



Customer Case Study | Cooking.com

Finding the right ingredients to attract and retain customers is challenging for many online retailers. PayPal turned out to be an integral part of the mix for Cooking.com.

PayPal brings new customers

Cooking.com had been enjoying several years of success as a leading online seller of cooking products and accessories when it realized that it was excluding a key segment of online shoppers – those who wanted to pay with PayPal.

“After collecting feedback from customer surveys at the end of transactions, we realized that we could get new customers on Cooking.com simply by offering PayPal as a payment option,” said David Gaeta, Cooking.com director of marketing.

After integrating PayPal into its shopping cart, Cooking.com saw immediate measurable results. 13.4 percent of the orders placed on Cooking.com in 2006 came from PayPal, with the average order size ranging from \$85 to \$95. PayPal also accounted for 11.3 percent of the new customer growth for that year.

“Not only did we see new customer growth after integrating PayPal, we saw an increase in our average order size. PayPal delivers quality customers,” said Gaeta.

In late 2006, Cooking.com participated in PayPal's holiday promotion, which featured a Cooking.com banner on the PayPal site. Nearly 13,000 visited Cooking.com directly from PayPal, resulting in more than 1,500 orders during the key shopping season.

The sweet smell of success

Judging from customer comments on Cooking.com's online forums, adding PayPal as a way to pay has been an unqualified success.

“Customers are telling us that they would not have purchased on our site if we didn't offer PayPal,” Gaeta says. “There are definitely many PayPal users who won't purchase online unless they're using PayPal. They trust PayPal that much.”

Gaeta's advice for other online merchants considering PayPal is simple: “Jump. Go. Don't hesitate.”

13.4 percent of the orders placed on Cooking.com in 2006 came from PayPal, with the average order size ranging from \$85 to \$95. PayPal also accounted for 11.3 percent of the new customer growth for that year.

© 2007 PayPal, Inc. All rights reserved. PayPal and the PayPal logo are registered trademarks of PayPal, Inc. Designated trademarks and brands are the property of their respective owners.

“Customers are telling us that they would not have purchased on our site if we didn't offer PayPal.”

David Gaeta, director of marketing, Cooking.com