



## Case Study

# How PayPal helps SoftMoc with cross-border selling and fraud mitigation

The story of SoftMoc began in 1990, inside a single booth in one of North America's busiest shopping malls, the Toronto Eaton Centre. Today, SoftMoc stands as one of Canada's most recognizable retailers with 126 stores across the country and the US.

In 1996, SoftMoc became one of the first Canadian retailers to sell shoes online. Their ecommerce strategy was designed to give customers more options while maintaining a consistent, trustworthy online shopping experience.

Consumer confidence in online shopping has improved; however, a 2021 Canada consumer study revealed 17% of respondents were still worried about keeping their financial information safe from fraudsters.\* SoftMoc's digital commerce strategy and integration with PayPal have kept them ahead of the competition every step of the way.

PayPal spoke with Jeffrey Chiasson, CFO of SoftMoc, who has been with the company for 12 years. Jeffrey was present when PayPal was first introduced and recalled its impact to online sales and assurance against fraud.

\*PayPal Canada 2021 Trends & Spends Consumer Study

# PayPal helps provide safe transactions for SoftMoc

“When ecommerce first started to pick up, a lot of people were wary about putting their credit card information online,” Jeffrey said. **“When we added PayPal, there was an instant surge in online business. It meant they weren’t giving us their credit card information, they were giving it to PayPal, a company that is known worldwide for being a safe and secure way to transact. It made an immediate impact.”**

PayPal helped make a significant difference when the retailer decided to focus on cross-border sales. In the US, where SoftMoc has few retail locations, many Americans were first introduced to the company online. Seeing the PayPal brand reassured customers that their checkouts are secure.

At the onset of the pandemic, PayPal helped give SoftMoc peace of mind. Jeffrey noted, “More people were at home, more people were shopping online and fraud followed. But everything that went through PayPal, whenever there was an issue, for the large part, it was resolved.”

**“Our PayPal chargeback rate is now so low, it’s negligible.”**

## What’s next

With more than two decades of ecommerce under their belt, SoftMoc is concentrated on enhancing the online experience and planning for a future where digital commerce is at the forefront of consumer expectations.

Today, 38% of Canadians surveyed said PayPal is their preferred payment option, according to the PayPal Canada 2021 Trends & Spends survey.\*

“Very few customers abandon their cart with PayPal versus other methods of payment.” Jeffrey continued, “PayPal drives conversion.”

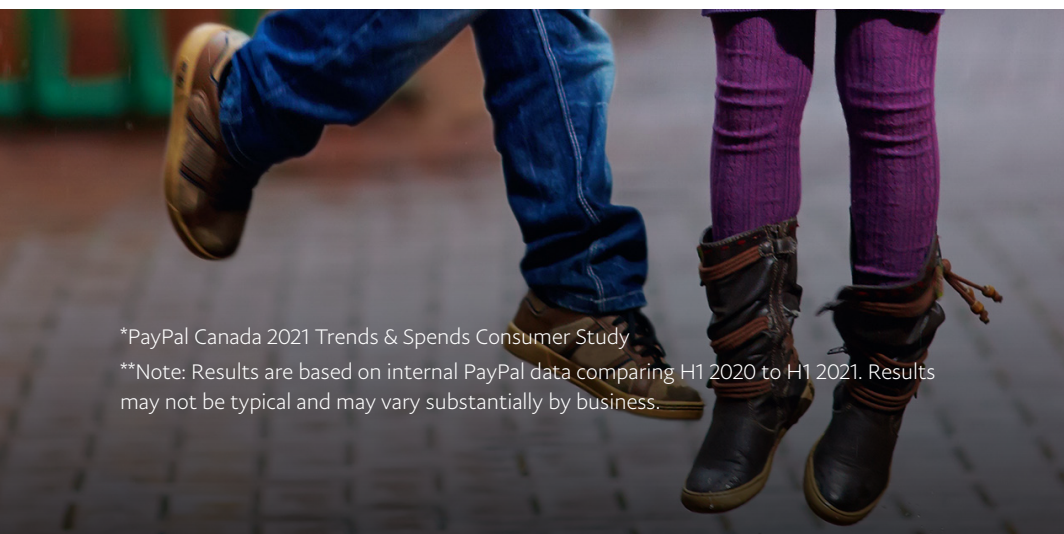


# 15%

**increase** in sales  
from H1 2020 -  
H1 2021.\*\*

**“When we added PayPal, there was an instant surge and increase in online business.”**

**Jeffrey Chiasson**  
CFO, SoftMoc



\*PayPal Canada 2021 Trends & Spends Consumer Study

\*\*Note: Results are based on internal PayPal data comparing H1 2020 to H1 2021. Results may not be typical and may vary substantially by business.







*“You have to set yourself up so that you can take payments from your customers the way they want to pay you. There’s a large group of people who prefer to pay by PayPal exclusively. 390 million users in 200 markets – that’s a significant number.”*

**Jeffrey Chiasson**  
CFO, SoftMoc

