

19% growth  
is no longer  
the stuff of  
dreams.

Air Beds Unlimited uses PayPal Credit to offer the best possible customer experience with the least possible overhead.

When customers are shelling out \$1,500 for a product they can't touch—and the competition is aggressive, to say the least—you need exceedingly good customer service. That requires, among other things, an exceptional payment experience.

Enter PayPal Credit. But first, a bit of background.

**The Backstory:**

“

This internet thing looks interesting to me.

”

Michael Cluphf opened his first business to help pay for grad school. He sold electronics and soon parlayed that experience into representing electronics brands in the music industry. He sold the business and built a career as a successful securities broker. But it was after settling into semi-retirement in the early 2000s that things got interesting.

His brother was selling something called air beds on something called eBay. Always the learner, Michael wanted to know more about it, particularly the internet component, and he offered to launch and manage the business online, with his brother providing fulfillment and inventory.

Air Beds Unlimited was born.

continued→



## The Proof:

In the 12 months since Air Beds Unlimited added a second button promoting PayPal Credit, the numbers speak for themselves<sup>1</sup>:

- **19% growth in total sales**
- **\$122 increase in average PayPal Credit transactions, compared to other transactions**
- **One-third of sales growth attributable to PayPal Credit**

For Air Beds Unlimited, the simplicity of adding PayPal Credit—combined with such potential for growth—was a “no-brainer.”

“If something is more work than it’s worth, it won’t be on our site. I’d recommend PayPal Credit to anyone trying to get a higher ticket and grow their business.”



<sup>1</sup> These results are based on a year-over-year analysis between January 2014 and January 2015. The results in this case study are not necessarily representative of results for all businesses that use our products, and there can be no assurance that similar results can or will be obtained by other businesses.

<sup>2</sup> Customers get the flexibility to buy now and pay later with PayPal Credit’s No Payments + No Interest if paid in full in 6 months on purchases of \$99 or more promotion. Applicable for qualifying purchases of \$99 or more if paid in full within 6 months. Customers check out with PayPal and use PayPal Credit. PayPal Credit is subject to consumer credit approval, as determined by the lender, Comenity Capital Bank.

## The Company Today:

### “We’ve had one complaint in the last three years.”

Air Beds Unlimited annually sells more than \$600,000 worth of beds, frames and parts. And even though it’s an all-online company, it attributes this success to an uncommonly old-fashioned approach to service.

“When we make a sale,” says Michael, “the customer gets a phone number that connects to an actual person.”

Making things easier and better for the buyer is why Air Beds Unlimited puts a premium on service—it’s how the company competes—and what led it to PayPal.

## Picking PayPal:

### “It’s something we can do in our sleep.”

Not only is PayPal an easy way for Air Beds Unlimited’s customers to make a purchase, it’s easy for Air Beds Unlimited too. The first processor the company used was far too expensive, but when Michael looked at PayPal, he liked the simplicity and the volume-based pricing.

## Perfect Credit:

### “When I talk to finance companies, they just seem like sharks.”

When you’re trying to make everything effortless for the customer, easy payment options are essential. For Air Beds Unlimited, PayPal Credit<sup>2</sup> is the smartest, simplest option.

- Give customers more time to pay while you get paid in full, up front, within minutes.
- Offer credit at no additional cost—it’s included in your current transaction fee.
- Don’t take on extra work or risk—PayPal Credit handles billing and collections.
- Get up and running without an advanced degree in web development.

“I like to make it simple,” adds Michael. “PayPal Credit makes it simple for my company.”

“ “ If a merchant is looking to expand with a minimal amount of effort, PayPal Credit is a great thing to do ” ”