

"Seize the Moment"

"Pilot \$ 0.10 flat fee for under \$5 payments."

"Target Gaming & Content—scale the win."

"Lead the micropayment revolution."

"Take back crucial Gaps in market left open for competitors with growing influence of online gaming, streaming, YouTubers, allow PayPal to be competitive in Influencer support and tipping across the board."

"High Fees Fail Users"

“Control (Standard Fees
AVG transactions under
\$5) : (~\$0.38):
65.067% completion
rate, 34.93% failure.”

"Costly fees drive drop-offs."

