



Case Study

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Samsonite delivers a stellar digital experience with PayPal Pay in 4¹

Worldwide travel spending has increased dramatically over the last 20 years, from \$1.9 billion in 2000 to a sky-high \$4.7 billion in 2019.² Given that millennials and Gen Z are putting greater focus on having experiences versus owning material possessions,³ Samsonite knows that travel spending – and, likely, spending on travel products – will continue to reach new heights.

Founded in 1910, the company has long understood the value of keeping up with consumer behavior. Staying on

top of current travel trends is a must when delivering fashionable yet functional luggage and travel products.

For Samsonite, understanding consumer preferences, needs, and expectations has another purpose as well: to provide the payment options and streamlined commerce experiences that convert first-time buyers into brand loyalists. **That's why Samsonite relies on PayPal to understand its customers and engage with online shoppers in the most compelling way possible.**

¹About Pay in 4: Loans to California residents are made or arranged pursuant to a California Finance Lenders Law license. PayPal, Inc. is a Georgia Installment Lender Licensee, NMLS #910457.

²Leisure tourism spending worldwide from 2000 to 2020. Statista.com. April 8, 2021.

³Generations on the Move: A deep dive into multi-generational travel trends and how their habits will impact the future of the industry. Expedia and The Center for Generational Kinetics. January 2018.

Flexible and predictable payment plans help increase conversion

PayPal serves as a marketing engine for Samsonite, providing the company with in-depth insight into how its customers shop online, and the tools to influence purchase decisions as they shop. **With solutions like PayPal Pay in 4, Samsonite can convert more customers and grow basket sizes, through a recognized and trusted buy now, pay later (BNPL) option.**

David Oksman, Chief Marketing Officer for Samsonite, said in a recent interview with PayPal, **“Any consumer that uses Pay in 4 will see how it enables them to get the products that they love, with a great experience.”** PayPal’s brand recognition and security were also positive factors potentially contributing to conversion. He went on to say that, when it comes to the BNPL solution providers, “PayPal was certainly a no-brainer from that perspective.”

Not only does Samsonite trust PayPal, consumers do too; a recent survey found that PayPal is the most trusted BNPL brand among millennials and Gen Z consumers.⁴ **This means that while Samsonite knows it can depend on PayPal to provide reliable payment technologies, consumers also trust that PayPal protects their financial information.**

Additionally, Samsonite recognizes that offering payment flexibility is more critical now than ever with non-linear paths to purchase that exist in today’s digital world. Social media, shopping apps, and online influencers being just a few examples. David notes that **“Pay in 4 hits on the intersection of the digitalization of our economy, where we don’t own our brand. Our consumer does. And what they want is flexibility.** They believe everything doesn’t have to all be paid today, but over time. I think that has become an important part of the millennial and Gen Z consumer mindset.”

For Samsonite, the implementation of PayPal Pay in 4 messaging on their websites’ product, cart and checkout pages has paid off in an effective way. Pay in 4 currently accounts for 45% of Samsonite’s overall Pay Later sales volume. Samsonite also saw a 36% increase in the Average Order Value (AOV) of Pay in 4 since launch.⁵ **David calls these results “phenomenal.”**



“The user experience in terms of usability, trust, and flexibility is everything, especially for the digitally native consumer. The experience PayPal helps us provide is beating all consumer expectations.”

David Oksman

Chief Marketing Officer, Samsonite



⁴Based on an online study commissioned by PayPal and conducted by Netfluent in November 2020, involving 1,000 US online shoppers ages 18-39



205%

*growth in volume in
Pay Later program.⁵*

45%

*of overall Pay Later
sales are Pay in 4.⁵*

36%

*growth in Pay in 4
AOV since launch.⁵*

⁵Data source is internal PayPal data from October 2020 – August 2021. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

Taking the initiative

Backed by the marketing insights of PayPal and empowered by solutions like Pay in 4, Samsonite can now focus on what matters most: meeting consumer demand, providing consumers with the products they want, and establishing long-term relationships with its customers. **For Samsonite, PayPal technologies help reinforce establishing consumer trust, and demonstrate their willingness to incorporate customer values into the fabric of their business.**

That's why Samsonite has heeded the call for greater sustainability. Through their sustainability program, "Our Responsible Journey," Samsonite strives to become the most sustainable travel brand in the world, with plans to be a carbon neutral company by 2025. They recently launched a new line of baggage products made from 100% post-consumer materials called Maxsum Eco. Samsonite pledges to follow through on their commitment to ensure responsible sourcing and eco-friendly products at a global scale. Not only because it rings true with their values but also aligns with consumer standards.

Looking ahead...

Through more than 100 years of experience in the industry, Samsonite has a keen understanding of their consumer and monitors the pulse on ever-changing travel, luggage, and shopping trends. **Supplemented by insights and support from PayPal, they're able to pivot quickly to provide on-trend products, paired with flexible payment options that consumers want.**

Samsonite continues to expand its line of backpacks and luggage products, and refine popular brands like American Tourister, Hartmann Luggage, and Tumi. The company is also testing the waters and turning heads in areas where it previously held a lesser-known presence such as its school backpack brand, High Sierra, as well as its line of device accessories, Speck Products. "I think we're really poised for the moment," says David, adding that Pay in 4 will facilitate the company's ability to offer the products, payment options, and shopping experiences that consumers want – and expect – today.

