



Fast, secure checkout across the Web

Google helps users more easily and efficiently find merchants and purchase products.

Search

Google Users

- 51% of internet users are influenced by search engines for their purchases.*
- Google reaches more Internet users worldwide than any other web property or ad network.
- Google receives more than 475 million unique visitors/month.**

Find



Buy

Merchant Customers

[Toys"R"Us- Elmo Toys](#)

Get a \$10 bonus when you sign up and shop with Google Checkout.

www.ToysRUs.com



* Internet Retailer news, March 6, 2007

** Custom Analysis by ComScore/Google, Sept. 2006

64% of consumers want a single page checkout versus several checkout pages.*

The Opportunity: Grow e-commerce by improving checkout

- **Streamline the checkout process:** Reduce the number of steps allowing users to make a purchase with a single login.
- **Minimize the number of accounts:** Allow users to buy from merchants across the web using a single login.
- **Protect personal information:** Keep buyers' full credit card numbers private.

Google Checkout is an alternative checkout process that provides a fast, secure way to buy and sell online.

For Buyers...

Convenience

- Google Checkout badge helps identify merchants to buy from
- One place to track purchases

Speed

- Streamlined checkout
- Single login for easy buying across the web

Confidence

- Credit card number concealment
- Fraud protection

For Merchants...

More Leads

- Google Checkout badge helps attract more customers
- Google-driven promotions bring more traffic

More Conversions

- Streamlined checkout process increases conversions

Lower Costs

- Free transaction processing on all Checkout sales until 2008
- Beginning 2008, earn free transaction processing with AdWords
- Fraud protection

Shoppers use Google.com to **search** for items to buy.



Shoppers look for the Checkout badge on Google.com to find merchants to buy from.

The screenshot shows a Google search for "ipod nano 2gb". The search bar contains the text "ipod nano 2gb" and a "Search" button. Below the search bar, there are navigation links for "Web", "Images", "Video", "News", "Maps", and "more »". The search results are displayed in a grid format. The first result is "Official iPod® nano Store" from www.apple.com/store, with a "Sponsored Links" badge. The second result is "2gb ipod nano" from www.Newegg.com. The third result is "Apple iPod nano 2gb white" from www.Buy.com, which has a "Sponsored Links" badge and a "Google Checkout" badge. The fourth result is "Apple - iPod nano" from www.apple.com/ipodnano/, with a "Cached" badge. The fifth result is "Buy iPod Nano 2gb" from www.NextTag.com/MP3-Players. The sixth result is "iPod Nano 2gb" from BizRate.com. The search results are for "ipod nano 2gb" and took 0.16 seconds to load.

To **buy**, shoppers need only click Google Checkout and enter their username/password.

The screenshot shows the Buy.com website interface. At the top, there are navigation menus for 'Buy.com', 'Buy.tv', 'News', and 'Hot Deals'. Below these are category links such as 'Computers', 'Electronics', 'Software', 'Books', 'Baby', 'Bags', 'Cell Phones', 'CDs & Downloads', 'Networking', 'Cameras', 'Games', 'DVDs', 'Toys', 'Sports', 'Clearance', and 'Home & Outdoor'. A search bar is present with 'Buy.com' entered and a 'GO!' button. To the right, there are links for 'My Account', 'Gift Certificates', 'Wishlist', and 'Help', along with 'Sign In' and 'New User? Sign Up' options. A shopping cart summary shows '1 item(s): \$119.00' and a 'View Cart' link. A phone order number '800-800-0800' is also displayed.

Below the navigation is a promotional banner for the Buy.com Visa card, stating 'Get the Buy.com Visa card® INSTANTLY and Get \$30 Back'. It includes details about annual fees, rewards, and a 'FIND OUT HOW' button.

The main content area is divided into sections for 'ITEMS FOR \$5 OR LESS' and 'ITEMS FOR \$10 OR LESS'. The '\$5 OR LESS' section features products like 'Boundaries: When to Say Yes, When to Say No--To Take Control of Your Life' by Henry Cloud and John Townsend (price \$4.46, save \$0.49) and '2112 : Rush' (price \$4.99, save \$4.99). The '\$10 OR LESS' section features 'The Road (Oprah's Book Club) : Cormac McCarthy' (price \$8.49) and 'At Folsom Prison (Bonus Tracks) : Johnny Cash' (price \$6.99). Each product listing includes an image, title, price, savings, and an 'ADD TO CART' button.

On the right side, there is a 'Continue Shopping' link and a 'Google Checkout \$10 off' badge. Below this is a 'PROCEED TO CHECKOUT' button and a 'CART SUMMARY' section. The cart summary shows 'Apple iPod nano 2GB White' with a price of \$119.00 and a subtotal of \$119.00. It also includes a 'Buy.com Promotion Code' field and an 'EDIT CART' button.

To **buy**, shoppers need only click Google Checkout and enter their username/password.

Buy.com [Help](#)
Google Checkout

Secure Checkout

Order Details - Buy.com, 85 Enterprise, STE 100, Aliso Viejo, CA 92656 US [Edit order](#)

Qty	Item	Price
1	Apple iPod nano 2GB White	\$119.00

Tax : --

Subtotal: \$119.00
Shipping and tax calculated on next page

Create a Google Account to complete this purchase

New to Checkout? Sign up now to earn a \$10 bonus towards your first purchase of \$10 or more (before shipping and tax) at participating stores.

Email:

Password:
Minimum of 6 characters in length. [\[?\]](#)

Re-enter password:

Location:

Credit card number:

Or sign in

If you already have a Google Account

Email:

Password:

[I cannot access my account](#)

To **buy**, shoppers need only click Google Checkout and enter their username/password.

Buy.com gavinci@gmail.com | [Help](#) | [Sign out](#)
Google Checkout

Review and place order

Order Details - Buy.com, 85 Enterprise, STE 100, Aliso Viejo, CA 92656 US [Edit order](#)

Qty	Item	Price
1	Apple iPod nano 2GB White	\$119.00
Shipping & Handling <small>Standard: 3 to 5 business days (\$6.18)</small>		\$6.18
Tax (CA)		\$9.08
Total:		\$134.26

Keep my email address confidential.
Google will forward all email from Buy.com to gavinci@gmail.com. [Learn more](#)

Sign me up to receive promotional email from Buy.com.

Pay with: **AMEX xxx-0602** - [Change](#)

Ship to: **Gavin Chan** - [Change](#)
1600 Amphitheatre Pkwy
Building #42
Mountain View, CA 94043
United States

Place your order now -- \$134.26