



# Nuts.com cracks the code to effortless checkout

Nuts.com has come a long way since 1929, when a small family-run stand in New Jersey started selling roasted nuts with a side of good humor and great service. Nearly a century later, it's a global destination for snacks, sweets, and specialty foods. Still family-owned. Still deeply personal. And still committed to doing things the right way.

That means sourcing directly from growers. Roasting nuts and popping corn in-house. And delivering a customer experience that's as satisfying as the snacks themselves.

Even as the company scaled, the mission never wavered: to carry on the family tradition of unmatched quality and exceptional service. But in today's digital world, even the most beloved brands must continuously evolve and innovate.

"We have so much history and authenticity, but at the same time, there's an emphasis on moving quickly, trying new things, and innovating across the entire company," says Gabriel Wirz, Principal Product Manager.

For Wirz and his team, that meant more than just keeping up with modern expectations. With speed and simplicity now table stakes in online retail, it meant crafting a seamless digital experience that reflects the same care and quality that define the brand.

1%

increase in conversion rate after implementing PayPal Checkout <sup>1</sup>

20%

of Nuts.com customers check out using PayPal <sup>2</sup>

~25%

of PayPal purchases are from net new actives <sup>3</sup>



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# Next on the menu? A smoother checkout

After nearly a century in business, the team at Nuts.com knows customers remember how they're treated, not just what they buy. With over 2,000 products and a fanbase ranging from daily snackers to corporate buyers, Nuts.com identified one area where that could use some attention: checkout.

As ecommerce advanced and mobile-first habits became the norm, even loyal customers started to hit speed bumps at checkout. These delays risked abandoned carts and lost sales.

"The ecomm world has changed so much. You have these power players that dominate the space," says Wirz. "To stay competitive and true to our promise of 100% satisfaction, we needed to create a checkout experience that felt effortless."

To make checkout as smooth as peanut butter, Nuts.com turned to PayPal Checkout.



## Finding the sweet spot

Nuts.com had long offered PayPal as a payment method, but the team saw an opportunity to do more.

They launched an A/B test of PayPal Checkout, bringing it upstream into the shopping cart to validate the impact on conversion. Fifty percent of customers were shown the PayPal button on the payment page, while the other fifty percent were shown PayPal Checkout on the cart page.

Unlike the traditional payment button, this deeper integration offers a faster and more seamless path to purchase. PayPal Checkout automatically fills in billing and shipping details, so customers don't have to enter them manually. With fewer steps to complete a purchase, shoppers can check out quickly and easily. This is especially important for mobile users, where simplicity matters most.

The result? A small shift that made a big difference.





**We've seen more people checking out with PayPal Checkout. It's an option our customers rely on.**

**Gabriel Wirz**

Principal Product Manager, Nuts.com

**PayPal**



# Fueling the next century of snacking

With the cart-level integration in place, the impact was clear immediately. From the beginning of their test, Nuts.com saw a 1% increase in conversion rates<sup>1</sup> with PayPal Checkout.

For a company handling thousands of transactions a day, that's not just peanuts.

"Having PayPal Checkout made it more likely for people to convert, based on our test. Because PayPal Checkout makes it easier to check out," says Wirz.

With the majority of their customers now on mobile, Nuts.com wanted to increase mobile checkout conversion rates. And although desktop remains their conversion leader, they're seeing great promise.

"When people are on mobile, they have more options now that they can choose PayPal Checkout," Wirz explains.

PayPal now accounts for roughly 20%<sup>1</sup> of Nuts.com's checkout share, and 23%<sup>1</sup> of those purchases are from net new actives. That makes PayPal Checkout not only a seamless payment method, but also a powerful tool for customer acquisition.

Looking ahead, the team sees even more potential. With new features like product bundling and build-your-own snack boxes in the works, they're rethinking checkout not just as a final step, but as a way to engage customers earlier in the journey.

"As we build those functionalities out on our site, moving PayPal Checkout further up in the funnel allows people to build a bond more easily and have access to the checkout right away without having to navigate to the cart."

From discovery to delivery, Nuts.com remains committed to creating a customer experience full of care, flavor, and just the right amount of fun. With PayPal Checkout helping power their next chapter, they're ready to keep customers coming back for another hundred years of exceptional snacking.



<sup>1</sup>Data source from Nuts.com, September 2024.

<sup>2</sup>Data source from Nuts.com, April 2025. PayPal accounts for 20% of all Nuts.com checkouts.

<sup>3</sup>Data source from Nuts.com, April 2025. PayPal accounts for approximately 25% of PayPal purchases are from NNAs

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