

"Micropayments: PayPal's Hidden Goldmine"

“How to recapture Market Gaps and reduce user transaction fail rates”

"Small transactions = big potential—tips, games, content."

"Fees stifle success—can we unlock it?"

"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."