

PayPal to become a way to pay for Facebook ads

February 18 2010

(AP) -- PayPal is extending its reach into Facebook.

The companies said Thursday that advertisers on the world's largest online social network will be able to use [eBay](#) Inc.'s online payments business to buy ads. The service will roll out over the next couple of weeks.

Using PayPal instead of credit cards, PayPal says, would make life easier for small international companies to buy ads on [Facebook](#).

In addition, Facebook users will be able to use [PayPal](#) to buy Facebook Credits. These credits let users buy virtual goods on the site, like gifts or items in games.

Research firm eMarketer estimates expects ad spending on Facebook to hit \$605 million this year. This would be a 39 percent increase from 2009.

©2010 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: PayPal to become a way to pay for Facebook ads (2010, February 18) retrieved 11 May 2024 from <https://phys.org/news/2010-02-paypal-facebook-ads.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is

provided for information purposes only.