

Elektronsko poslovanje u pomorstvu

III dio

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PayPal



Sadržaj

- ☐ Istorija PayPal-a
- ☐ accept PayPal
- ☐ PayPal pregled
- ☐ PayPal Benefiti
- ☐ Online i mobilno plaćanje
- ☐ IU Integracija-Primjer

Šta je novac?

.....

Kontrolisan od
strane kraljeva,
monarha,
careva...

.....



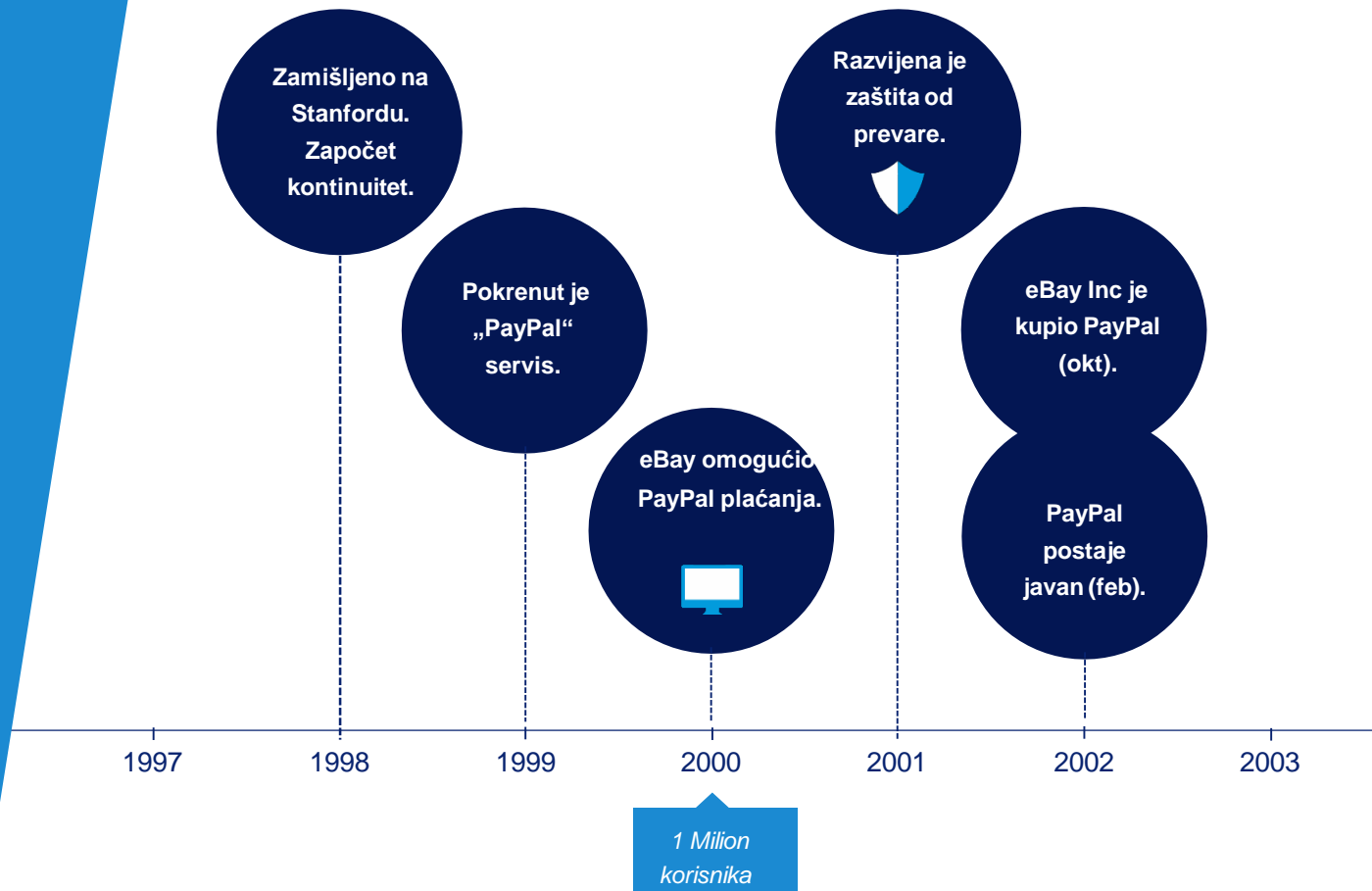
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Rano bankarstvo

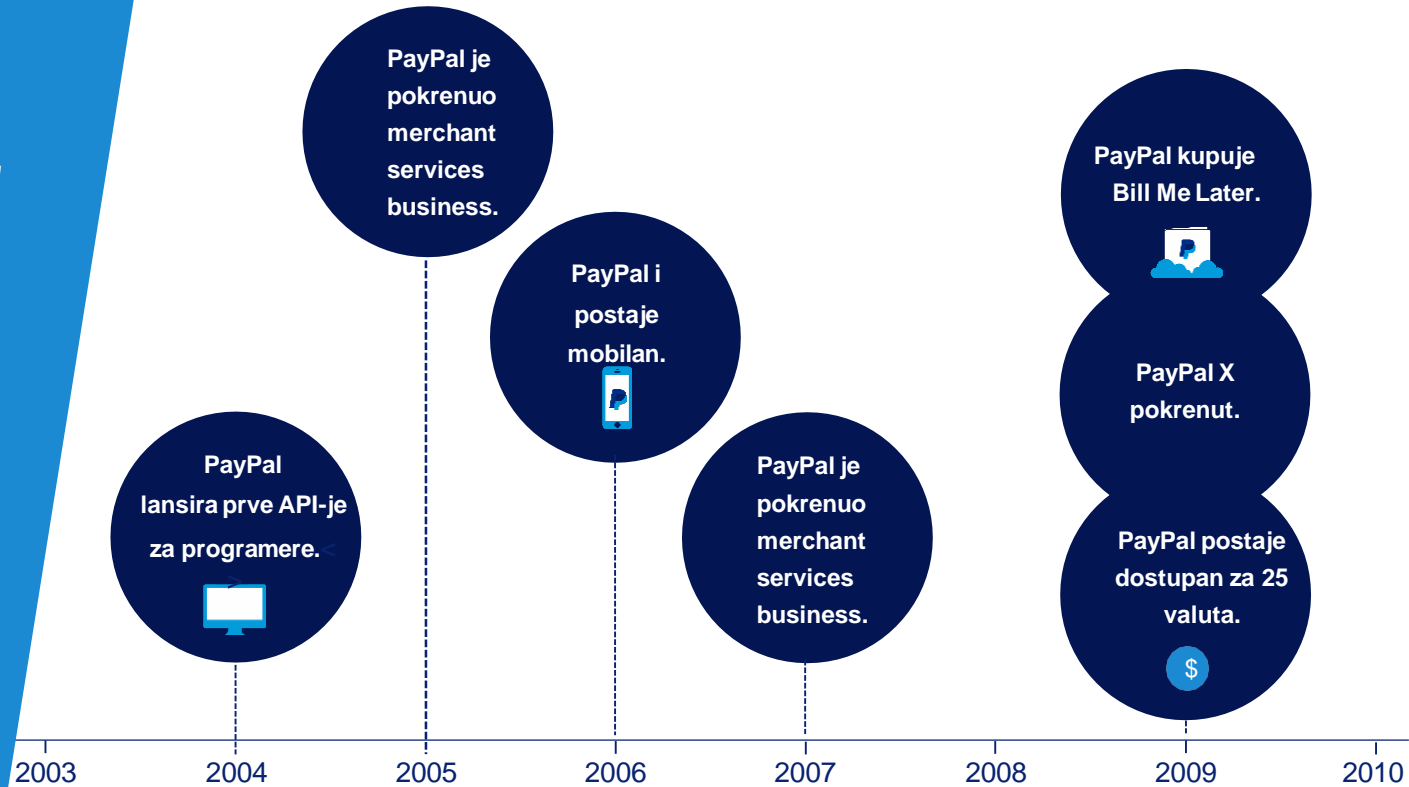
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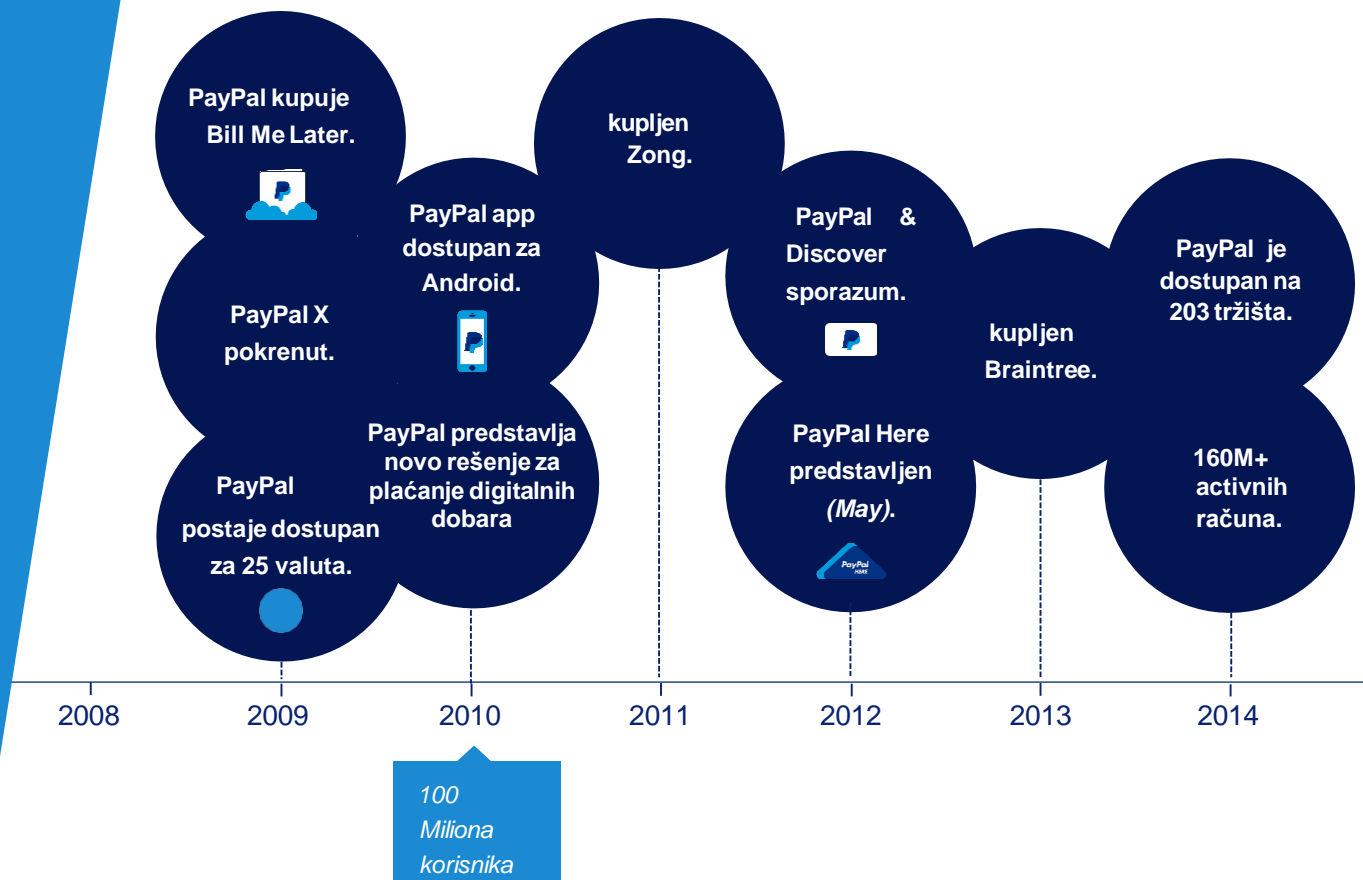
Istorijat PayPal



Istorijat PayPal



Istorijat PayPal



Zašto PayPal

Jednostavnost

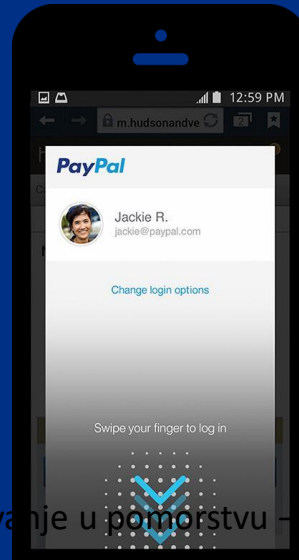
- Jednostavno i brzo se prijaviti i koristiti
- Jedan račun koji vam omogućava plaćanje prijateljima i porodicama, trgovcima putem interneta...

Sigurnost

- Zaštita korisnika
- Transakcije bez dijeljenja korisničkih informacija

Fleksibilnost

- Kupovina & slanje novca bilo kad, bilo gdje
- Dostupan za 203 tržišta



“PayPal će ljudima širom svijeta pružiti direktniju kontrolu nad njihovim novcem nego ikad prije.”

- Peter Thiel



POMOĆ POTROŠAČIMA, TRGOVINA UZ POVJERENJE

2

PayPal benefiti

Potrošačka baza

Mobilnost

Sigurnosni standardi

Uticaj na konverziju i
akviziciju

PayPal je brz, jednostavan i siguran.



Korisnički Benefiti

- +Jednostavan
- +Siguran
- +Seamless

Bizinis Benefiti

- +Povećana prodaja
- +Novi klijenti
- +Veće povjerenje

Sve veća baza potrošača



24%

PayPal biznis
prekogranična
trgovina

162M

Activih Globalnih
Naloga
4M added in Q4 2014

203

Marketa
26 valute
široj planeti

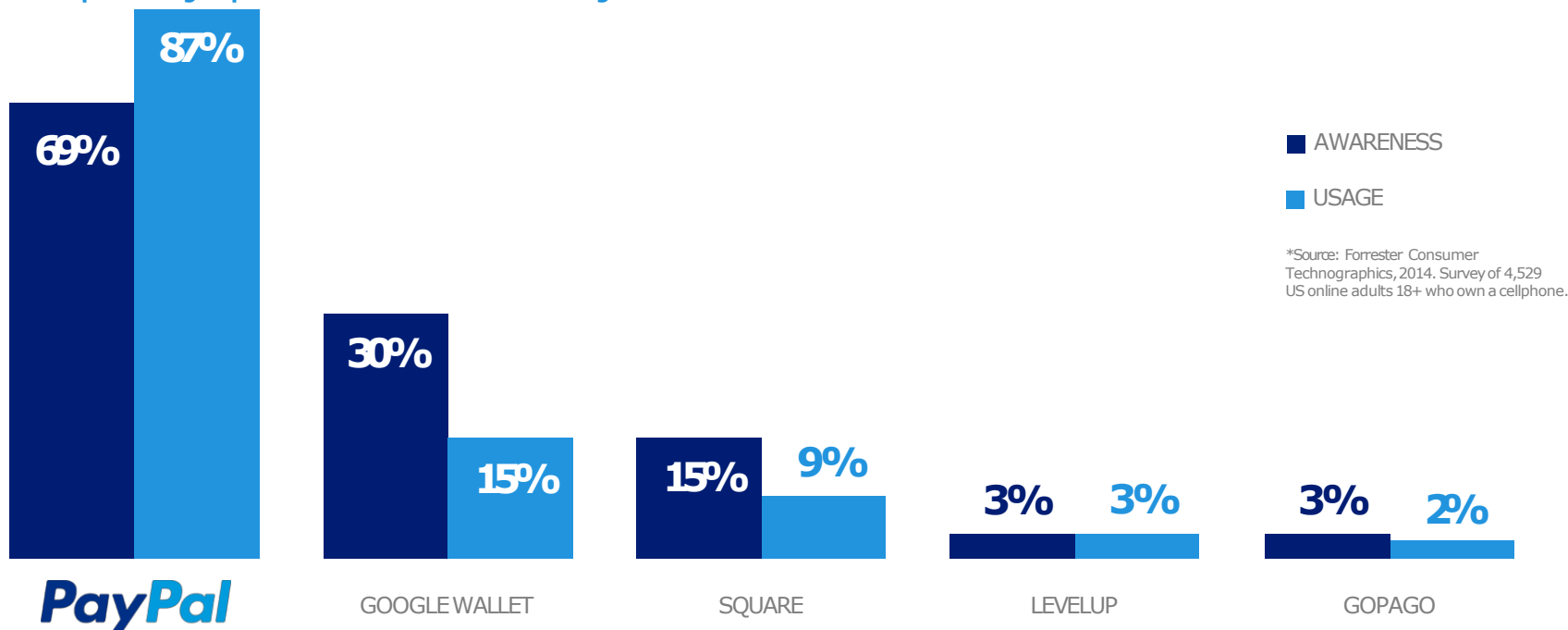
\$235B

2014 Ukupni Globalni
obim plaćanja
\$46B mobilne transakcije

Source: PayPal Q4 2014 Fast Facts

Potrošači se osjećaju ugodnije uz PayPal

Potrošači koriste digitalni novčanik PayPala više nego bilo koju drugu aplikaciju za plaćanje putem mobilnih uređaja





Top prioriteti su povjerenje&sigurnost

- +Next-level encipcija za svaku transakciju
- +Monitoring transakcija za sumnjive aktivnosti
- +Zaštita prodavača ponuđena na prihvatljivim transakcijama
- +Alat za otkrivanje prevara koji je osmišljen kako bi bio pametniji sa svakom transakcijom
- +Visoki nivo povjerenja i sigurnosti potrošača od strane Javelin, Forrester i comScore

*Sources: 2013 Javelin Strategy & Research: Gang of Five: Apple, Google, Amazon, Facebook, and PayPal-eBay; Threat of the Mobile Wallet Disruptors; Forrester's North American Technographics® Retail Online Benchmark Recontact Survey, 2013; North American technographics TRUE Brand Compass Survey, Q2 2013; Comscore Study April 2012.

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3

Pokretanje biznisa

- +Online
- +Digitalni novčanik
- +Trgovina

Lako, praktično iskustvo plaćanja



Online

- + PayPal Checkout
- + PayPal Mobile Checkout
- + PayPal Credit
- + Log In with PayPal



Digitalni novčanik

- + Credit/Debit kartice
- + Bankovni računi & stored balance
- + Loyalty & rewards
- + Coupons & offers
- + Gift cards
- + Account activity



In Store

- + PayPal in Merchant Apps
- + NFC
- + Payment Code - QR
- + PayPal Card
- + Order Ahead / Pay At Table in merchant apps



Pristup u bilo koje vrijeme i bilo gdje novčaniku.



+Credit/debit cards

+Co-branded card/PLCCs

+Bank accounts

+Gift cards

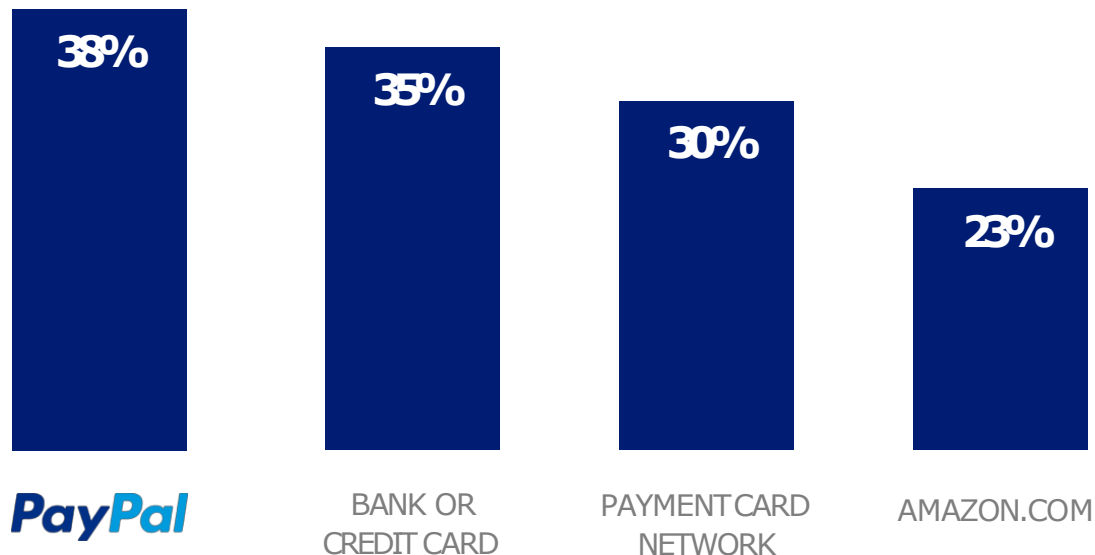
+Loyalty cards & rewards

+Coupons & offers



Give consumers peace of mind.

Potrošači vjeruju PayPal-u da će im pružiti mobilni digitalni novčanik.



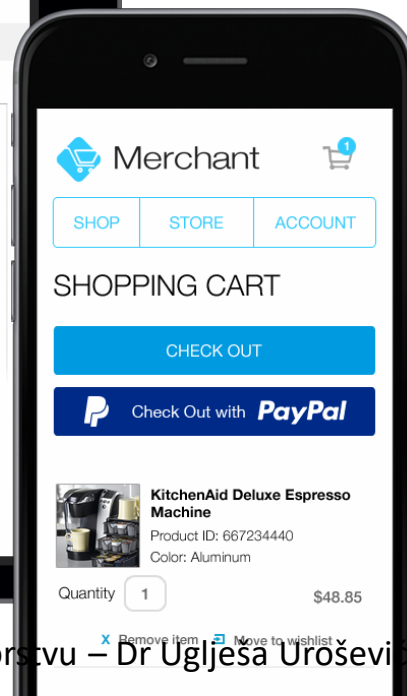
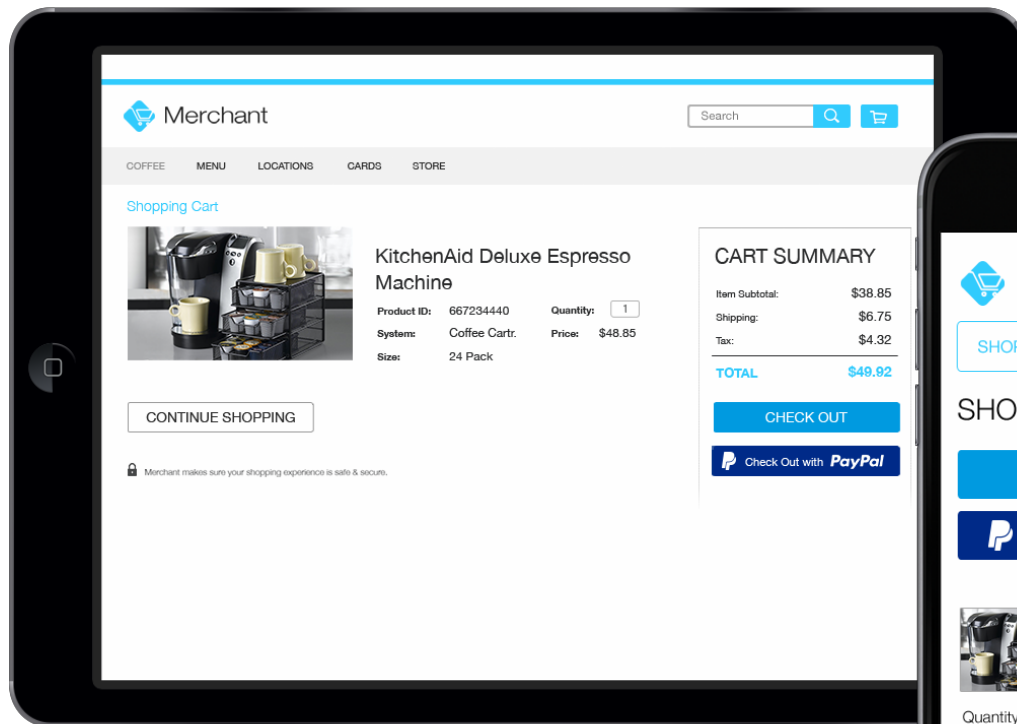
*Base: 4,500 US online adults (18+). Source: Forrester's North American Technographics © Retail Online Benchmark Recontact Survey, 2013.



ONLINE & MOBILNA SOLUCIJE

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Jednostavan checkout za web & mobile.



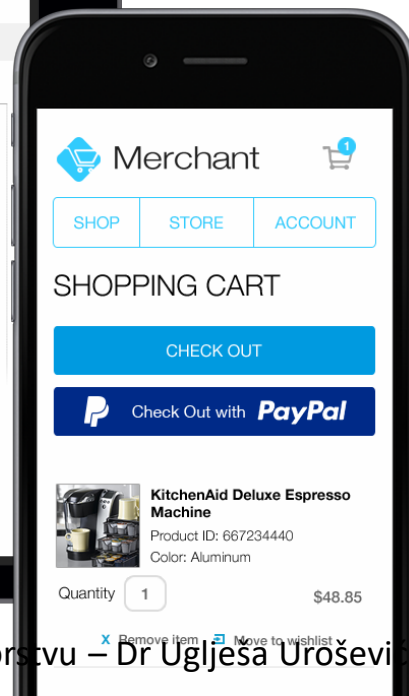
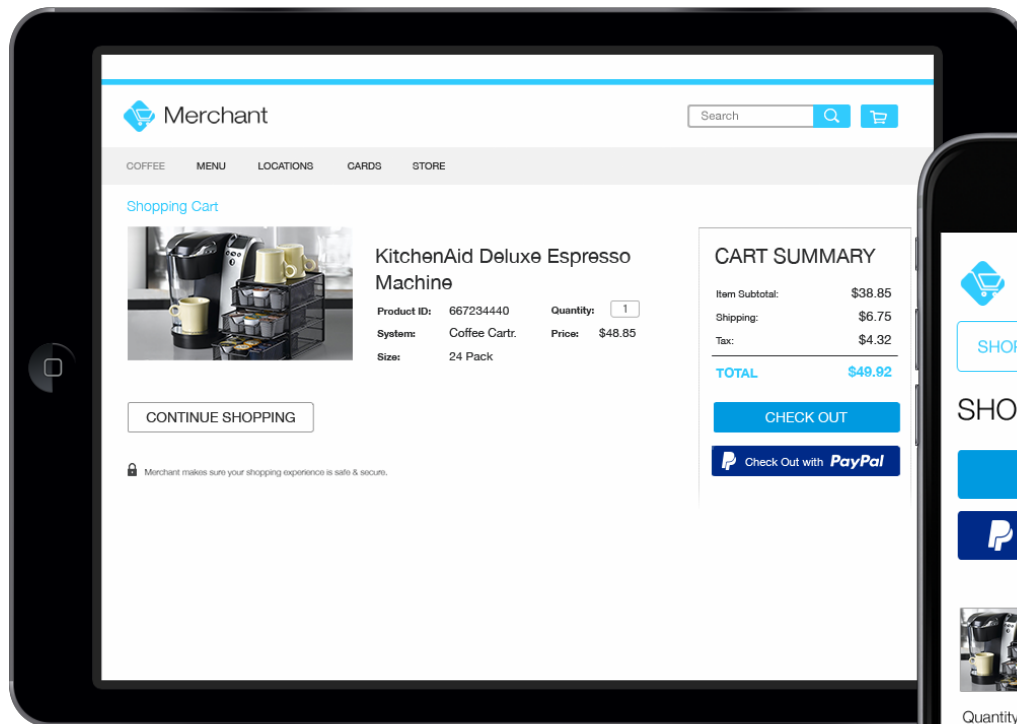
+Brzo i lako obavljanje transakcije sa sačuvanim detaljima o novčaniku.

+Izbjegavanje ručnog unosa informacija o dostavi i finansijskim podacima.

+Zaobilaženje unosa dodatnih podataka / web stranica i sigurnosnih podataka prilikom kupovine na mreži.

+Pojednostavljeno odjavljivanje, poboljšane web i mobilne konverzije.

Benefiti PayPal checkout-a



Consumer Benefits

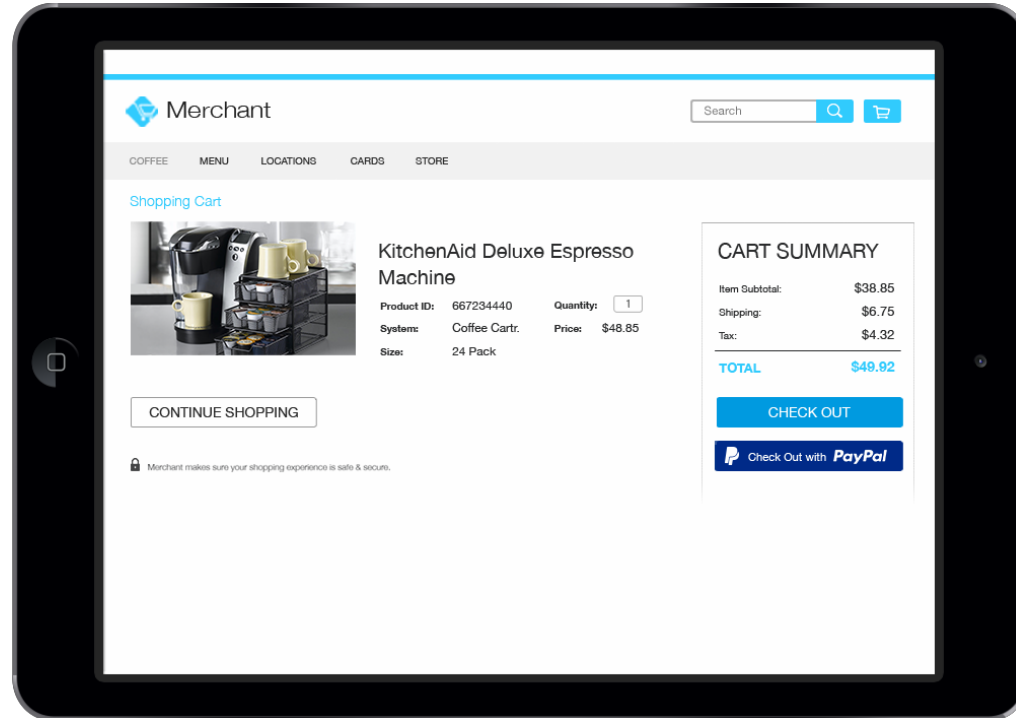
- +Speed
- +Convenience
- +Security

Business Benefits

- +Higher conversion
- +Sales lift
- +New consumers
- +Better experience

PayPal Mobini Checkout

1
Merchant
šoping lista

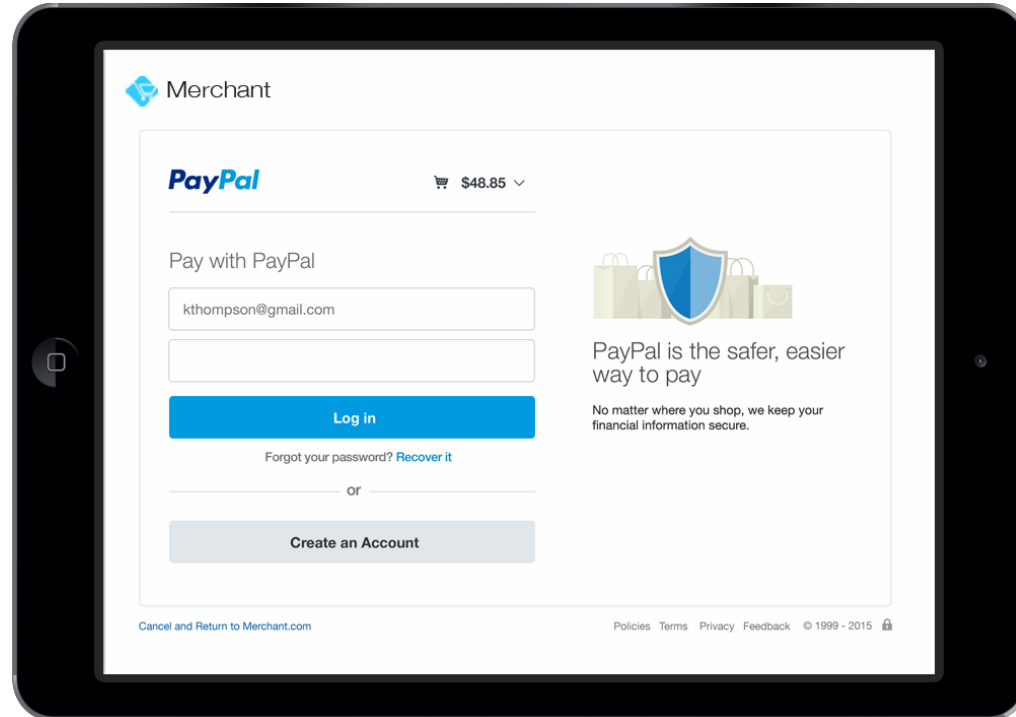


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PayPal Mobile Checkout



Logovanje
na PayPal.

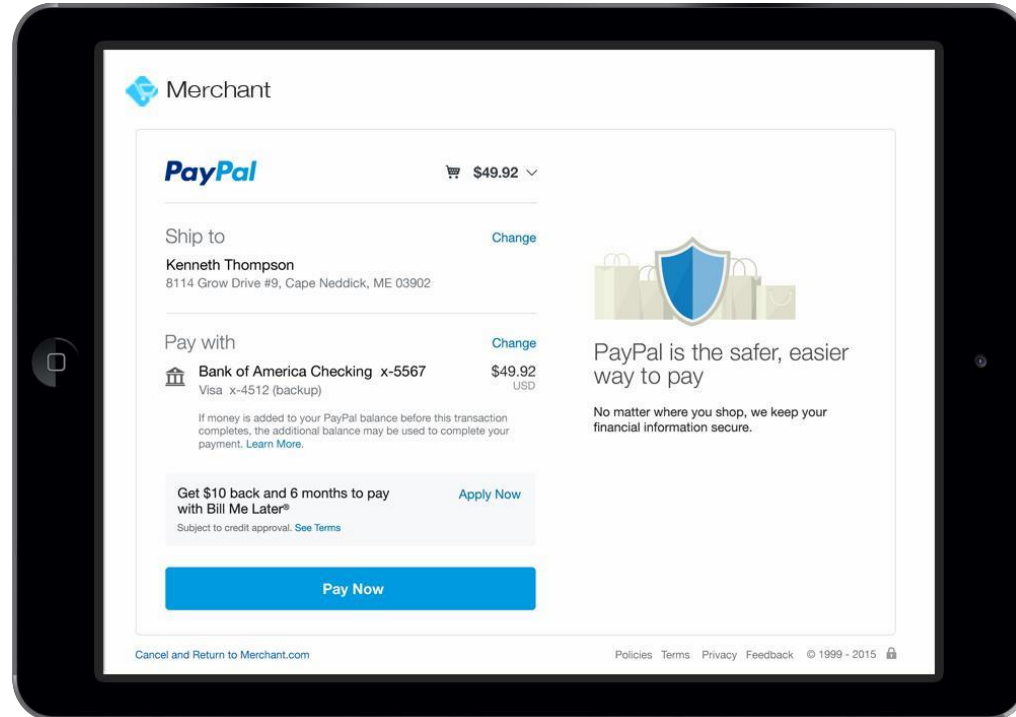


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PayPal Mobile Checkout

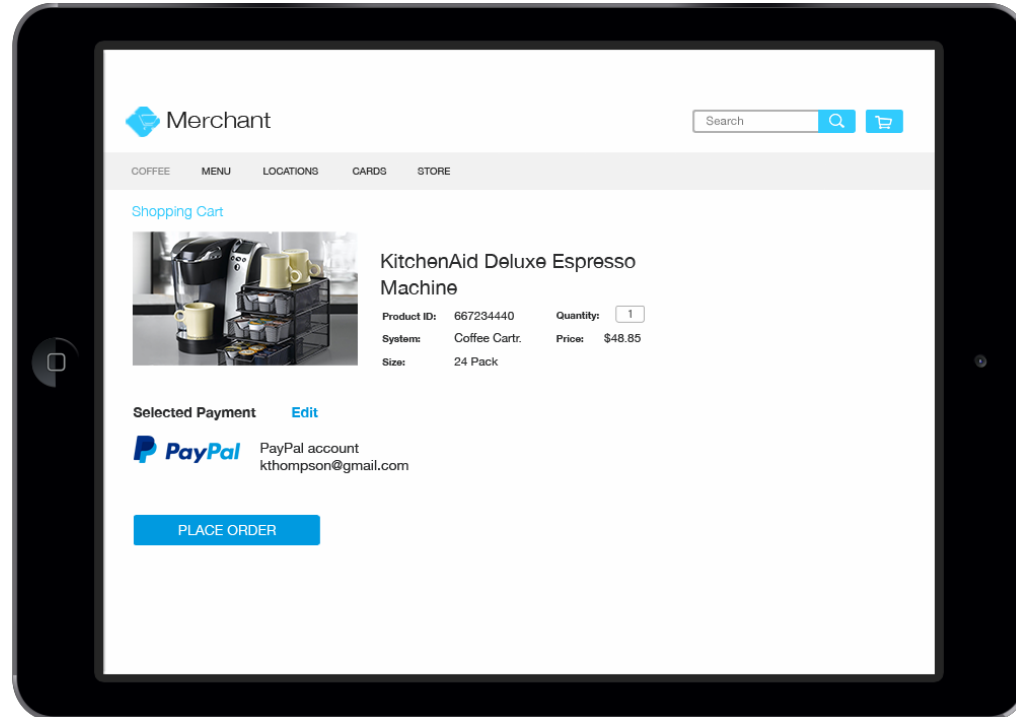
3

Potvrda za opciju
plaćanja



PayPal Mobile Checkout

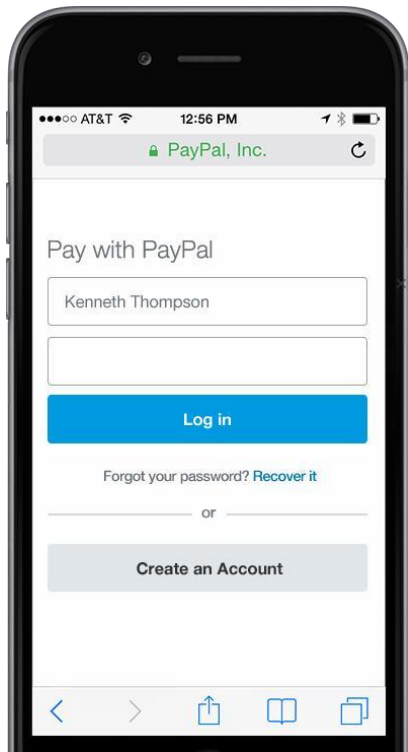
4
Završetak -
placing
order.



PayPal Mobile Checkout

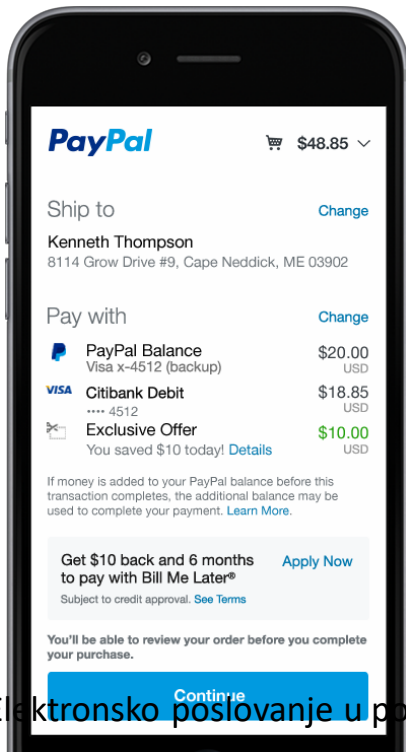
1

Log ovanje na PayPal.



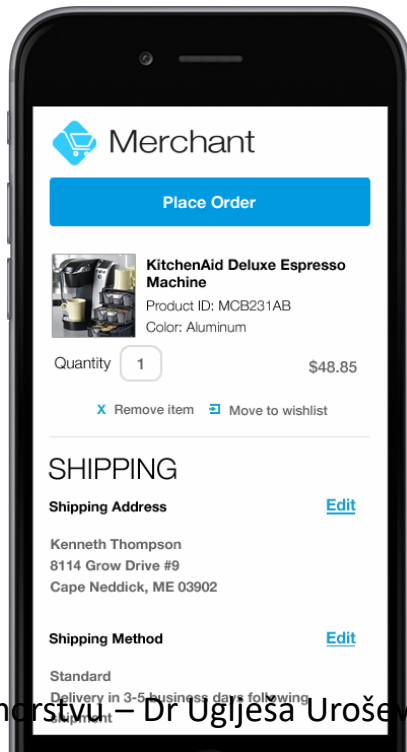
2

Izbor metode plaćanja



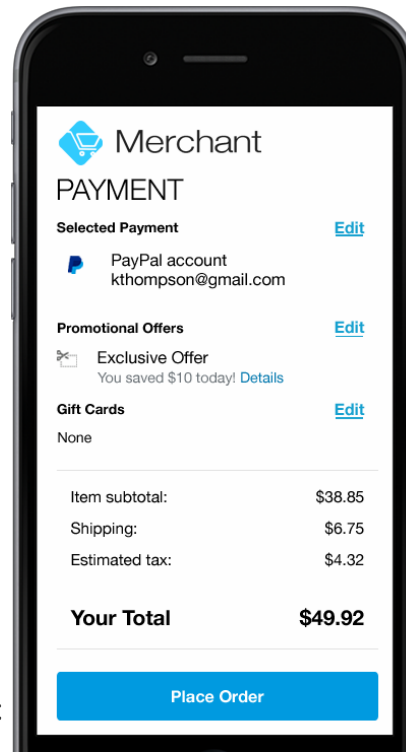
3

Potvrđivanje narudžbe



4

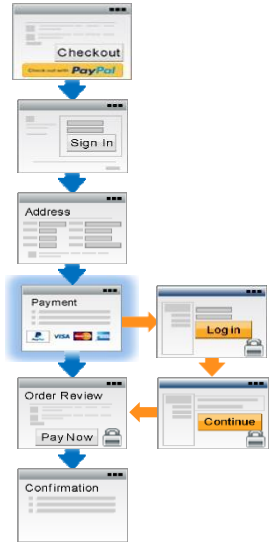
Place order.





IU Integracija

PayPal na stranici za plaćanje



The screenshot shows the Indiana University checkout page. At the top left is the Indiana University logo (Ψ) and the text 'INDIANA UNIVERSITY'. The main content area is divided into two sections: 'Pay with PayPal' and 'Pay with credit or debit card'. The 'Pay with PayPal' section features a 'CHECK OUT WITH PayPal' button and the text 'The faster, safer way to pay'. The 'Pay with credit or debit card' section includes a 'Card Number' input field, logos for Discover, VISA, MasterCard, and American Express, and an 'Expiration Date' field with 'mm' and 'yy' sub-labels. A 'Pay Now' button is located at the bottom of this section. On the right side, there is an 'Order summary' box with the text 'Total: 403.00'. At the bottom right, it says 'Secure payments by PayPal'. A blue dotted arrow points from the 'Pay with PayPal' section of the flowchart to the 'CHECK OUT WITH PayPal' button on the page.

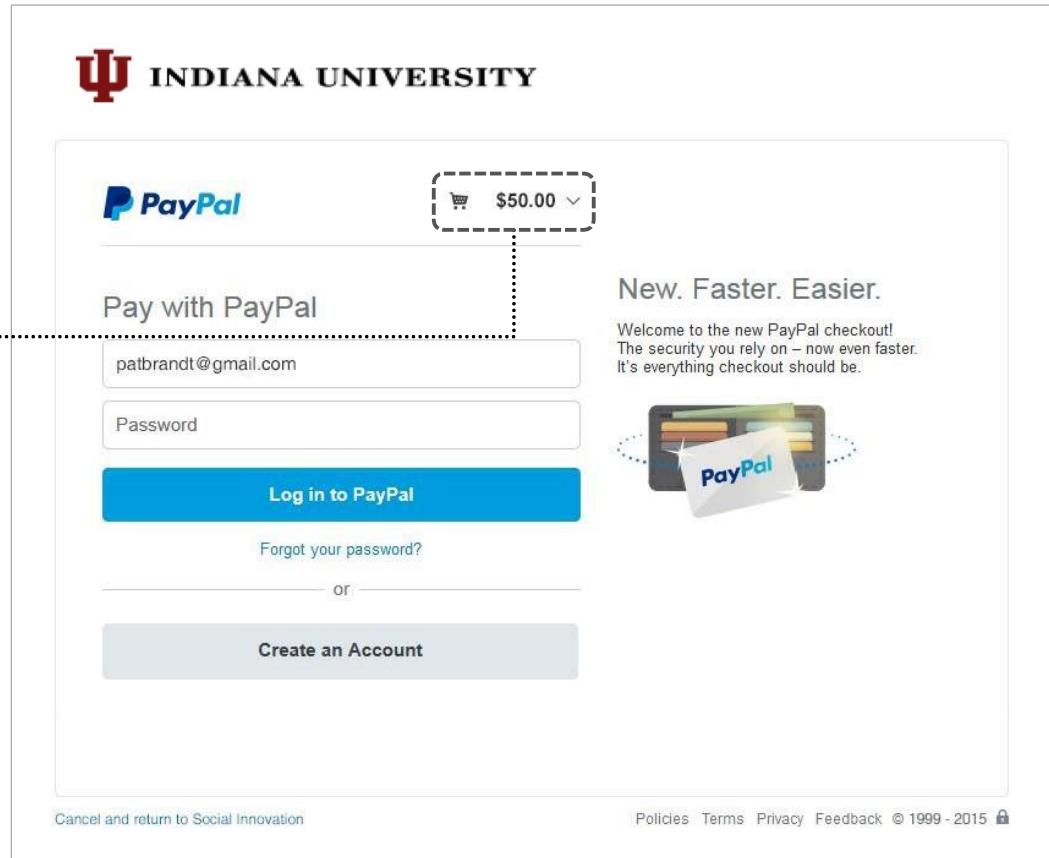
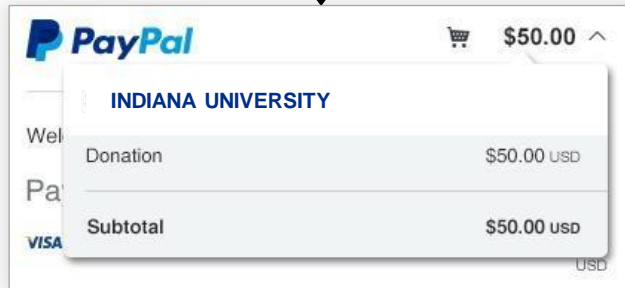
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PayPal Logovanje

Branded page with IU logo

Pass in line item details to fill order summary in persistent cart for continuity of checkout experience

Email field is prepopulated based on the cookie information saved on user's computer




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PayPal Pregled

Branded page with IU logo

PayPal shipping address is
suppressed

INDIANA UNIVERSITY

PayPal  \$50.00 ▾

Welcome back, Pat!

Pay with [Change](#)


VISA Visa x-4011 **\$50.00**
USD

This transaction will appear on your statement as PayPal * SOCIALINNOV.

Pay Now

PayPal is the safer, easier way to pay

No matter where you shop, we keep your financial information secure.

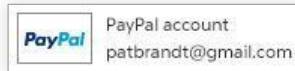
[Cancel and return to Social Innovation](#) [Policies](#) [Terms](#) [Privacy](#) [Feedback](#) © 1999 - 2015 

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Thank you stranica

PayPal shown as selected payment method with account and email address

Billing address is suppressed for PayPal users

A screenshot of the Indiana University website's "Thank you" page. The page features the university's logo and navigation menu. The main content area displays "THANK YOU!" followed by a message of appreciation and payment details. Under the heading "Selected Payment", it shows the PayPal logo and the account information "PayPal account: patbrandt@gmail.com". A blue "Donate" button is visible at the bottom of the page.

Language English Sign in / Register Sign Up for Email

INDIANA UNIVERSITY HOME CAUSES EVENTS GALLERY SHOP BLOG CONTACT

Payment Thank you

THANK YOU!

Thank You for your contribution towards Social Innovation!

You have opted for the contribution of **\$50** and selected **Only once** payment.

Selected Payment

PayPal account: patbrandt@gmail.com

Please select the donate button if you would like to contribute more!

Donate

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Testirajte PayPal
znanje...





THANK YOU