

BigCommerce: Partnering with PayPal to provide ecommerce innovation



Company

BigCommerce

HQ

Austin, TX

Industry

Ecommerce technology

Website

www.BigCommerce.com

Challenges

- Present a full range of ecommerce payments offerings to fast-growing online merchants.
- Provide sophisticated mobile checkout and payments, supporting increased conversions.
- Integrate powerful PayPal checkout and payments technology.
- Give customers fast, coordinated support that boosts satisfaction.

Results

- Implemented PayPal Powered by Braintree, a full-stack solution that combines PayPal Express Checkout with One Touch and Braintree credit card processing.
- Integrated PayPal mobile payments technology, boosting conversions and streamlining checkout for the 45% of buyers making mobile purchases.
- Maximized client satisfaction with integrated PayPal and BigCommerce support.

Taking a business online – or starting an ecommerce business from scratch – can be overwhelming. That’s why so many merchants turn to BigCommerce, a cloud-based platform that provides businesses with powerful, innovative tools for selling online. To date, BigCommerce has helped more than 60,000 online merchants set up shop. And through a partnership with PayPal, it offers customers the simple, easy, and secure checkout PayPal is known for.

Making complex problems simple.

BigCommerce helps companies address the full range of challenges that go along with setting up – and growing – an online business. Explains BigCommerce senior partner manager of strategic business development Rachel Garcia, “Building an online store is extremely complex. Merchants have to consider payments, shipping, tax, compliance, and staying in step with technology and social media. By working with PayPal, BigCommerce removes those headaches so retailers can focus on their core business.”

Successful merchants also choose BigCommerce and PayPal to provide the sophisticated shopping and checkout tools their customers have come to expect. Redshift Sports, for example, launched its first product – a switchable seatpost – on crowdfunding platform Kickstarter. The overwhelming response made it clear that the founders needed an ecommerce platform that could keep up with a rapidly growing business.

BigCommerce gave Redshift a sophisticated site that puts its innovative products front and center, while offering powerful checkout options from PayPal. Explains founder Stephen Ahnert, “BigCommerce works so seamlessly with PayPal that we set up our store and checkout at the same time. PayPal and BigCommerce are so well integrated that it was essentially a turnkey operation for us.”

Giving shoppers options that boost conversion.

As Redshift’s experience illustrates, BigCommerce and PayPal offer customers a seamless shopping experience, while merchants get professional sites with easy, trustworthy checkout and payments. In May 2015, BigCommerce launched PayPal Powered by Braintree, a full-stack solution that combines PayPal Express Checkout with One Touch™ and a credit card processing platform from Braintree. Buyers can pay in just a few clicks, across devices, without ever leaving a merchant’s site. According to Garcia, there was a 1,222% increase in U.S.-based stores using PayPal Powered by Braintree for BigCommerce from Q1 2015 to Q1 2016. Not only has the solution supported increased conversion, but it’s also helped merchants analyze and track the customer shopping experience.

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– RACHEL GARCIA
BigCommerce

The partnership between PayPal and BigCommerce also supports seamless mobile shopping at a time when shoppers often start their purchases on one device and check out on another. Seamless checkout across devices has become the gold standard – and PayPal gives BigCommerce merchants the technology they need to handle checkout flows on a range of devices. The result: faster checkout, fewer abandoned carts, and better conversion. In fact, just knowing that they can pay with PayPal has a powerful effect on customers. A 2016 Nielsen study of U.S. businesses found that accepting PayPal can help improve checkout conversion by up to 44%.*

Supporting partners and customers in more ways than one.

One of the most rewarding aspects of the partnership between BigCommerce and PayPal, says Garcia, is customer service and support, with extensive integration between the PayPal, Braintree, and BigCommerce support teams: “Merchants aren’t bounced around when they need help. We quickly route them to the right team to help resolve any issues.” BigCommerce, she adds, has been equally impressed: “The partnership with PayPal has the key ingredients of any successful relationship. We work well together, have a lot of respect for each other – and really enjoy it.”

Learn more.

To learn more about how PayPal works with technology partners, go to paypal.com/partner.

paypal.com/partner

* As reported in Nielsen’s Online Panel research for activity occurring from July–November 2015, which compared PayPal transactions to non-PayPal transactions on sites that offer PayPal as a payment option. Nielsen measured 125,000 households’ online behavior across 10 SMB merchants. Copyright 2016 Nielsen.