

Pay Later success: Pramworld boosts AOV using Pay in 3

Based in Northern England, retailer Pramworld prides itself in stocking a huge range of childcare products – from prams, to nursery furniture, to toys – while providing helpful independent advice and friendly, professional service.

The opportunity

Reduce friction and unlock high-value purchases

Pramworld set out to improve conversion by reducing friction at checkout. At the same time, they wanted to increase average order value (AOV), reduce cart abandonment, and give customers more flexibility when purchasing higher-ticket items.

The solution

Make Pay Later visible early in the journey

Pramworld implemented **PayPal Pay Later (Pay in 3)** messaging across the full customer journey, including product pages, cart, and checkout. This ensured customers were consistently exposed to Pay Later throughout, helping them make more confident purchase decisions.

“Making PayPal Pay in 3 visible earlier in the journey helped our customers feel more confident in their purchase, driving higher basket sizes and increased conversion without impacting returns.”*

**David Winstanley,
Director, Pramworld**

* 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.



The impact

Effective collaboration, powerful results^{1**}

+52.6%

increase in Pay in 3 spend

+9.5%

increase in AOV

Increased adoption

of Pay Later across their customer base

No increase in return rates

making Pay Later visible earlier in the journey helped reduce hesitation and encouraged customers to proceed with purchases.

¹ PayPal internal data, analysing pre and post Pay in 3 performance (Pre Pay in 3: January–June 2025 and Post Pay in 3: July–December 2025)

^{**} Pay in 3 is an unregulated credit agreement. Availability is subject to merchant status, sector and integration. Pay in 3 use is subject to status and approval and can make credit less accessible or more expensive for the consumer. Terms apply.