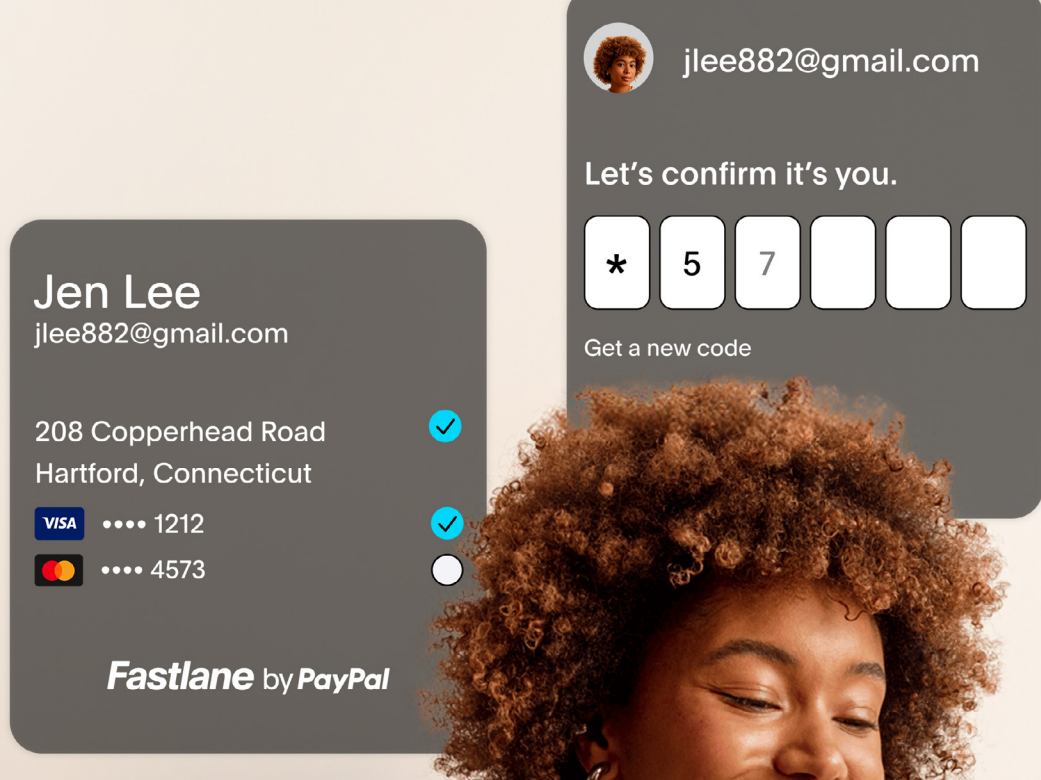


Adobe

Fastlane by PayPal: A better guest checkout experience.

Now available to Payment Services for Adobe
Commerce and Magento Open Source merchants.



Checkout should be fast and painless, but for many shoppers, it's where the experience breaks down. Long forms, unnecessary steps, and a lack of trust can quickly drive shoppers away.

Fastlane by PayPal changes that with passwordless authentication and autofill capabilities, making guest checkout feel effortless. For Adobe Commerce and Magento Open Source merchants, enabling Fastlane can be as simple as switching it on in the admin panel.



Checkout is due for an upgrade.

Friction creates frustration, and lack of trust leads to lost sales.

45%

of shoppers agree they've abandoned purchases due to complicated account registration.²

19%

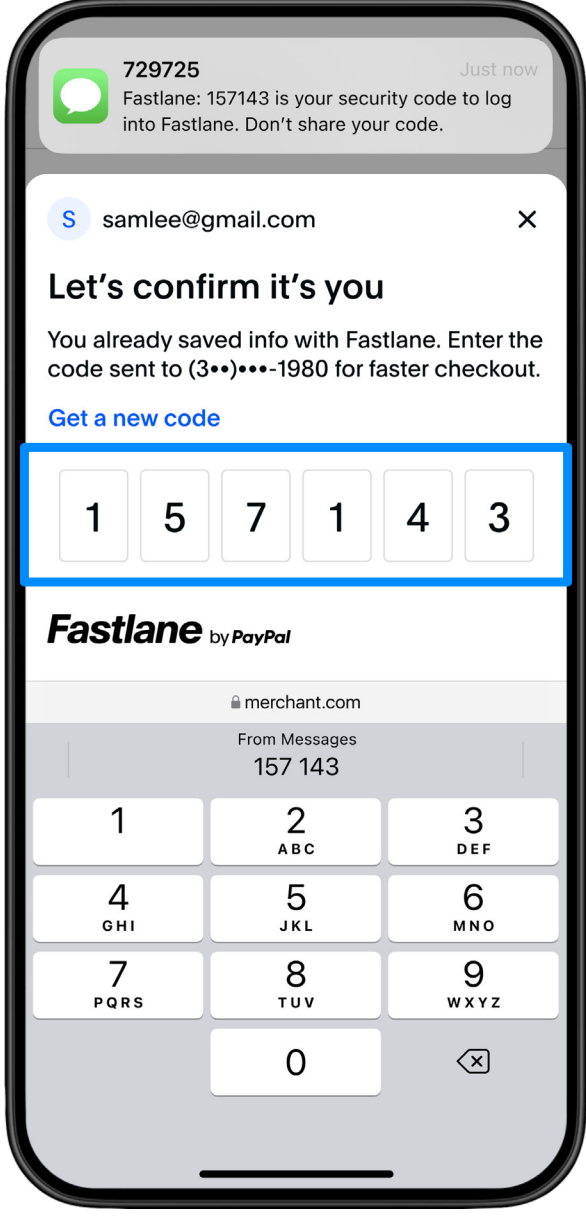
of shoppers abandon a cart because they don't trust the site with their credit card information.¹

23 form fields

is the average number fields a shopper must complete during checkout.¹

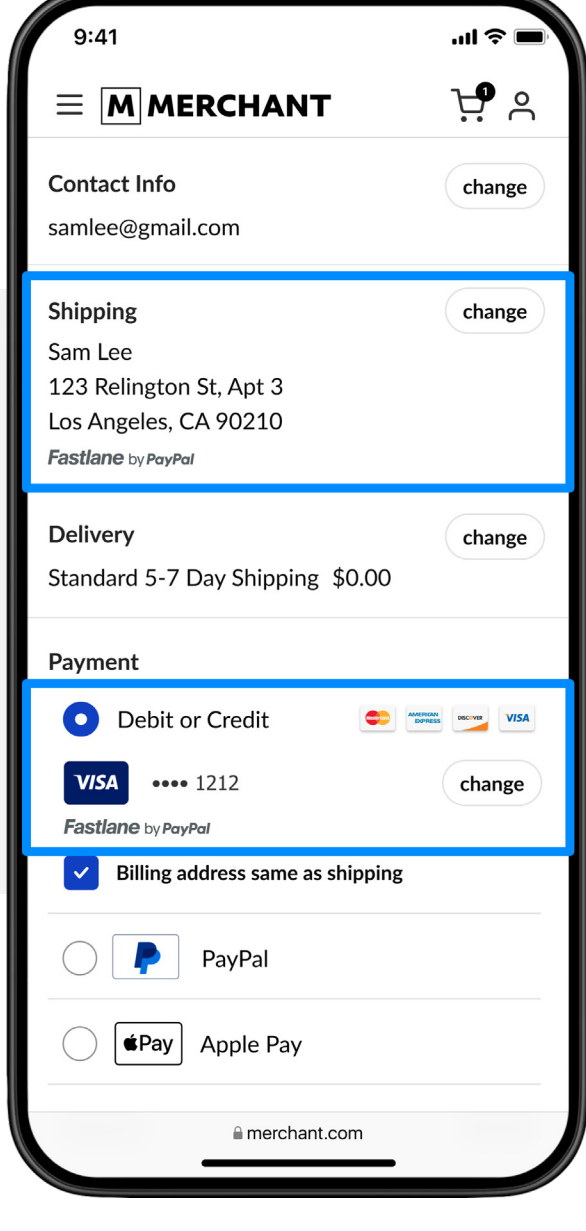
Savvy shoppers expect checkout to be fast, easy, and secure. Fastlane helps deliver.

Accelerated checkout experience with Fastlane



Autofill checkout with password-less login

After entering an email address, recognized guest shoppers are prompted to complete a passwordless login to access their vaulted profile.



Immediately after authentication, their payment details are automatically populated into the checkout form; allowing them to complete checkout in as little as a click.

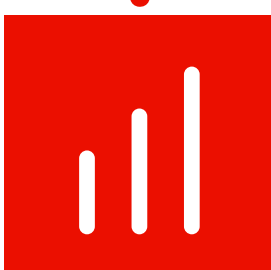
Checkout experience with opt-in for Fastlane



By using opt-in language, merchants can give customers not already using Fastlane the option to save their information with a single toggle.

Shoppers have shown a 30% opt-in rate for Fastlane profile.³

One Fastlane account.
No store logins.
Just a faster way to check out.



Fastlane delivers results that matter.

37%

more conversions

from Fastlane shoppers.⁴

31%

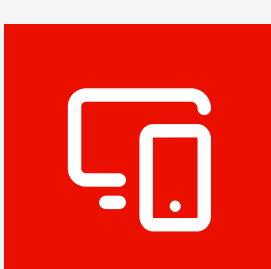
faster checkout

than standard guest checkout.⁴

71%

fewer disputes

than standard guest checkout as Fastlane shoppers undergo multiple risk checks during authentication and transaction assessments.⁵



Fastlane is available to merchants using Payment Services for Adobe Commerce and Magento Open Source.

Simply confirm Fastlane is turned on within your PayPal dashboard and enable it in the Adobe admin panel. No development required.

It's a simple way to remove friction and keep up with shopper expectations.

Get started with Fastlane by PayPal.

See how Fastlane helps Payment Services users simplify checkout.
[Request a demo today.](#)

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1. Baymard Institute, Cart Abandonment Rates & Reasons, 2025
2. Littledata, Based on survey conducted by Littledata across 2,115 stores in September 2022.
3. Based on PayPal internal data from August 2, 2024 to September 30, 2024 (N=94 7).
4. Based on PayPal internal data from April 1, 2025 to June 30, 2025. (n=4,644). Comparing Fastlane accelerated shoppers vs. non accelerated shoppers for merchants that have integrated Fastlane.
5. Based on PayPal internal data of 2.6K merchants from November 2024 to December 2024. Compares Fastlane accelerated shoppers vs. non accelerated shoppers for merchants that have integrated Fastlane.