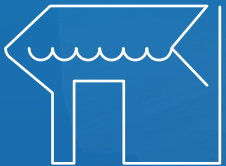




Jedi-Robe.com

CASE STUDY



Summary



Challenge

Grow the business by selling internationally and improve order completion rates



Results

- ✦ 80% of Jedi-Robe.com transactions use PayPal
- ✦ Conversion grew from 75-80% to nearly 100% with PayPal Payments Pro
- ✦ 15% increase in international sales using multi-currency payments



Organisation

UK-based online retailer with a £1m international turnover, selling branded costumes and toys



Solution

PayPal Payments Pro gives customers reassurance when buying across borders and ensures the shortest distance from cart to order completion

Jedi-Robe.com

It all started when Wayne Bower was invited to a fancy dress party and went as a Jedi.

"I had such a fabulous time," he beams. "I realised there were probably many more people of a similar age who would enjoy the experience."

He started Jedi-Robe.com, offering a single box of goods on eBay. Today, Jedi-Robe.com is an expanding, successful business employing 12 staff. The main site sells Star Wars costumes and toys worldwide, while 8 others cover franchises like Star Trek and Harry Potter. 6 sites are international and 3 target the US. "Geographical boundaries never crossed my mind," Bower adds. "From the very beginning, that one box of goods was available to the world."

To reach more customers, Jedi-Robe.com uses platforms like eBay, Amazon, Etsy and Play.com and offers helplines in multiple languages. "It didn't take very long for me to realise how much my customers trusted PayPal. And I quickly saw that my customers then trusted me – because I offered PayPal."



The challenge

Bower's approach to growing Jedi-Robe.com has been to develop its most successful markets.

Initially, all sites were in English, with the international sites displaying each price in UK pounds, euros and US dollars. But Bower recognised more was needed.

"People are increasingly happy to buy from another country," he explains, "but they might just need a little bit of reassurance. They would much rather pay in their own currency." To that end, the company developed local language sites and emails for Germany and France.

"In ecommerce, two things are key," he adds. "Firstly, you have to give the customer every possible detail you can to help with their buying decision. Once you've done that, you need to conclude the sale as quickly as possible." PayPal has helped the business do so, and instil the "trust and confidence" in customers which Bower feels "cross-border trade is all about".





The solution

Jedi-Robe.com has offered PayPal payments since its launch in 2008, but its most significant move was upgrading to PayPal Payments Pro.

PayPal Pro provides the ability to accept debit or credit card payments directly on the site too, customise the payment experience and manage all card and PayPal payments within one account.

Customers now have the choice of how to pay, and can do so seamlessly without leaving the website. They can also buy from their choice of device – desktop, mobile or tablet.

“The day we converted to PayPal Payments Pro, our transaction completion rate went from 75-80% up to 98%,” says Bower. “PayPal Payments Pro offers the shortest distance from shopping cart to order completion.” The day we started offering multi-currency payment using PayPal, our revenues increased by 15%,” he adds. Providing telephone helplines and translated emails have also helped to boost business.

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The results

Today, 80% of Jedi-Robe.com transactions use PayPal; the rest come from sales in its London store.

In all, 30% of Jedi-Robe.com's revenue comes from the UK, the rest from cross-border sales. The 3 largest international markets account for nearly half of all sales.

"We've virtually doubled sales year-on-year," shares Bower happily, and says he'll continue to develop those markets that have proven successful.

"It's important to continue to invest in sustaining trust. One way to do that is to offer PayPal which gives buyers peace of mind and security. We haven't experienced a customer in any country who doesn't know PayPal. Another is to translate your site respectfully; not using a crude computer program, but taking the time to have it done professionally by a native speaker."



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