



## Case Study

# Shoebacca takes customer acquisition a step further with PayPal Store Cash

For those of you who may not be familiar with Shoebacca, it's unlikely you'll forget them once you learn more. Their average selection of 25,000 styles of shoes, accessories, and athletic gear is remarkable; however, it's the story of how the company began that is truly unforgettable.

Shoebacca was founded by two community-minded brothers who started selling used name-brand athletic shoes to underprivileged families at local neighborhood markets. Along with those early grass-roots efforts, they

also shipped truckloads of shoes to areas all over the world, primarily Third World countries where the need was greatest.

PayPal had the privilege of speaking with Jeff Thomas, Shoebacca's Head of Digital, about the company, its mission, and its work with PayPal. Jeff brings a deep knowledge of ecommerce strategy, digital content, and consulting; he is a perfect fit to elevate Shoebacca's customer engagement strategy.

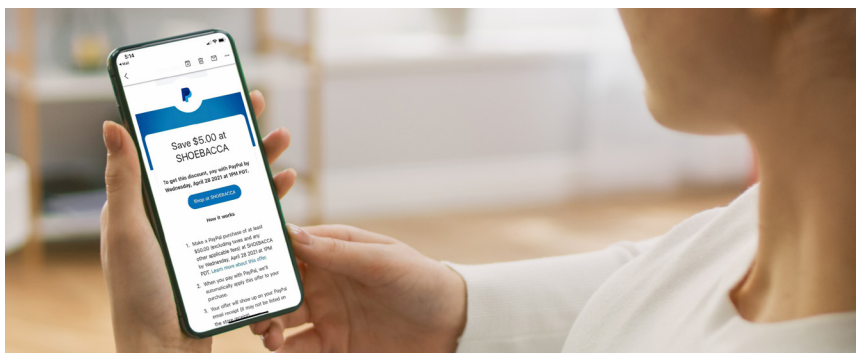


# Improving customer re-engagement

When asked about Shoebacca's mission, Jeff explained that it is ever evolving. However, the first tenet is to protect the iconic DNA of the company while creating a well-known online consumer footwear brand.

"My focus is to establish a loyalty program and platform for us to manage our relationships and lifetime value with our most loyal customers," he said. "Further, we want to provide them with such an immersive experience that they don't think about going anywhere else for shoes."

Jeff elaborated that Shoebacca's repeat customer rate is low by industry standards. **"We want to grow our repeat customers and PayPal helps us with that. PayPal is so focused on the customer, the data, and the protection of that data, enabling their ability to effectively target customers in the best possible way."**



## Enter PayPal Store Cash: a strategic acquisition tool

Shoebacca launched its first Store Cash campaign with PayPal in March 2021. PayPal Store Cash targets relevant customers who have abandoned a site by sending an exclusive email offer. Shoebacca chose to offer \$5 off a \$50 purchase if the shopper returned to their site within 7 days. Jeff felt confident in testing Store Cash with PayPal. **"I trust PayPal's technology in being able to identify the most likely consumers that will convert. It ultimately comes down to the results and the results have been fantastic,"** Jeff said enthusiastically. "The Return on Ad Spend (ROAS) has been exceptional."

The most surprising metric to Jeff was the increase in Average Order Value (AOV), which has been 54% higher with PayPal Store Cash. "That's incredible," said Jeff. **"It says to me that we are getting a great ROAS, we are seeing a higher AOV, and we are leveraging PayPal in the most effective way. Ultimately, these customers trust PayPal. And because they trust PayPal, they then trust Shoebacca. PayPal is the established digital leader with a connection built on great technology, data, and protection."**



"The data proves everything! I knew going into this that PayPal Store Cash was going to be a winner. It has exceeded all of our expectations."

**Jeff Thomas**  
Head of Digital, Shoebacca



## Measuring the impact

AOV

**54%**

higher with PayPal  
Store Cash.\*

**40%**

uplift in Redeemed  
Offers versus Total  
Offers.\*

ROAS

**+700%**

with PayPal  
Store Cash.\*

\*Note: Results are based on internal PayPal data from 2020. Results may not be typical and may vary substantially by business.

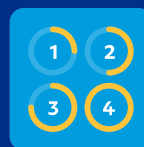
## What's next?

The resounding success of PayPal Store Cash helped Jeff make the decision to look to other PayPal solutions to bolster their business. The ease of onboarding and integrating into PayPal's ecosystem has been a great benefit. Jeff emphasized that "PayPal adds value to everything our customers are looking for."

**"If you are looking for incremental transactions in a mobile-first context, you need to work with the established digital leader in the space. And that's PayPal. There is no comparison."**

**Jeff Thomas**

Head of Digital, Shoebacca







“There is no one better than PayPal to help us. PayPal has been pioneering payments, payment processes, and payment technology for over 20 years.”

**Jeff Thomas**

Head of Digital, Shoebacca

