



Global conversion in a snap

PayPal delivers Geareach's international focus

Geareach is a global distributor of camera equipment, specialising in high-quality Chinese brands. Founder, Steve Yeung, saw an opportunity in 2014 when a revolution in techniques and technology saw Chinese manufacturers match—and in some cases exceed—leaders in the lens industry. What had previously been the domain of German and Japanese companies was disrupted by innovative manufacturers in China creating exceptional lenses at accessible prices.

Steve says, "They're not just competing against the foreign brands only on pricing, not just copying designs. They are able to develop unique products that other brands don't do. We help them market and distribute their brands around the world."

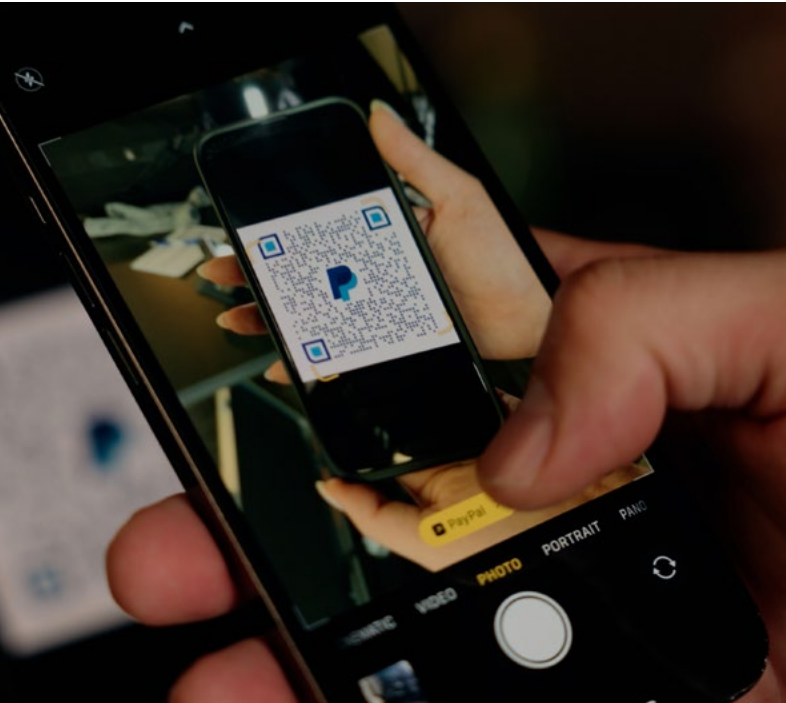
30%

reduction in cart abandonment¹

PayPal improves conversion.¹

The opportunity

Seamless, secure checkouts for online and offline transactions



The first challenge Geareach faced was convincing camera stores and individuals to trust them, a young Chinese brand. Steve chose PayPal as Geareach's payment gateway thanks to PayPal's strong reputation. Seeing the PayPal logo at checkout gave customers the assurance and peace of mind to spend what can be a significant amount of money.

After integrating PPCP, Geareach experienced a reduction in cart abandonment of around 30%.² Further to that, Steve tells us PayPal solved another conversion barrier for in-person sales at international trade shows.

"Because we're not a local entity in places like Germany, Japan, and the US, we couldn't get a credit card machine. When we told customers they could pay cash, they'd never have that amount of money in their pocket. They'd say they would go to the cash machine and come back. Let me tell you, they never come back. So we were missing out on sales."

The solution

PayPal Complete Payment Solution and No Code Checkout

When Steve told his PayPal account manager of the frustrations he was having at live events, PayPal suggested the implementation of a new product to help: No Code Checkout.

"With No Code Checkout, PayPal allowed us to generate a QR code right on our phones so customers could add their credit card or log in to their PayPal account. This allowed us to accept payments easily and improved conversion significantly. The next trade show we did over \$25,000² in sales."

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**PayPal streamlined
the payment process
for our customers
and reduced cart
abandonment
rates by around
30%**

Steve Yeung
Geareach

PayPal



The essential piece of kit for online trade

PayPal has partnered with Geareach since 2016, when it became apparent to them that a multi-currency payment solution was essential for serving their international customers.

“We chose PayPal due to its strong reputation, ease of use, and comprehensive features that cater to our specific needs as a growing international business.”

While the customer experience is always front of mind, he says PayPal was also instrumental in resolving business challenges. These included cases of fraud, which cost time and money to resolve.

“Many business owners may not be aware of PayPal’s extensive fraud protection measures, which help safeguard transactions and enhance customer confidence when trading internationally.”

Steve tells us PayPal was a standout in this regard thanks to its approach to security. “PayPal takes a look at the documentation we provide and makes a judgment based on the evidence.”

“That’s one of the things I love about PayPal,” he explains.

