

My Store Page Creation User Guide

For PayPay Merchants



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What is PayPay My Store?

You can show your store information to customers on the PayPay app!

Post your store information!



You can create a store page in the PayPay app and post your store information. You can also add photos to show the atmosphere of your store.

Post announcements and coupons!



Posting special deals and coupons will motivate customers to come to your store.

Use it to promote store visits!



Customers can follow the store page and post ratings and reviews. Other customers can check the reviews and use them to choose a store.

Use it to advertise your store & attract more customers!

What is PayPay My Store?

Use the posting feature to reach out to your customers!

Examples of use cases with coupons/announcements



One Free Drink



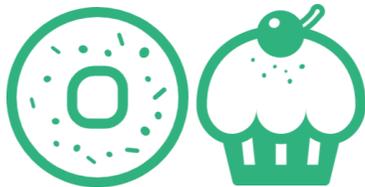
Sale Info



Free
Sample Products



Event
Invitation Tickets



One Free Topping



Discount Coupon



Additional
Services



Limited Time Menu

Post for free!

Attract more customers by
posting special deals and coupons!



How to Start PayPay My Store

Log in to the admin page (PayPay for Business)

Recommended OS: Windows
Recommended browser: Chrome

Step 1

Login to the admin page

Step 2

*If the pop-up does not appear, go to the next page. If another pop-up appears, close them as well.

If you see the following pop-up, please click "Close."



ログイン

メールアドレスを入力

パスワードを入力

ログイン

パスワードをお忘れの方

ログインできない場合



PayPay for Business

こんにちは、

取引 入金

今日の取引額
0 円 (0件)
昨日の取引額: 0円 17時34分時点

マイストアに、より詳細な情報を追加しましょう

お店のジャンルなど、詳細を追加できるようになりました。追加すると、より多くのお客様に見つけてもらいやすくなります

閉じる 情報を追加する

Click "Close."

設定 耳より情報

How to Start PayPay My Store

Change your account to a Store Account

Important!

Switch to a Store Account

PayPay restaurant No.1



point

If you have not yet added any stores, the message “未設定 (not selected)” will appear. If so, please select “未設定.”

"Change Account"

Select the store

After logging in, you can see whether you are currently viewing the store or brand account.

Merchant (Brand) Account
加盟店 (ブランド) アカウント

Store Account
店舗 (ストア) アカウント

Click the store name if it says Merchant (Brand) Account

You cannot create a My Store with the brand account

Select here (Store Account)

How to Start PayPay My Store

In 2 easy steps!

- ① Select "Store Information" on the left side.
- ② Click "Next" at the bottom right.



How to Create a Store Page

Register your store logo

How to add a store logo

マイストア作成 - スタアロゴ

ストアロゴ カバー写真 スタア情報

ストアロゴ **必須**

マイストアにストアロゴを追加しましょう。
PayPayアプリのストア情報に表示されます。

 **画像をアップロード**

ファイルサイズは最大2MBです、.jpg、.gif、.pngをアップロードできます。
[詳細はこちら](#)

PayPayレストラン 1号店
★★★★☆ 3.5 1,234人
グルメ / レストラン
営業中

徒歩15分 電話 Webサイト フォロー中

次へ

Click "Upload image" to register the image

以下にご注意ください

- .jpg, .jpeg, .gif, .png (全て小文字) をサポートしています
- 最大ファイルサイズは2MBです
- 画像の縦横比は1:1 (正方形) のみサポートします
- 画像の縦横の推奨サイズは256ピクセル256ピクセルです
- ピクセル値の最大値は8,000pxまでとなります
最大値を超えないように加盟店様でご調整してください

<Customer screen when payment is completed>



We recommend registering the store's unique logo, as it will help prevent confirmation errors during payment

How to Create a Store Page

Register your store logo

How to add a store logo

<Customer screen when payment is completed>



We recommend registering the store's unique logo, as it will help prevent confirmation errors during payment

Note

- .png (lower-case) is supported (jpg, jpeg, and gif are not supported)
- The maximum file size is 2 MB
- Only images with an aspect ratio of 1:1 (square) are supported
- The recommended size is 256 x 256 pixels
- Adjust your images so as not to exceed 8,000 pixels

Step 1

Select

📷 画像をアップロード

マイストア作成 - スタアロゴ

ストアロゴ カバー写真 スタア情報 店舗写真

ストアロゴ 必須

マイストアにストアロゴを追加しましょう。
PayPayアプリのストア情報に表示されます。



📷 画像をアップロード

ファイルサイズは最大2MBです、jpg、gif、pngをアップロードできます。
[詳細はこちら](#)



How to Create a Store Page

Register your store logo

Next, selecting a cover photo is similar to registering a logo

Step 2

Select

写真を選択



Step 3

① Select the image you want to use

② Select "Open"

Note

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- The maximum file size is 2 MB
- Only images with an aspect ratio of 1:1 (square) are supported
- The recommended size is 256 x 256 pixels
- Adjust your images so as not to exceed 8,000 pixels

The image shows a composite of two screenshots. On the left is the 'マイストア作成 - スタアロゴ' (My Store Creation - Store Logo) screen in the PayPay app. It features a progress bar with 'ストアロゴ' (Store Logo) selected. Below, there's a 'ストアロゴ' (Store Logo) section with a '必須' (Required) tag and instructions: 'マイストアにストアロゴを追加しましょう。PayPayアプリのストア情報に表示されます。' (Add a store logo to your My Store. It will be displayed in the store information of the PayPay app). There are two buttons: '画像をアップロード' (Upload Image) and '写真を選択' (Select Photo), with the latter highlighted by a red box. On the right is a Windows File Explorer window titled '開く' (Open). The address bar shows 'PC > ダウンロード > マイストア'. The file list contains four items: 'カバー写真' (Cover Photo), 'その他' (Others), '外観' (Exterior), and '内観' (Interior). The 'その他' item is highlighted with a red box and a circled '1'. At the bottom of the window, the '開く(O)' (Open) button is highlighted with a red box and a circled '2'. Below the file explorer, there is a text caption: 'The above image is from a Windows computer'.

How to Create a Store Page

Register your store logo

Setting up the logo and cover photo are the same

Note

- .png (lower-case) is supported (jpg, jpeg, and gif are not supported)
- The maximum file size is 2 MB
- Only images with an aspect ratio of 1:1 (square) are supported
- The recommended size is 256 x 256 pixels
- Adjust your images so as not to exceed 8,000 pixels

Step 4

Adjust the image

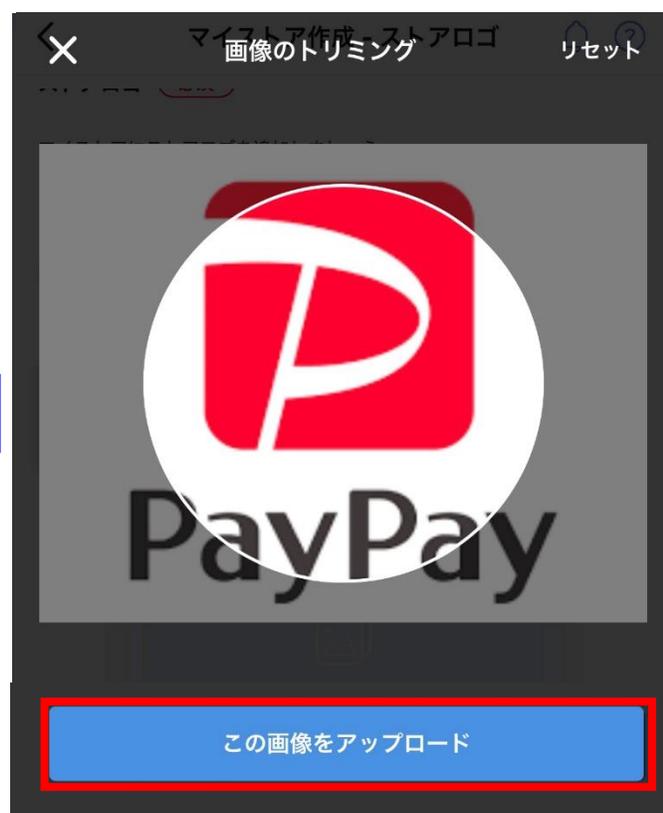
Step 5

Select "Upload this Image"

Done

The image will appear

It is possible to change the image settings by performing the same operation again



How to Create a Store Page

Set up your cover photo

Add a store photo

Set your **cover photo**

(You can add up to two photos)



Image specifications

- Take pictures from the correct angle
- Upload photos/images of which the rights belong to you
- The store name registered needs to be visible in the image (for exterior only)
- Do not overedit photos or add colors
- Image size needs to be less than 5 MB
- .jpg, .jpeg, and .png (lower-case) are supported
- Photos must not include people
- See [here](https://about.paypay.ne.jp/terms/merchant/guideline/mystore/) for other instructions: <https://about.paypay.ne.jp/terms/merchant/guideline/mystore/>



① Click "Upload the first image" to post a photo

📷 1 枚目の画像をアップロード

ファイルサイズは最大5MBです、jpg、gif、pngをアップロードできます。詳細はこちら

前へ

次へ

③ Click "Next"

マイストア作成 - カバー写真

ストアロゴ カバー写真 スタア情報 店舗写真

カバー写真 **必須**

お店の様子が伝わるように
カバー写真を設定しましょう

② Check the details



How to Create a Store Page

Set up your cover photo

Selecting your cover photo is similar to registering a logo

Note

- .png (lower-case) is supported (jpg, jpeg, and gif are not supported)
- The maximum file size is 2 MB
- Only images with an aspect ratio of 1:1 (square) are supported
- The recommended size is 256 x 256 pixels
- Adjust your images so as not to exceed 8,000 pixels

Step 1

Select

📷 1枚目の画像をアップロード

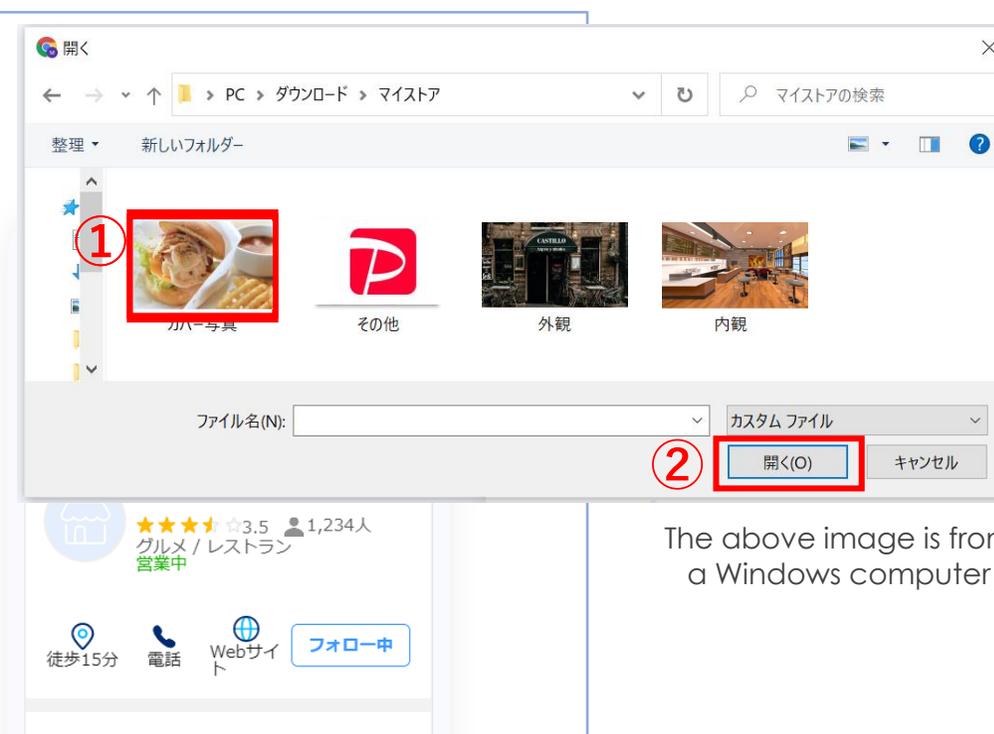
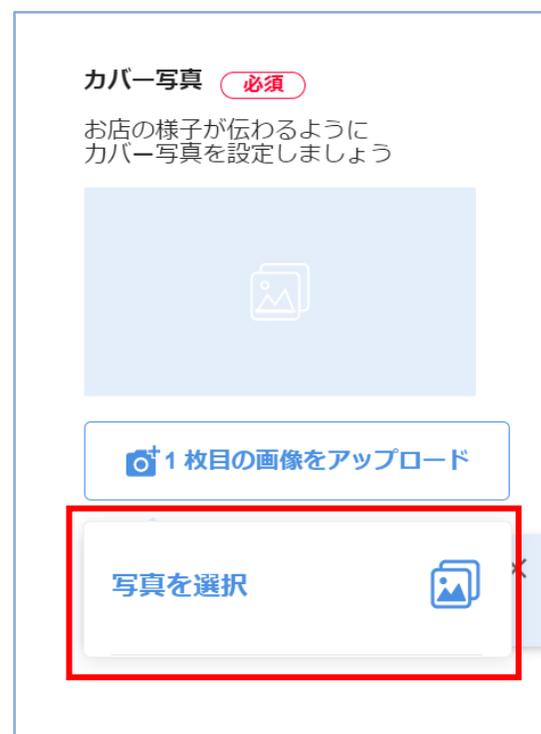
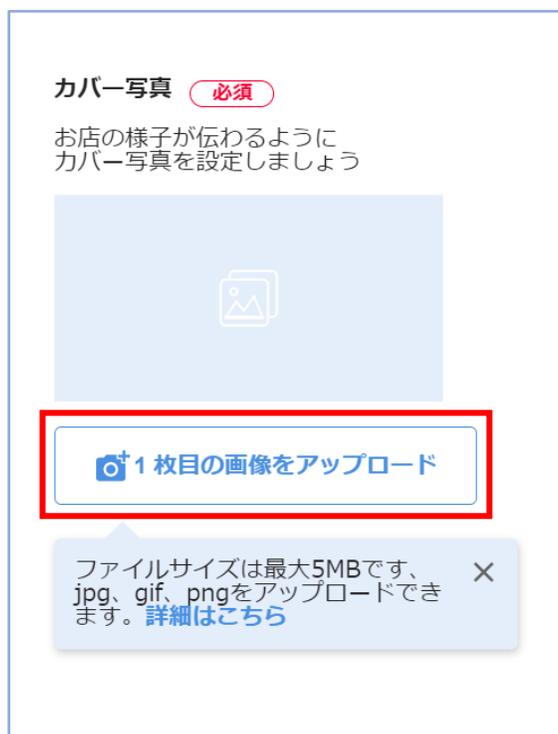
Step 2

Select

🖼️ 写真を選択

Step 3

- ① Select the image you want to use
- ② Select "Open"



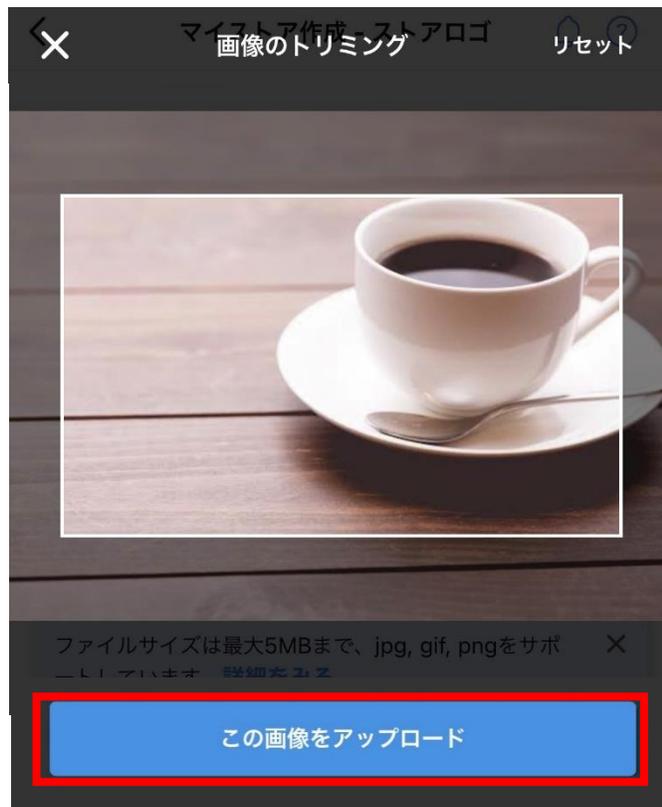
The above image is from a Windows computer

How to Create a Store Page

Set up your cover photo

Setting up the logo and cover photo are the same

- Note**
- .png (lower-case) is supported (jpg, jpeg, and gif are not supported)
 - The maximum file size is 2 MB
 - Only images with an aspect ratio of 1:1 (square) are supported
 - The recommended size is 256 x 256 pixels
 - Adjust your images so as not to exceed 8,000 pixels



How to Create a Store Page

Let's add some information!

Add basic information
about your store

Just add the opening/closing hours!

The basic information will automatically reflect
the content at the time of the contract

PayPay app screen



Easy to choose a
restaurant since the
PayPay app has the
store information!

① Enter info

マイストア作成 - ストア情報

ストアロゴ カバー写真 **ストア情報** 店舗写真

店舗名
PayPayレストラン1号店
※PayPayアプリでは、“番号 + 店舗名”の形で表示されます。ここには店舗名を入力してください。 14/50文字

月 営業時間を追加する

火 営業時間を追加する

水 営業時間を追加する

木 営業時間を追加する

金 営業時間を追加する

土 営業時間を追加する

日 営業時間を追加する

マイストア作成 - ストア情報

定休日
第2・3水曜日 0/30文字

住所

郵便番号 (必須) 123-4567

都道府県 (必須) 東京都

市町村 (必須) 千代田区

丁目、番地 (必須) 紀尾井町1-2

建物名
ペイペイタワー1F

その他の情報

電話番号 (必須) +81 000-000-0000

Yahoo!ロゴ 未連携

ウェブサイト
http://domain.com

② Confirm on the preview screen

プレビュー

How to Create a Store Page

Enter your store name

The store name will be displayed on the store page and payment screen



Note

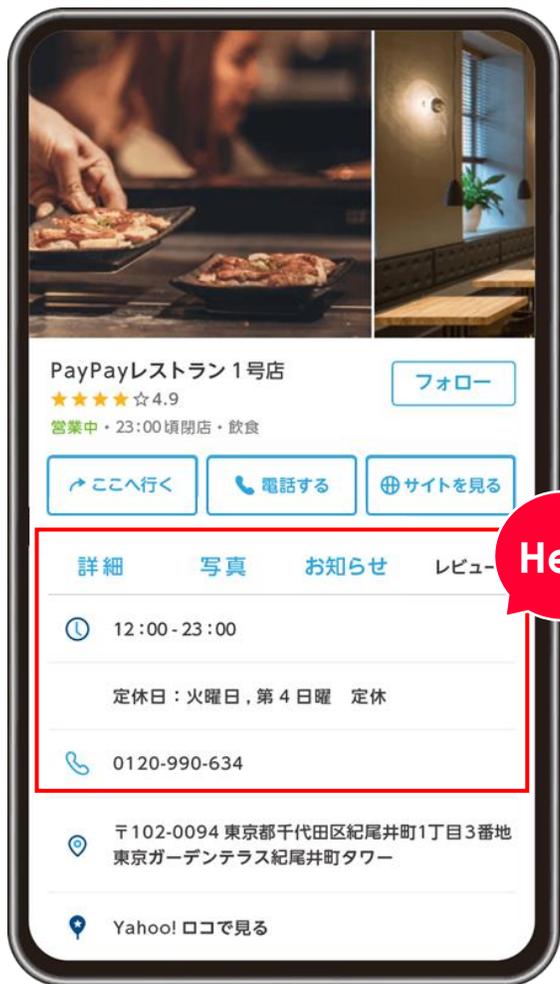


This is a required field.
Please make sure to enter the store name.

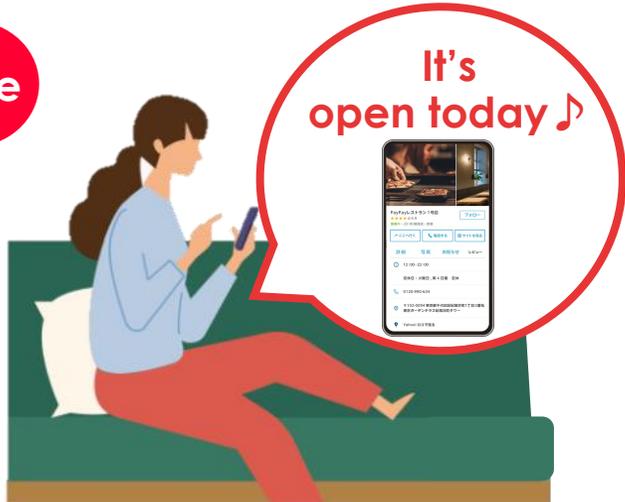
How to Create a Store Page

Register when your store is open/closed

You can see in the store page when your store is open



Here



Add days when you are open

月 営業時間を追加する

Business hours

Delete the day

火	09:00	▼	~	21:00	▼	+	🗑️
水	09:00	▼	~	21:00	▼	+	🗑️
木	09:00	▼	~	21:00	▼	+	🗑️
金	09:00	▼	~	21:00	▼	+	🗑️
土	営業時間を追加する						
日	営業時間を追加する						

Add business hours

Add a break if you are not open between lunch time and dinner time

How to Create a Store Page

Register when your store is open/closed

You can show when your store is open in the store page

Step 1

Click "Add opening hours"

月 営業時間を追加する

火 09:00 ~ 21:00 +

水 09:00 ~ 21:00

木 09:00 ~ 21:00

金 09:00 ~ 21:00 +

土 営業時間を追加する

Delete the opening hours

Step 2

Set the time with "Add business hours"

月 営業時間を追加する

火 09:00 ~ 21:00

水 09:00 ~ 21:00

木 09:00 ~ 21:00

金 09:00 ~ 21:00 +

土 営業時間を追加する

Choose the time

Click the + button to create two business hours in a day

First half 10:00 ~ 14:00

Second half 17:00 ~ 21:00

(e.g. When your store hours are divided between lunch and dinner time)

How to Create a Store Page

Register when your store is open/closed

You can show when your store is open in the store page

Step 3

Enter information about closed days

定休日

第2・3水曜日

0/30文字

Enter text here

定休日

e.g.: Closed every Tuesday and on the third Wednesday

0/30文字

e.g.: Will open from January 4 after the New Year holidays

e.g.: We are open all year round but may sometimes be closed without prior notice. Please check with the store beforehand.

*You can freely enter information about when your store is open/closed.

マイストア作成 - スタア情報

定休日

第2・3水曜日

0/30文字

住所

郵便番号 **必須**
123-4567

都道府県 **必須**
東京都

市町村 **必須**

千代田区

丁目、番地 **必須**

紀尾井町1-2

建物名

ベイベイトワー1F

その他の情報

電話番号 **必須**
+81 000-000-0000

Yahoo!ロコ
未連携

ウェブサイト

http://domain.com

① Confirm on the preview screen

プレビュー

② Check the preview

PayPayレストラン1号店
★★★★☆ 3.5 1,234人
グルメ / レストラン
営業中

徒歩15分 電話 Webサイト フォロー中

☆☆☆☆ スタアを評価する

詳細 お知らせ 写真 レビュー

詳細
🕒 月火水木金 09:00 ~ 21:00
土日 営業時間外

定休日 :

000-0000-0000

***Make sure to enter the correct information**

How to Create a Store Page

Register when your store is open/closed

Confirm the business hours and complete your store information entry

Step 4

Click the **次へ** button

Done

After confirming the business hours,
click the **適用する** button

The below screen will pop up for confirming the business hours.



千代田区 紀尾井町1-2

建物名
ペイペイタワー1F

その他の情報
電話番号 **必須** +81 000-000-0000
Yahoo!ロゴ 未連携

ウェブサイト
http://domain.com

前へ **次へ**



123-4567 東京都

市町村 **必須** 千代田区 丁目、番地 **必須**

建物名 ペイペイ

その他の情報

電話番号 +81 00

ウェブサイト http://domain.com

営業時間を以下の通り設定しますか？

月 水 09:00 ~ 21:00

火 木 金 土 日 営業時間外

キャンセル **適用する**

How to Create a Store Page

Add photos of your store!

Adding photos

Photos for the exterior, interior, and others

can be posted

(Up to 2 pictures for each)

(Up to 2 pieces of each type can be added.)

⚠ Image specifications

- Take pictures from the correct angle
- Upload photos/images of which the rights belong to you
- The store name registered needs to be visible in the image (for exterior only)
- Do not overedit photos or add colors
- Image size needs to be less than 5 MB
- .jpg, .jpeg, and .png (lower-case) are supported
- Photos must not include people
- See [here](https://about.paypay.ne.jp/terms/merchant/guideline/mystore/) for other instructions: <https://about.paypay.ne.jp/terms/merchant/guideline/mystore/>



マイストア情報 - 店舗写真

すてきな写真でお客様を集めましょう
写真を設定すると、PayPayアプリでお店を探すとき、地図上に表示されます

内観 必須 内観写真撮影のポイント

+

① Click "+" to post a photo

+

② Confirm on the preview screen

プレビュー

*Click on "Photos" and check for any mistakes!!

Attract more customers by uploading photos that show them the atmosphere of the store or recommended products!

How to Create a Store Page

Upload exterior and interior images of the store

The same as setting up your store logo

Note

- .png (lower-case) is supported (jpg, jpeg, and gif are not supported)
- The maximum file size is 2 MB
- Only images with an aspect ratio of 1:1 (square) are supported
- The recommended size is 256 x 256 pixels
- Adjust your images so as not to exceed 8,000 pixels

Step 1

Click the "+" mark

Step 2

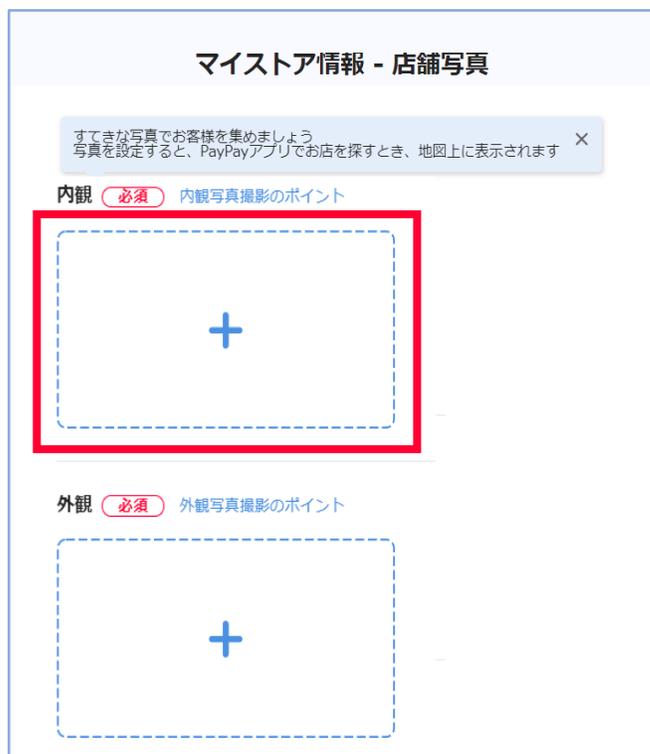
Click

写真を選択



Step 3

- ① Select the image you want to use
- ② Click "Open"



The above image is from a Windows computer

How to Create a Store Page

Upload exterior and interior images of the store

The same as setting up your store logo

Note

- .png (lower-case) is supported (jpg, jpeg, and gif are not supported)
- The maximum file size is 2 MB
- Only images with an aspect ratio of 1:1 (square) are supported
- The recommended size is 256 x 256 pixels
- Adjust your images so as not to exceed 8,000 pixels

Step 4

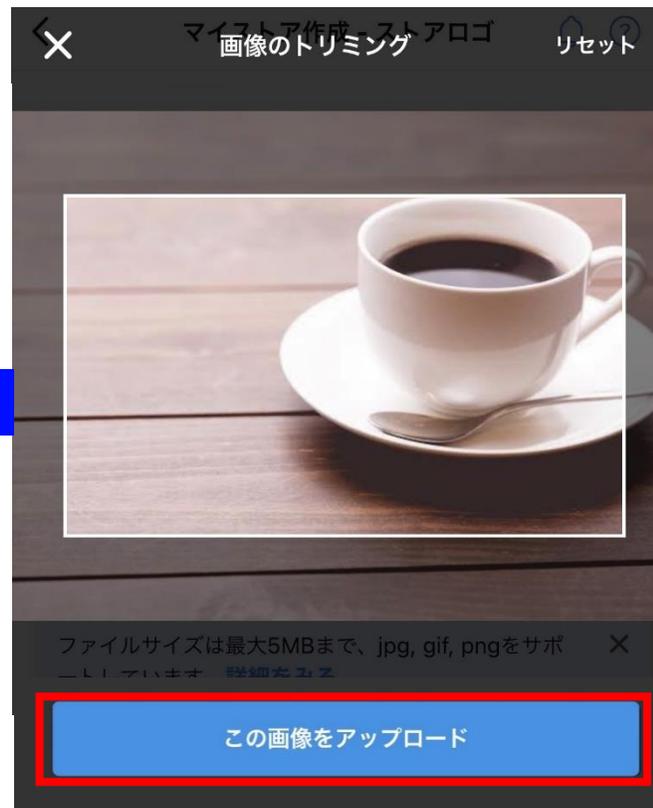
Adjust the image

Step 5

Select "Upload this Image"

Done

The image will appear



Possible to post different pictures.

You can post up to two images.

How to Create a Store Page

Make a final confirmation and submit a screening request

Make a final confirmation on the confirmation screen

カバ写真



ストア情報

店舗名 PayPayレストラン1号店	市町村 千代田区
営業時間 月 土 日 営業時間外 火 水 木 金 09:00 ~ 21:00	丁目、番地 紀尾井町1-2
	建物名

東京都 ウェブサイト

前へ

審査を提出する

After you check for any mistakes, submit a request for screening

Submit for screening



更新した情報を送信しました

審査が必要な項目は、

審査が完了次第公開されます

ストア情報を見る

閉じる

Note

After submission,
the information cannot be edited until screening is completed.

Tips on Posting Images on My Store

What kind of photos should be uploaded?

① Cover photo

Photo that **represents your store** (merchandise, exterior, etc.)



② Exterior

Daytime photos showcasing the entire store with the **store name** fully visible are best



③ Interior

Show the **entire store and its atmosphere** like tables, private rooms, etc. Be careful not to include people.



Please make sure to set the right images

表示イメージ

① 店舗
カバー写真



② 店舗写真
(外観)

② 店舗写真
(内観)



Tips on Posting Images on My Store

What kind of photos should be uploaded?

Please make sure you have the right photos, especially for the exterior

Store

OK画像例



Location to be photographed:

- Entrance to the store
- Store name (signboard)

NG例

Images without the above are not acceptable

Food trucks

OK画像例



Location to be photographed:

- Store name (signboard)

NG例

Images without the above are not acceptable

Food court in a mall

OK画像例



Location to be photographed:

- Store name (signboard)

NG例

Images without the above are not acceptable

Store in a building

OK画像例



Location to be photographed:

- Entrance to the store
- Store name (signboard)

NG例

Images without the above are not acceptable

Customer Support

For issues that cannot be solved with this manual, please contact us in either of the following ways:

By phone

PayPay My Store Customer Support

[Toll Free]

0800-919-5719

Available between 10:00 and 19:00 all year round
(except maintenance days)



How to set up PayPay My Store
(PayPay official website)