



# A faster checkout experience — now just a toggle away.

Fastlane by PayPal is now available to Payment Services for Adobe Commerce and Magento Open Source users, helping merchants offer faster, passwordless checkout with minimal setup and better conversion results.

## From pain points to pay points.

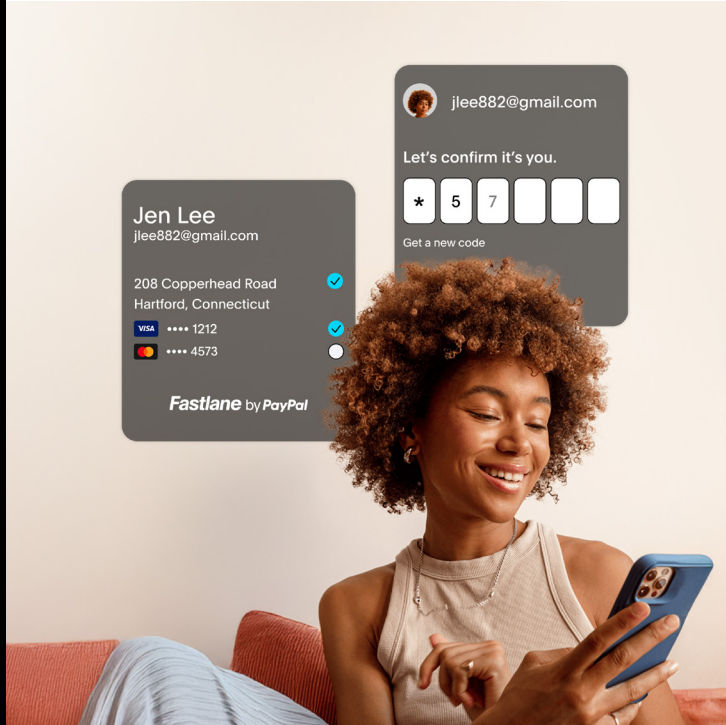
Merchants are always working to meet customer expectations for personalized, fast, and memorable shopping experiences. Whether it's a returning shopper or a first-time buyer, no one wants to spend extra time on lengthy checkout forms or account sign-ups. Any friction in the process can result in a lost sale.

That's where Fastlane by PayPal comes in. Fastlane reduces friction and speeds up guest checkout, helping create a better customer experience while also improving conversion and reducing risk for merchants. With passwordless authentication and autofill, guest checkout can feel as simple as a logged-in experience.

At checkout, when a shopper enters their email, if they already use Fastlane, the system recognizes their email and sends a one-time passcode (OTP) by text. Once authenticated, their saved shipping and payment details are automatically populated.

For shoppers who are new to Fastlane, entering their details on a Fastlane-enabled site triggers the option to securely save their information with Fastlane — making future checkouts faster and easier.

Enable Fastlane today to make your Payment Services checkout simple and frictionless, helping you capture more sales.



## Boost conversions

Shoppers who use Fastlane convert more than other guest shoppers by as much as

**37%**<sup>1</sup>

## Faster checkout

Shoppers who use Fastlane check out faster than other guest shoppers by as much as

**31%**<sup>1</sup>

## Reduced risk

Fastlane's accelerated shoppers undergo multiple risk checks during authentication and transaction assesment and have been shown to see fewer disputes than guest shoppers by about

**71%**<sup>2</sup>

1. 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.

2. 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 ave integrated Fastlane.



# Getting started with Fastlane.

Fastlane by PayPal is a new feature available to US merchants using Payment Services - Advanced.

It enables faster checkout with passwordless authentication and autofill capabilities. No additional development or integration work required.

It's just one more way Payment Services makes it easier to keep up with savvy shopper expectations.

## Simple to activate. Built to scale.

### 1. Enable Fastlane

1. In Admin, go to: **Stores > Configure > Sales > Payment Methods**
2. Scroll to the **Fastlane** section
3. Toggle **Enable Fastlane** to **Yes**

### 2. Customize your checkout flow (optional)

You can choose how and where Fastlane appears within your existing checkout layout. From the Payment Methods, Fastlane section you can easily customize:

1. **Messaging:** Turn on Fastlane messaging to educate customers (Enable Messaging = Yes)
2. **Placement:** Set the sort order to control where Fastlane appears among other payment methods.
3. **Styling:** Adjust colors and styles under **Advanced Style Settings > Root Settings** to match your site.

### 3. Monitor performance and optimize

Use your existing Payment Services dashboard and reports to see your Fastlane transactions. Details show up in the **Transaction Report**.

**Get started with Fastlane now available within Payment Services for Adobe Commerce and Magento Open Source.**

#### **Want to see how it works?**

[Request a demo today and explore how Fastlane can streamline your checkout and boost conversions.](#) →