



Case Study

How Younique's mission to empower women across the globe intersects with technology

Younique was founded by a brother-and-sister team in 2012 with a mission to uplift, empower and validate women across the globe. They are a direct sales company that empowers like-minded women to start their own business. As a disruptor in ecommerce and direct sales, Younique markets and sells almost exclusively with the use of social media. Technology plays a vital role in Younique's business and that is why they were especially passionate about collaborating with a global technology company like PayPal.

As an international brand, Younique is committed to supporting the evolving needs of their teams across the globe. This requires a payments solution that is seamless, scalable and well-recognized. During a recent discussion with Younique's Director of Finance and Corporate Treasury, David J. Serpa, we spoke about their brand and how PayPal helps to support their mission and their team of Younique Presenters.

Applying the right tools for success

Younique wanted to align with a company that has a strategic vision for the future of ecommerce. In fact, Younique leveraged PayPal to reimagine their website design and checkout, further positioning them as an innovator in ecommerce.

When looking for a Buy Now Pay Later product, PayPal's solutions stood out for several reasons, not the least of which was the fact that PayPal represents 37% of Younique's global volume. Choosing PayPal's Pay in 4¹ product gave their customers flexibility and purchasing power with the most trusted brand across buy now, pay later payment providers.²

With PayPal's Pay in 4 dynamic upstream messaging present on product, cart and checkout pages on their U.S. site, Serpa shared that he is confident the impact will continue to be positive for the Younique brand across the globe. Younique went live with pay later messaging in Australia in mid-October 2021, and they have plans to launch upstream in France, Italy, Spain and Germany in H1 2022.

Serpa was impressed by how streamlined PayPal's Pay in 4 solution was on the backend, including minimal issues with reconciliation. **"From a developer standpoint, it was a relatively low lift," he said. "Compared to all the work we've done on the payments side, implementing Pay in 4 was the easiest."** Pay Later solutions, like Pay in 4, are included in PayPal's checkout as part of a single integration, including the ability to add upstream messaging throughout the site with simple JavaScript code.

"With PayPal, we feel we hit the jackpot," Serpa said. "We only implemented Pay in 4 nine months ago and have already seen massive results with it."

The migration to PayPal payment processing (Braintree), to process all their payment transactions, has proven advantageous. **Serpa praised Braintree's global scale, the ability to process Local Payment Methods (LPM's) globally and the centralization and ease of reporting, which has significantly streamlined their reconciliation process.**



¹About Pay in 4: Loans to California residents are made or arranged pursuant to a California Financing Law License. PayPal, Inc. is a Georgia Installment Lender Licensee, NMLS #910457. Rhode Island Small Loan Lender Licensee.

²An online study commissioned by PayPal and conducted by Netfluential in November 2020, involving 1,000 US online shoppers ages 18-39.



"The Presenter experience in terms of usability, trust and flexibility is everything, especially for the digitally native consumer. The experience PayPal helps us provide is exceeding all Presenter expectations."

David Serpa
Director of Finance and Corporate Treasury, Younique



Success Metrics

218%

growth in Pay Later sales volume with dynamic messaging.³

56%

of overall Pay Later sales are Pay in 4.³

209%

increase in Pay Later transactions.³

³Analysis of PayPal internal data as of October 2021 (based on data Pre-launch 1/1/21 – 3/28/21 and Post-launch: 4/1/21 – 10/31/21). 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.

Priming the foundation for future growth

As for the future, Younique aims to continue to be a leader and disruptor among ecommerce merchants, which means ensuring they have the right technology in place. **For Younique, that translates into the relationship with PayPal's wallet, payment processing, flexible payment options and more.**

“The relationship we have with PayPal has been extremely positive and it has allowed us to reach more people around the world, which has been crucial to our growth. And having that type of relationship with the PayPal team is super rewarding. We do things strategically and intentionally to empower, uplift and validate women across the world. **PayPal is one of the catalysts we have that allows us to fulfill our mission.**”

Other PayPal initiatives on Younique's roadmap include integrating the ability for customers to pay with Venmo via their desktop. Venmo volume via mobile has been growing steadily, demonstrating customer interest and PayPal processing (Braintree) is the only payment processor that can deliver the Venmo APM.

It is essential to Younique to give their team members the tools that they need to be successful. Leveraging PayPal's technology and future-forward approach that addresses both short-term and long-term goals allows them to deliver those tools. Educating their teams is also critical and Younique recently worked with PayPal to design a massive communication campaign focusing on buy now pay later. “We want to let the field know that the Pay in 4 option is available and why it is such an important tool. It helps with engagement, drives volume, AOV and customers want flexibility.”

Serpa said, “I am grateful for the resources that are made available to us from everyone at PayPal. **The support has been tremendous, and the PayPal team is incredibly knowledgeable and capable. It has made my job easier.**”

“At the end of the day, the mutual client for all of us is the consumer,” Serpa said.

