



Internet Fusion

CASE STUDY



Summary



Challenge

Creating a more simple and transparent pricing, postage and payment process for a growing international customer base



Results

- ✦ PayPal has helped Internet Fusion accept payment in different currencies
- ✦ PayPal is used to process credit card payments
- ✦ 70% of sales are processed through PayPal
- ✦ PayPal has processed Internet Fusion payments from over 90 countries in the past year



Organisation

UK-based online action sports clothing and equipment retailer



Solution

PayPal offers quicker and easier payment in local currencies

Internet Fusion

Internet Fusion is a UK-based, online retailer of clothing and equipment for the action sports lifestyle.

Founded and run by action sports enthusiasts, the company supplies only the best products and leading brands through its 14 niche websites, including Blackleaf.com, Webtogs.com and FitnessFootwear.com

With its focus on providing great service and specialist products, Internet Fusion has established a sizeable international market. The firm sells significant amounts in English-speaking countries with an outdoors culture: Australia, United States and Canada. It also has a large European market. Tackling overseas pricing, postage and payment is one of the challenges accompanying international success.

"It's crucial to meet customers' expectations, especially regarding delivery and import duties," says director Ian Bristow. "We don't want customers to receive an unexpected bill for duty and we don't want to be caught out by unexpected courier costs."

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The solution

Internet Fusion's approach to international sales is to start with locally familiar ecommerce platforms like eBay, alongside its .com or .co.uk websites.

Once a market has proven its potential, the firm develops a local website. As Ian explains, "We've become quite adept at exploiting different countries using eBay. Its Global Shipping programme works really well, calculating the correct amount of duty and handling all the paperwork."

Internet Fusion offers PayPal as a payment method on its websites and, this year, started to use PayPal to process its credit card payments too.

"One of our challenges has been accepting payments in different currencies," says Ian. "PayPal has helped massively with that. Now we can take payments in Norwegian krone, Australian dollars, US dollars or whatever else, and it's all been very, very easy to do."

PayPal offers quicker and easier payment in local currencies.

The results

It's now simpler for Internet Fusion to take international currency payments, and PayPal has processed transactions from 90 countries in the past year.

International orders account for a third of revenues, and 70% of sales are processed through PayPal. As it targets international growth, particularly in Nordic countries, PayPal will continue to offer quicker payments in local currencies.

"PayPal will really help when we get into some of those smaller markets and we can let people switch between euros and Norwegian kroner," adds Ian. "They can easily see the exact price and amount they'll be paying."

"It helps that people use PayPal all over the world, and having the symbol on our site offers extra reassurance that PayPal is there to resolve any issues."



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