



Crutchfield Drives High Mobile Conversion with PayPal.

When this innovative electronics retailer tested the presence of PayPal on its mobile website, it witnessed a **33.7%** lift in conversion.

From its e-commerce site, mail-order catalog, and stores, consumer electronics retailer Crutchfield sells almost everything high-tech electronic: televisions, digital cameras, and stereo equipment. An eye for the market and a strong drive to connect with customers have helped make Crutchfield the 37-year success story that it is today. It's no surprise that Crutchfield was early to embrace mobile commerce.

The rise and opportunity of mobile commerce are undeniable. Consumers worldwide will spend \$163 billion a year by 2015, according to ABI Research. That's 12 percent of all e-commerce sales globally. "It's growing extremely rapidly," says Todd Cabell, Senior Manager of Web Strategy at Crutchfield. "We recognize that mobile is an important new channel where we can interact with our customers," he says.

“PayPal is driving significant conversion lift on our mobile site. This is evidence that providing a fast and easy checkout is an integral part of the mobile shopping experience.”

Brendan Edgerton,
Crutchfield's VP of
Direct Marketing

The need for a simple mobile payment experience

To design the best mobile experience possible, Crutchfield knew it had to offer users a payment option built specifically for mobile. "We were especially keen on getting Mobile Express Checkout because of the obvious benefits for the customer. One of the most challenging things for users of any mobile website is inputting information required for checkout. Certainly PayPal, and Mobile Express Checkout in particular, offers a much better user experience than having to go through a standard credit card checkout," Cabell says. "Testing validated that PayPal is driving significant conversion lift on our mobile site," adds Brendan Edgerton, Crutchfield's VP of Direct Marketing. "This is evidence that providing a fast and easy checkout is an integral part of the mobile shopping experience."

Mobile Express Checkout is the mobile-optimized version of PayPal's flagship Express Checkout product. The solution leverages merchants' existing back-end systems to extend the same safe and convenient PayPal checkout experience to their mobile buyers. Mobile Express Checkout is currently optimized for the Android, BlackBerry, and iPhone/iPad platforms in more than 180 countries.



The “Now Accepting PayPal” banner alerts users that PayPal is accepted and that checkout will be seamless. Express Checkout allows users to quickly and securely check out.



Crutchfield’s choice: PayPal Mobile Express Checkout

Crutchfield moved to rapidly deploy PayPal on its mobile site. “PayPal Mobile was definitely something that we all thought was important to have out there for customers over the holidays,” says Cabell. “We’d seen early success with the PayPal launch on our website. And it was clear that it was something that a significant portion of our customers were comfortable using,” he says.

Working with its mobile website partner, Usablenet, Crutchfield was able to make its deadline and integrate Mobile Express Checkout in just two weeks.

“We are thrilled with both the great response our customers have given us in our new mobile channel and how PayPal helps to make the payment experience a pleasure for our buyers,” Cabell says. “Our data show that PayPal Mobile Express Checkout not only drives conversion, but that it is also delivering a significant amount of new customers,” he says. Sixty-five percent of the PayPal mobile customers are entirely new customers to Crutchfield.

Believing it was important to let its customers know that Crutchfield was offering a fast and secure payment method, Crutchfield also placed a “Now Accepting PayPal” banner throughout its mobile site.

“We want folks to see, whenever they come to the website, that we make it easy for them to pay with PayPal,” Cabell says. “And we are doing more marketing efforts in conjunction with PayPal to let people know that we accept it. Turning to PayPal has been a success for us, and our customers appreciate the choice we are providing them.”

“Our data show that PayPal Mobile Express Checkout not only drives conversion, but that it is also delivering a significant amount of new consumers.”

Todd Cabell, Senior Manager
of Web Strategy, Crutchfield