

# Adorama and PayPal's solutions create a picture-perfect portrait of success

As the largest specialty retailer of professional audio, video, and photography gear in New York City, Adorama knows they must be at the forefront of quality service and innovation. Because NYC is in their DNA, they adopted an agile approach, befitting the City That Never Sleeps. What began as a place to purchase photography equipment has now expanded into new and exciting markets. Today, Adorama boasts a range of complementary businesses, including Adorama Rental, Adorama Trade, Printique, Adorama Business Solutions, 42 West, SunnySports, Scuba.com, and Boroughs, a line of guitars exclusive to the Adorama brand.

We spoke with Hani Batla, CIO/CTO of Adorama, about the company's commitment to offering next-level experiences and how collaborating with PayPal helped them get there.

## The challenge.

Adorama recognized early on that they needed to meet customers where they wanted to be, providing flexibility and preferred payment methods.

Always looking through a forward-facing lens, Batla recognized that payment and personalization at checkout were strategic differentiators for the Adorama brand. "We measure everything in terms of performance, on every transaction," explains Batla. "Today, those transactions are in the milliseconds. Our focus is on helping customers realize their vision, and PayPal is a key enabler of that."

## The solution.

PayPal's extensive solutions offered Adorama the ability to improve their customers' checkout experience as well as improve operational efficiencies. Adorama has integrated PayPal, Venmo, PayPal Pay Later and more. One of the most recent additions was PayPal's Braintree, providing the platform to consolidate all of Adorama's payments via one integration.

"Today, we can innovate and roll out new forms of payment in weeks," Batla noted. In fact, Braintree's state-of-the-art platform motivated Adorama to end a 30-year partnership with their primary processor. Braintree also opened the door to easily integrating new payment methods such as Venmo.

Adorama was one of the first merchants to roll out Venmo on both mobile and desktop. The convenience and social aspects of Venmo resonated with their customers, bringing in more sales and resulting in higher average order values.

And with Pay Later, PayPal's buy now pay later solution, Adorama can offer their customers the ability to get what they want now and pay later in installments. With the end-user experience as their primary focus, Pay Later options offer flexible payment options to enhance that experience.

Having Braintree available in-store was another key part of the solution, as physical stores are a major part of Adorama's evolving strategy.



## The results.

Adorama found all of PayPal's solutions easy to integrate. In fact, within an hour of implementing Venmo, Adorama saw more than 60 Venmo transactions.\* Batla also noted that, with Venmo's integration, it has quickly delivered the highest average order value. "That's my favorite data point," he said.

And with Braintree, they can identify pain points while keeping reporting simple. "Braintree makes it easy to consolidate all of our payment methods in one place," Batla said. "We saw the future of what PayPal could do for us with its complement of products and technologies." In the fast-paced New York atmosphere, that efficiency was essential for Adorama.

They've also seen a trend toward a younger demographic as they've shifted their payment options to be more approachable and cutting-edge. Pay Later options have given Adorama's customers flexible ways to pay for the products they want. Ultimately, having payment options like Venmo and Pay Later has helped them to bring in new customers.



**The trust that we've built with PayPal, when it comes to both technology and operational excellence, will continue to be a differentiator for us as a company and a huge value unlock for our customers.**

**Hani Batla**

CIO/CTO, Adorama



Adorama is set to leverage this strong collaboration and PayPal's diversified offerings. They can continue to focus on developing strategies in the retail space while always being ready to implement new payment options as needed. With the big picture in mind, Adorama is ready for a future of growth and innovation in the Big Apple and beyond.

\*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.

**BY THE  
NUMBERS**

**Venmo**

Highest AOV.

**Braintree**

One integration  
for multiple APMs.

