



Case Study

How PayPal and Fandango power the modern moviegoing experience

Fandango is a word synonymous with entertainment. The company is focused on providing the best experience for movie fans, offering everything from ticketing to home entertainment. Fandango receives 60 million unique visitors per month. The Fandango family also includes the streaming service Vudu and Rotten Tomatoes, to capture the entire entertainment experience.

Fandango is a technology company at its core, with 70% of its employees in either product or tech. Fandango's commitment to innovation requires a payment processing

solution that supports their evolving business as well as the needs of their customers. This makes PayPal the picture-perfect fit.

We spoke with Greg Ferris, SVP and Chief Product Officer, and Mark Young, SVP Global Strategy, Business and Corporate Development at Fandango, to discuss the company's decade-long relationship with PayPal and their shared goal of providing seamless customer experiences.

PayPal helps enable frictionless moviegoing experiences

Fandango takes pride in delivering a best-in-class user experience by prioritizing both customer preferences and behaviors – and their work with PayPal is integral to this mission.

Fandango uses PayPal's processing solutions, powered by Braintree to help ensure checkout is seamless. **"When we thought about how we need to involve our payment processing platform, that's where we needed to look more closely at the offerings around tokenization, stored credit cards, and all the things that not only take friction out of the buying process, but that add to the security,"** says Mark. **"So when I think about our relationship with PayPal, it's across those dimensions."**

PayPal's processing solution also helps ensure there's no interruption to that flow when demand spikes. "PayPal has been a great partner in terms of scalability and reliability. We certainly have peak demands, particularly on pre-sales and the weekend of movie openings," says Greg. "So for us, those are just critical moments to make sure that we've got full stability in our system. And PayPal has always really delivered."

New ways to pay help meet the demands of the modern consumer

In addition to frictionless payment processing on the backend, Fandango also brings innovation to the ways consumers pay on the frontend with Venmo and split pay. "We want to make sure for all of our movie fans – from young fans to older fans and everywhere in between – that we're offering the payment methods that they use the most," said Greg. **"Through Venmo, PayPal has helped us help our customers complete their moviegoing journey by providing them with a convenient way to pay each other back."**

What's next?

As Fandango continues to stay ahead of the curve in a rapidly changing marketplace, their collaboration with PayPal is essential. **"We look to PayPal to educate us.** What are the ways we should be thinking about payments in the future that may not be obvious in the media entertainment space?" said Mark. **"What PayPal does for us is get us to think more broadly about the new ways people are using PayPal and the ways we can innovate."**

This mutual commitment to innovation is where the behind-the-scenes movie magic lies.



"Our platform needs to be bulletproof and deliver to all our movie fans the way they expect. One thing I never lose sleep over is our payment processing. It's been rock solid since we partnered with PayPal."

Greg Ferris
SVP Chief Product Officer, Fandango





“PayPal has been such a huge part of our success in accepting payments and making a seamless experience for our customers. Anytime I’m asked, I’m always quick to recommend PayPal for the reliability, the ease of use, and just how great a partner they’ve been.”

Mark Young

SVP Global Strategy, Business and Corporate Development, Fandango

