

# BlendJet boosts conversion with PayPal Checkout



Award-winning lifestyle appliance brand BlendJet has made a name for itself with its powerful and convenient portable blender. By giving people the ability to make healthy choices, anytime, anywhere, BlendJet has built a cult-like following with millions of fans around the world. Its impressive success is reflected in rave customer reviews and social media posts.

## The opportunity.

BlendJet sought a simple checkout solution for a worldwide customer base.

From startup to market leader, BlendJet is a brand that cares deeply about its customers, not just in the US, but around the world. BlendJet wanted to make it incredibly easy for international buyers to purchase. A checkout process that is as convenient as the BlendJet itself has enabled the company to quickly exceed their goals for global growth.

“We want to give people the superpower to have something delicious and nutritious anytime, anywhere, regardless of circumstance or geography,” says BlendJet co-founder and CEO Ryan Pamplin.

With 90% of its purchase transactions occurring via mobile, it was critically important for BlendJet to offer a secure, trusted, and frictionless payment method with global reach.\* The company wanted its customers to feel confident in the safety of their transactions and be able to complete purchases with just a few taps.



**PayPal is a great partner to help us unlock additional revenue around the world.**

**Ryan Pamplin**  
Co-Founder and CEO, BlendJet

## The solution.

**BlendJet found their answer with PayPal's global platform and trusted identity.**

Accepting PayPal was their answer to helping ensure a seamless checkout. Paying with PayPal allows shoppers to skip the step of entering their data, making the purchase process fast and frictionless.

Pamplin says that the trust their customers have in PayPal helps drive purchases, enabling BlendJet to expand its global reach. "People use PayPal all around the world. So having PayPal as a payment option has been a critical function for our cross-border e-commerce growth."

# 1/3

of BlendJet's total sales via PayPal checkout.\*



increased conversion with PayPal.\*

# 10/10

rating for PayPal from BlendJet.\*

## The impact.

**Customers across the globe flocked to BlendJet's PayPal Checkout option, boosting sales and satisfaction.**

Transactions with PayPal Checkout now represent one third of BlendJet's total sales.\* BlendJet was pleased with the boost, noting that their testing process showed a strong inclination toward PayPal. "We're data-driven and we like to split test things," Pamplin said. "When split testing PayPal, it was clear early on that offering PayPal as a payment method increases our conversion rate."

The overall effect of PayPal on their online checkout process was a hit. "I would rate PayPal a 10 out of 10," Pamplin said, "because it's the one digital wallet that almost everyone has. I just don't understand how you could operate a business without it."

BlendJet is committed to their vision of providing a product that is accessible, easy to use, and can go anywhere. And PayPal was a perfect fit with their mission to democratize payments. According to Pamplin, "There's just no good business reason not to go with PayPal."