



Onlineshoes.com



Customer Case Study | Onlineshoes.com

A history of great products and service

Onlineshoes.com is one of the few online shoe retailers that started as a brick-and-mortar store. Since 1968, when it began as a family-owned corner shop, the company has been providing customers with high quality, well-fitting shoes. "We know shoes, we know fit, and we know our customers," says Spencer Earle, vp of technology at Onlineshoes.com.

Recently, a spate of new competitors entered the online footwear market, making it more important than ever for Onlineshoes.com to satisfy customers with an exceptional buying experience. For Onlineshoes.com, that included integrating PayPal into its site. "Our customers expect a choice of payment options," says Earle. "PayPal was the most requested alternative payment method."

Adding PayPal didn't just increase customer satisfaction – it also improved top-line revenue by 1.6%. Onlineshoes.com has also seen an 18.25% increase in PayPal new-to-file customers over credit cards.

Keeping checkout simple

The Onlineshoes.com website is streamlined to let customers easily and intuitively browse through a large catalog of shoes. When the company decided to integrate PayPal Express Checkout, it was critical to maintain the site flow. Earle explains, "We have a really easy three-page checkout process. It was very important to us that we didn't mess up that simple flow."

With Express Checkout, the number of steps it takes to pay with PayPal or by credit card stayed the same: three. "For PayPal users, we've essentially swapped out the login step with the PayPal Express Checkout page," says Earle. "No matter how they choose to pay, our customers experience fast and easy checkout."

More sales, less costs

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In addition, the rate of customers who abandon carts partway through the checkout process dropped. "Our abandonment rate had been steady for a long time," says Earle. "Since integrating PayPal, we've had a decline in cart abandonment. We're very happy about that."

Lower costs were another benefit for Onlineshoes.com. "Our savings against other payment methods has been three times higher than we expected," says Earle.

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