

15 minutes of effort grew sales by 55%.<sup>1</sup>

<sup>1</sup> These results are based on a year-over-year analysis between September 2013 and September 2014. 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.

## That's reality, not fantasy, for this online costume business.

When you talk about ROI, you can't do much better than this.

BlockBuster Costumes of Buffalo, New York, invested 15 minutes of programming time and zero additional cost into PayPal Credit (the company had already been a PayPal partner for years). And by the next year, sales had jumped significantly.

"It was just a matter of getting (PayPal Credit) banners up and getting the links behind them," said Dan Karyczak, Marketing Coordinator at BlockBuster. "We saw the need for our customers, and it was a win/win."

### A quick peek beneath the mask.

BlockBuster Costumes opened as an eBay retailer in 2008, managing inventory and fulfillment through a Florida warehouse. As business grew, it branched, launching its own website and adding additional online marketplaces as new sales channels.

In 2011, the company relocated to Buffalo, and the year after that hired Karyczak to manage blockbustercostumes.com and head up advertising and marketing as a way to complement traffic from existing channels.

Today, with a growing inventory of higher-profit licensed costumes (think Avengers and Teenage Mutant Ninja Turtles), the company employs roughly 25 people year-round and ramps up an additional 20 during the Halloween rush.

“

In the four years I've been here our focus on characters from books, movies, comics and games has brought us from 10,000 SKUs to nearly 30,000.

”

Dan Karyczak, Marketing Coordinator

continued→





### Fulfillment turns out to be fulfilling.

Instead of relying on the online marketplaces for storage and fulfillment, Blockbuster has its own warehouse and has refined its own fulfillment system, so they can deliver the best customer experience.

As a result, Blockbuster has total control of its inventory and can easily adapt to the cyclical nature of costume retail (think not only Halloween, but movie sequels that come out every few years). This also allows for greater cost control and the ability to scale both seasonally as well as with the onset of new marketing channels.

“ We have to be able to scale up and down very quickly, and our processes can handle it. If you have your inventory with some of the online marketplaces, you can only store it for six months, and then it can get expensive. ”

### Credit is all treats, no tricks.

PayPal has always been part of the BlockBuster payment picture, giving customers a secure way to pay and an affordable alternative to credit cards and fees. So when the PayPal Credit<sup>2</sup> conversation started, it made perfect sense for both the business and its clientele.

The process is essentially as simple as the setup, and having the option gives costume seekers more incentive to make purchases and spend a little more.

And it's paid off!

- 55% increase in sales.
- 97% growth in transactions over \$99.
- 43% growth in PayPal credit transactions over \$99.

“ When you look at the results, the benefit to the customer, and the process, it's really a no-brainer. ”

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<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.

