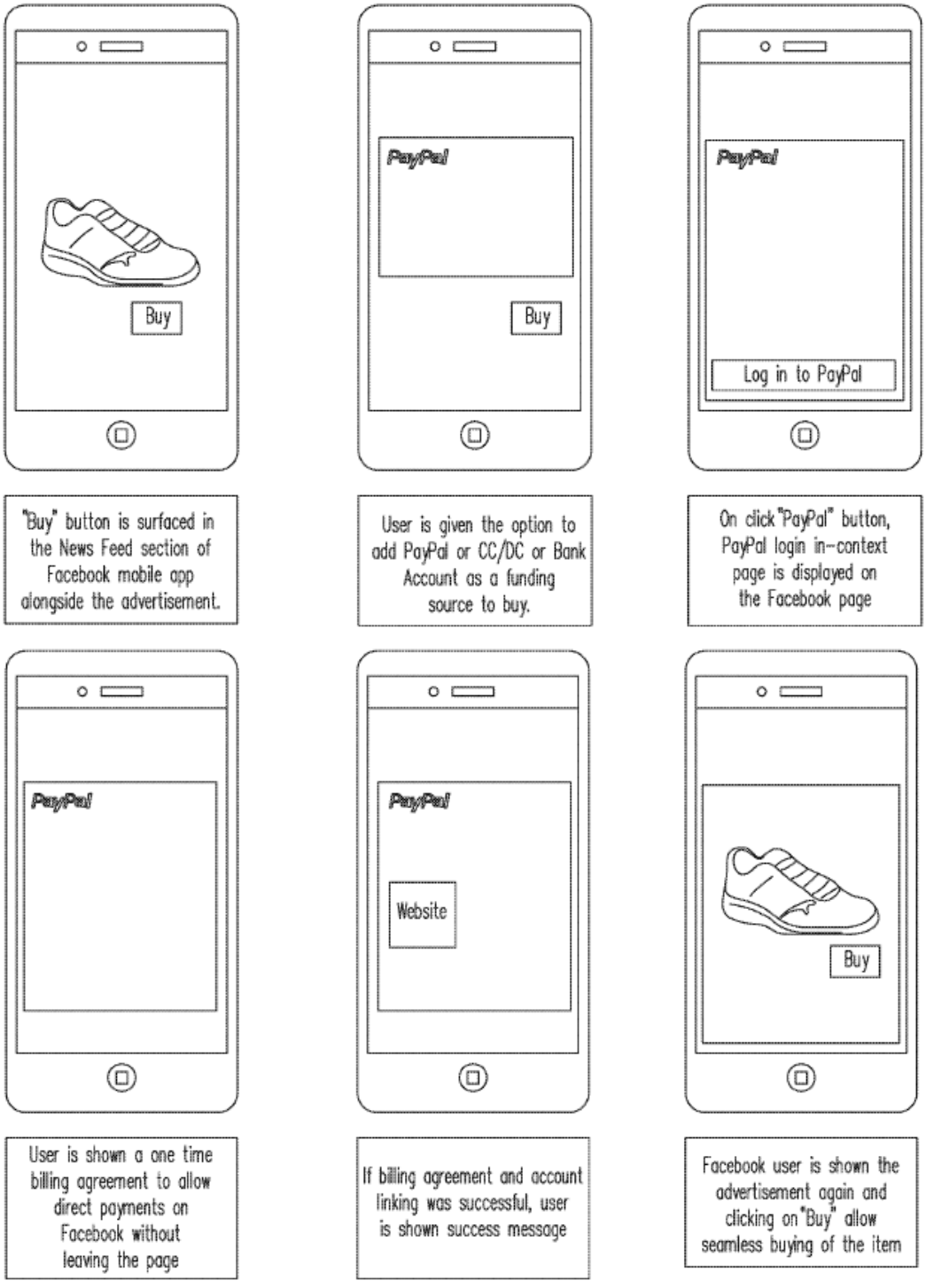

Buy
"Buy" button is surfaced in the News Feed section of Facebook mobile app alongside the advertisement.
PayPal
Buy
User is given the option to add PayPal or CC/DC or Bank Account as a funding source to buy.
PayPal
Log in to PayPal
On click "PayPal" button, PayPal login in-context page is displayed on the Facebook page
PayPal
User is shown a one time billing agreement to allow direct payments on Facebook without leaving the page
PayPal
Website
If billing agreement and account linking was successful, user is shown success message
Buy
Facebook user is shown the advertisement again and clicking on "Buy" allow seamless buying of the item

Fig. 3

500

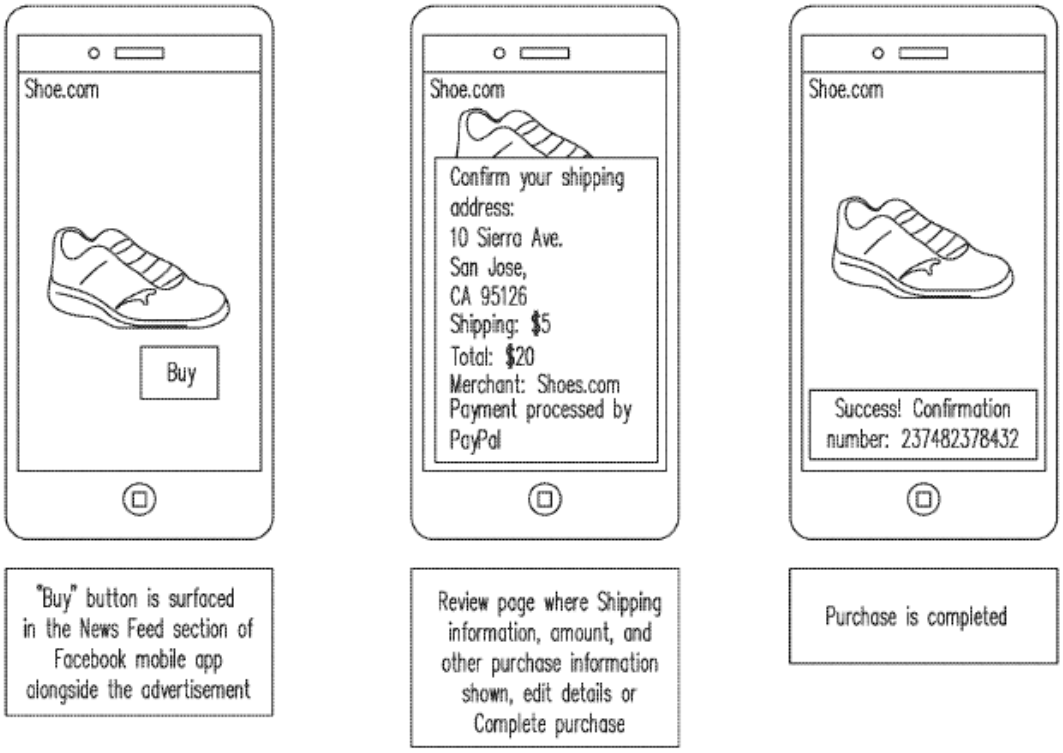

Shoe.com
Buy
"Buy" button is surfaced in the News Feed section of Facebook mobile app alongside the advertisement
Shoe.com
Confirm your shipping address:
10 Sierra Ave.
San Jose,
CA 95126
Shipping: $5
Total: $20
Merchant: Shoes.com
Payment processed by PayPal
Review page where Shipping information, amount, and other purchase information shown, edit details or Complete purchase
Shoe.com
Success! Confirmation number: 237482378432
Purchase is completed

Fig. 6