkout, creating a frictionless experience for merchant and consumer alike.



Offer automatically applied at checkout - instant consumer gratification

Optimized targeting

Acquire new customers or increase spend and frequency with targeting based upon identity. PayPal Media Network develops custom audience segments using proprietary purchase data.

Segments can be based upon:

- Propensity to buy and purchase intent
- Look-alike modeling
- CRM match, combining PayPal data with merchant data via Acxiom for collaborative targeting

PayPal customers spend
\$315M daily

Scalable distribution

Offer distribution is optimized based upon targeting across various channels:

- Online – including PayPal.com, email and third party properties including Facebook
- Mobile – eBay, Inc. apps such as PayPal, RedLaser, plus third-party properties
- Direct offer deposited into targeted PayPal customer accounts with notification by email

Best in class analytics

Full-funnel metrics track:

- Impressions & click through rate
- Offer saves & redemptions
- Total sales volume, average order value, & campaign ROI

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PayPal Media Network

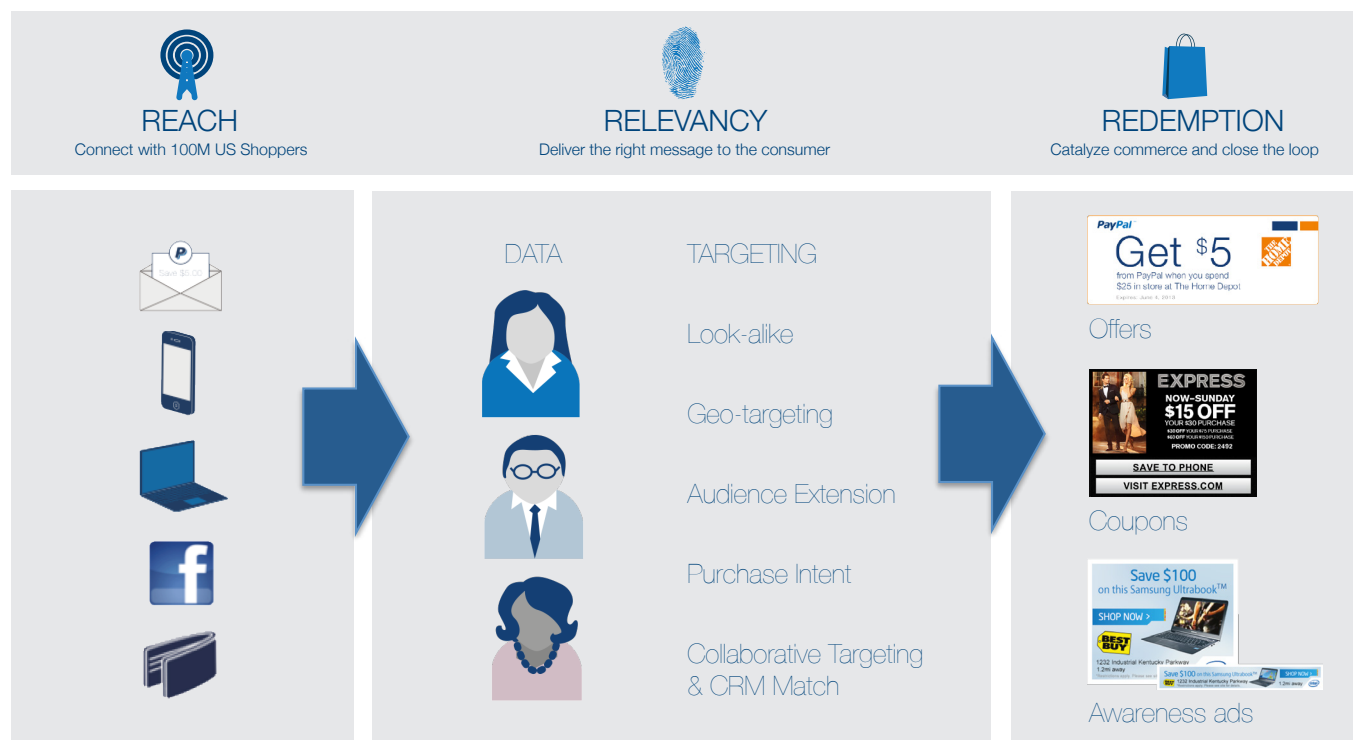
Catalyzing commerce for retailers and brands

Reach over 100M US consumers leveraging PayPal's unique first-party data and advertising assets across multiple channels at scale.

PayPal Media Network enables retailers and brands to engage consumers, drive commerce and compete in the omni-channel marketplace.

Acquire new customers and increase frequency & spend of existing ones. Our network is comprised of:

- The nation's largest location-based mobile ad network with 100M+ consumers & over 375 third-party publishers
- RedLaser: the leading in-aisle shopping app, reaching consumers with purchase intent at the "moment of truth"
- Our "online shopper network" leverages proprietary PayPal purchase data to identify custom audience segments for targeting across PayPal-owned and third-party properties such as Facebook



PayPal Media Network helps you reach consumers throughout their omni-channel shopping journey, empowering them to engage any time, anywhere and anyway.

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Location-based Mobile Advertising

Drive sales, awareness and foot traffic

Reach 106M consumers on their smartphones and tablets through 375+ mobile publishers with North America's largest location-based mobile ad network

PayPal Media Network enables retailers and brands to:

- Acquire new customers
- Drive foot traffic
- Enable mobile commerce
- Stimulate sales with mobile coupons
- Increase brand awareness

Reach consumers at a hyper-local level

Patented, best-in-class geo-fencing technology leverages true location, using lat/long to precisely target and reach consumers around:

- Storefronts
- Competitor locations
- Relevant POIs (eg. events, malls, etc)

Targeting can be enhanced by combining location with additional parameters:

- Time of day
- Device type, carrier or operating system
- Contextual data feeds, eg. local weather conditions

Engage consumers with dynamic creative

In-house expertise developing creative that engages your audience:

- Ads and landing pages featuring content that dynamically updates based on local conditions
- Immersive rich media experiences
- Engagement features such as share-to-social, countdown clocks and save to calendar

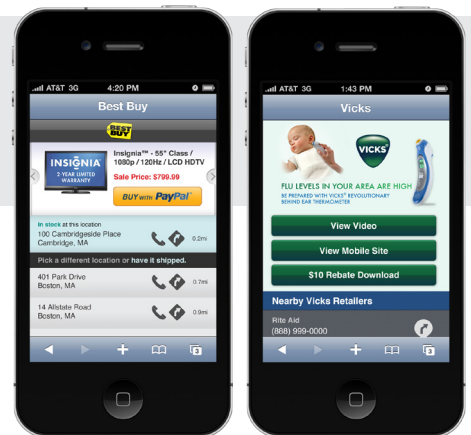
Audience targeting with PlacelQ

PlacelQ has developed audience segments using time and location as a proxy to infer demographic attributes of consumers. Leverage the unique assets of PayPal Media Network with the power of PlacelQ data to reach targeted mobile audience segments.

Catalyze commerce

Harness the suite of eBay, Inc. assets to drive omni-channel commerce via mobile with:

- Real-time inventory display through Milo
- "Buy It Now" capabilities with PayPal Mobile Express Checkout



55% of consumers researched a product on a smartphone and then went to a physical store to complete the purchase.

- eMarketer, December 2012

CRM Match and Collaborative Targeting

Identify, target & measure specific customers

Identify and reach your customers online

Augment your CRM data with the power of PayPal's proprietary customer data to create identified segments for targeting online at scale. As a provider of financial services, PayPal assures high data quality, yielding impressive match rates.

Acxiom acts as a reputable safe haven environment to facilitate the database match, ensuring protection and confidentiality of customer Personally Identifiable Information (PII) for both parties.

Cross-channel reporting and attribution

Track performance by campaign segment and measure offline response to online advertising. Acxiom's safe haven environment marries advertising campaign data from PayPal Media Network with your transaction data to provide end-to-end reporting.

Measure conversion metrics including:

- In-store sales
- Phone calls
- Registrations
- Online sales



From unknown to known: optimizing relevancy through identity

Acquire new customers that look like your best customers

Once you've identified your most valuable customer segments, leverage PayPal's advanced data algorithms based on purchasing habits to identify "look-alike" consumers across our base of over 60M active US account holders. Target the resulting new segment with a customer acquisition campaign and grow your database with qualified consumers.

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RedLaser

Total Downloads: 26M
Monthly Downloads: 1MM
Active Users: 6M

Reach consumers at the point of intent

An eBay, Inc. property, RedLaser is the leading shopping and scanning mobile app for both iOS and Android with over 6M active users.

Convert browsers to buyers

*More than one in three purchasers used their smartphone to make a purchase while in store.**

Deliver messaging to consumers scanning and searching in your category and reach them at that critical moment. Engage consumers deep in the funnel with relevant awareness ads or offers.

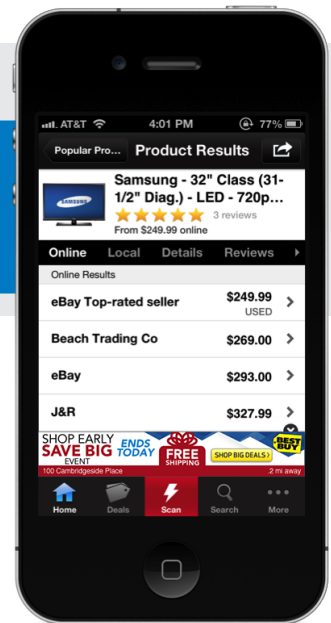
Available category sponsorships include Fashion, Grocery, Health & Beauty, Electronics, Motors, Collectibles & Art, and Home & Outdoor.

Increase scale through audience extension

Target RedLaser users who have scanned, viewed, or searched for a product in your category across thousands of other apps and mobile websites.

Expand your audience further by adding “look-alike” consumers to the campaign targeting. Look-alike segments are developed using PayPal’s proprietary data and algorithms to deliver audiences with demonstrated propensity to buy.

Anchor your presence within RedLaser and amplify your message with audience extension!



Engage RedLaser users in app who have scanned, viewed or searched for products within your category



Extend reach and audience, targeting the same users and modeled look-alikes across thousands of third party mobile websites & apps

*Source: comScore

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Online Shopper Network

Reach targeted consumers online with the power of PayPal data

Whether targeting new customers or looking to increase frequency with your existing customers, leverage PayPal's first-party purchase data to reach the right audience that will help you drive your business.

Data targeting solutions

PayPal Media Network leverages PayPal's exclusive purchase data from over 60M US consumers to create custom audience segments to:

- Drive new customer acquisition
- Increase basket size and frequency among existing customers
- Re-engage latent customers

An array of data-driven solutions can be tailored and combined to deliver against your campaign objectives:

- [Engage current customers](#)

Gain insight into your current customer base and target your most valued segments.

- [Target high-performing demographics](#)

Deliver your message to demographic segments that hold the highest potential. Target based upon age, household income, home ownership, families with children and more.

- [Reach intenders](#)

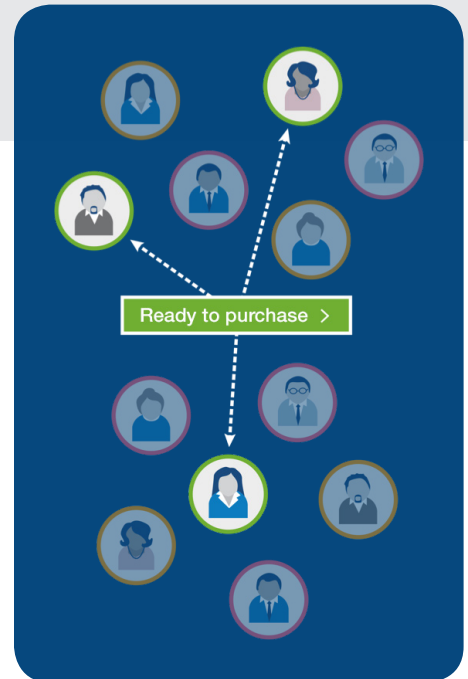
Engage consumers with intent that are actively shopping in your category.

- [Collaborative targeting using CRM Match](#)

Create identified segments for online targeting by matching your CRM database with PayPal's high fidelity customer data through our trusted safe haven provider, Acxiom.

- [Identify look-alikes](#)

Develop new audiences based on existing segments and reach consumers who look like your best customers. Our proprietary data science algorithms identify new audience segments that exhibit high propensity to purchase.



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