

# Venmo Smart Buttons



## Wallet

In 2009, Venmo launched as a social app and has evolved into one of the US's most popular e-commerce payment methods. Nearly 90 million consumers use Venmo, and more than two million merchants accept it. It is a great option for merchants seeking to reach Millennials and Gen Z; 35% of its consumers are 18-29. It requires consumers to have funds in their wallets but allows them to easily connect their bank account, debit card, or credit card. Venmo can be accepted by merchants accepting PayPal without any additional integration giving consumers the option to pay with PayPal, Venmo, and PayPal Pay Later when they checkout with PayPal.

## Specifications

### Coverage

Consumer	United States
Merchant	United States

### Currencies

Consumer	USD
Processing	USD
Settlement	N/A - processing only

### Transactions

Maximum	USD 7,000
Timeout	3 days 1 hour

### Features

- ⊗ Recurring payments
- ⊗ One-click payments
- ✓ Refunds
- ✓ Partial refunds
- ✓ Multiple partial refunds
- ⊗ Payment assurance
- ✓ Chargeback risk

## Why Venmo Smart Buttons?



With a user share of 37%, Venmo is the second most used online payment service in the US after PayPal (Statista).



Smart Payment Buttons by PayPal are designed to improve the checkout experience and conversions and give consumers more choices.



In the clothing and fashion industry, Venmo can increase unplanned purchases by as much as 34% (PayPal).

## How it works?

