Case Study

A perfect pairing for growth: Pressed and PayPal Enterprise Solutions

Pressed began in 2010 with a mission to make plant-forward living as convenient and delicious as possible. Today, Pressed continues to grow with stores throughout the US along with online and wholesale distribution. Now in addition to their signature cold-pressed juices, they offer an array of wholesome plant-based foods to keep consumers nourished throughout the day.

We spoke with Pressed’s Vice President of Digital Commerce and Technology, Blaine LaBron, who has been a part of Pressed’s brand evolution and expansion into new channels.

One might think that beginning a fiscal year in the ill-fated March of 2020 would be daunting. However, Pressed saw it as an opportunity. “The pandemic allowed us to take a step back and reexamine our strategic initiatives. We leveraged the opportunity to accelerate our technology roadmap and were able to quickly expand our digital footprint to meet consumers where they wanted to engage,” said Blaine.
The impressive evolution of Pressed and how PayPal delivers

A mere 3 1/2 years ago, digital sales comprised only 2% of Pressed’s total sales. That number has now grown to an impressive 65% and continues to increase. Pressed is truly an omni-channel company, spanning retail, digital, wholesale and more.

PayPal helped enable Pressed to move their members and membership program onto a new platform. “Teaming up with PayPal allowed us to migrate our loyalty and membership programs to our web application and app which wasn’t available before with our legacy partners. I valued PayPal’s size, resources, and commitment to their products because it gave us the flexibility to scale and innovate in the way that was right for Pressed and our customers,” Blaine shared.

Innovation and scale

Clearly, Pressed is a company that is thriving and they look to PayPal Enterprise Solutions for support. Pressed identified that 82% of their overall total volume from digitally derived sales was via a mobile device. The integration of Alternative Payment Methods (APM’s) was a key initiative for Pressed. What was surprising to them was how seamless and simple the APM integration was with Braintree, a PayPal company. “Quite frankly, when we implemented APM’s it was a simple integration and required few development resources,” commented Blaine.

“What was really remarkable was that after the first week of integration, the number of Venmo transactions were almost the same as Apple Pay transactions. It was clear to us that our customers found Venmo easy to use. It has been absolutely amazing,” said Blaine. In fact, the Average Order Value (AOV) for Venmo is 57% higher than their membership AOV with traditional credit cards.* Pressed is now prioritizing adding APM’s to all their channels and integrating them into every digital touchpoint.

One of those touchpoints is their recurring, VIP membership. Braintree handles the different tiers and the subscription management for Pressed’s VIP Pricing program. “We looked at other subscription providers and Braintree helped simplify the process without introducing any friction to our customer experience. This was an important aspect of any technology we implement here at Pressed,” explained Blaine.

“It seems like everything that PayPal delivers comes from a developer mindset, making it so easy for us to implement. It doesn’t require significant time from my development team and that’s what I appreciate more than anything.”

“PayPal’s size, resources and commitment to products, give businesses a lot of flexibility to operate in a way that works for them to scale and innovate. And that’s what I find really valuable.”

Blaine LaBron
Vice President of Digital Commerce and Technology, Pressed
Measuring Venmo’s impact

56.4% of Venmo transactions are via mobile.*

20% higher AOV on desktop than mobile via Venmo.*

2% higher AOV via Venmo than Apple Pay.*

What’s next

Ultimately, Pressed wants to solve for in store transactions and evolve their legacy point of sale (POS) system. “Our ultimate goal would be to have our digital platform meet our physical locations in one space and have one platform for everything,” Blaine said.

As they develop their retail app, which will allow store associates to manage digital sales in real time, they are challenging themselves on how they can extend what they built for digital to POS.

“The goal would be to have one experience for our associates to ring a transaction quickly and easily, creating a seamless transaction for our customers. That would include accepting PayPal, QR codes, and Venmo – and all of those different payment methods would be so much easier using PayPal’s Enterprise platform. It really got us thinking that this is something that is now tangible and not futuristic.”

Blaine said he is most excited by the scope of what can be accomplished together. Pressing forward, the possibilities for Pressed and PayPal Enterprise Solutions are endless.

*Results are based on data from Pressed, from 3.1.21– 8.1.21. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only.