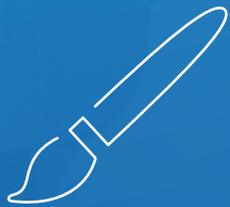




Jackson's Art Supplies

CASE STUDY



Summary



Jackson's Art Supplies

Jackson's Art Supplies employs 50 people and offers more than 40,000 different products.

It started in 1995, when a friend of artist Gary Thompson brought some cheap but remarkable quality paint back from Russia. He teamed up with the owner of a brush-making company, and the business was born.

It sells fine art materials to professionals and serious amateurs across the world, initially by mail-order catalogue. With the growth of ecommerce, by 2012, most of its sales were online.

The firm's reputation for quality, value and hard-to-source materials has attracted customers worldwide. Eager to meet this growing demand, Jackson's realised that providing a recognised, simple, secure way to pay would give new customers reassurance and encourage them to buy.



The solution

PayPal Express Checkout meets customer demand and gives peace of mind.

“A lot of our customers had been asking to pay with PayPal,” says Thompson. “We already used it on our eBay shop, so it was an easy decision to extend it to the main site and get PayPal to handle all our web-based payments.”

Jackson’s developers added Express Checkout to the site, allowing customers to check out quickly in just a few clicks on their desktop, mobile or tablet. They can also see all transaction details at once, including order details, shipping options and tax totals.

As Jackson’s used a single website, in English with prices in British pounds, it was important to keep pricing information consistent through the checkout process. So details on international shipping costs and prominent contact details were included.

“Overseas customers are more demanding, but really just with regard to shipping,” Thompson explains. “Keeping them informed is important.”



The results

Just 9 months from introducing Express Checkout, sales on the Jackson's site had grown tenfold compared with the previous 9 months.

Now £1 in every £8 comes from international sales. The company sells to 90 different countries and territories – from Andorra to Zambia, and Monaco to Mauritius.

“People are much more comfortable shopping internationally these days,” says Thompson. “Offering PayPal gives them an internationally recognised sign of security.” It’s been well-received by existing customers too. “I’ve been surprised by the number of previous customers who’ve switched to paying by PayPal. We’ve had a number of emails saying ‘This is great, you’ve got PayPal now.’”

To better serve its biggest market, Australia, Jackson’s has also launched a localised version of the site with prices in Australian dollars. “We don’t actively market in Australia, but having a common language is a definite advantage,” explains Thompson. Further currencies, including the euro and US dollar, will follow.

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