



Customer Case Study | ZipZoomfly.com

ZipZoomfly (www.zipzoomfly.com) is the place to go for a superior selection of the computer industry's lowest-priced hardware, software, and accessories.

The Challenge: To add a user-friendly payment method that increases sales, lowers the site's cost per transaction, and provides more control over fraudulent orders.

ZipZoomfly began as an online reseller of computer components. Several years ago, it adapted the PC distribution model to sell directly to the end user. Today the company staffs nearly 150 employees, has a growing and loyal buyer network, and has recently experienced record quarters.

ZipZoomfly had grown to a size where both transaction costs and the potential of fraud could have slowed further growth. Andy Wang, ZipZoomfly's marketing manager, wanted a payment option that would resolve these issues, as well as increase revenue.

The Solution: PayPal Express Checkout

PayPal Express Checkout Drives New Customers and Boosts Sales

Within a few months of implementing Express Checkout, the ZipZoomfly site experienced increased revenue, and when they compared the number of new customers before and after implementation, ZipZoomfly had recorded approximately 10,000 new transactions through Express Checkout.

Overall sales through PayPal improved. Andy recalls, "Our total PayPal sales increased 90%, with PayPal payments growing to represent 12% of monthly total ZipZoomfly online sales in dollars, and 15% of total monthly online transactions." For ZipZoomfly, PayPal was clearly boosting sales, revenue, and customer confidence.

Even more exciting to ZipZoomfly than all its new customers is the fact that those customers are paying with the PayPal fast checkout solution. Andy offers some compelling data: "Before we implemented Express Checkout, approximately 9% of our new customers used PayPal. Now that number averages about 20%."

Company

ZipZoomfly is an online retailer of affordable performance computer upgrades, with nearly 150 employees.

Challenge

To offer an affordable and customer-friendly additional payment option that provides improved fraud control.

Solution

PayPal Express Checkout - a secure payment option that speeds up the payment process.

Results

- **New customers**
After adding PayPal Express Checkout ZipZoomfly's new customer rate more than doubled, from 9% to 20%.
- **Increased Sales**
 - Sales through PayPal increased 90%
 - PayPal transactions up from 8.5% to 15%
 - 10,000 new customers within a few months of Express Checkout implementation
- **Repeat business**
With PayPal Express Checkout, the site's return customer rate in terms of numbers of PayPal user transactions increased from 8% to 15%.
- **Lowered Costs**
ZipZoomfly's fraud rates have decreased, lowering business costs and reflecting more qualified sales.



“[With PayPal], someone is always there to help with any issues: fraud, technical, etc. They are very accessible.”

– Andy Wang
Marketing Manager
ZipZoomfly.com

And due to the streamlined checkout process of PayPal Express Checkout, ZipZoomfly's shoppers return to the site again and again, becoming loyal customers. In fact, after implementation, ZipZoomfly has seen its rate of return customers using PayPal increase from 8% to 15%!

More Qualified Orders

For a high-volume online business like ZipZoomfly, fraudulent transactions are always a concern. With the improved fraud control that comes with PayPal Express Checkout, serving first-time customers has actually become less risky. ZipZoomfly's fraud rates have decreased, lowering business costs and reflecting more qualified sales. Previous problems with unconfirmed addresses are now quickly resolved. Andy says, “When we found out about PayPal's Express Checkout and the opportunity to be able to dictate what [transactions] we will or will not accept - we were convinced that this was the way to go.”

Easy Integration

Another requirement PayPal Express Checkout met for ZipZoomfly was easy integration. “There were modules that were ready to go, so we didn't have to reinvent the wheel,” Andy recalls. Plus, Express Checkout was completely compatible with ZipZoomfly's order system, going hand-in-hand with the site's shopping cart redesign. And PayPal dedicated technical service representatives were on-site, assisting during the launch. According to Andy, “PayPal has delivered a stable, reliable system.”

The Results: Bottom-Line Benefits

ZipZoomfly strives to live up to its name in the quality of the products it sells, the speed at which it reaches the customer, and through its newly streamlined checkout process. PayPal users seem to appreciate ZipZoomfly's move: in the months after PayPal's Express Checkout was launched, most of the site's PayPal users switched to the faster payment method.

ZipZoomfly appreciates the value and integrity PayPal brings to the relationship, from fraud protection to service and reliability. They have come to rely on PayPal's quick response time whenever a technical, customer, or operational issue comes up. According to Andy, “...someone is always there to help with any issues: fraud, technical, etc. They are very accessible.”

For ZipZoomfly, PayPal's Express Checkout has made a powerful impact on business. The site has experienced an increased level of comfort, both financially and operationally. Andy adds, “Transaction costs are lower, and we experience less fraud, so operational costs are lower as a result.” For any online retailer who's thinking of adding a payment option, Andy has just one piece of advice about PayPal: “Try it - you'll love it!”

“When we implemented Express Checkout, ZipZoomfly's total credit card sales remained stable, while **our PayPal sales increased from 6.3% of total sales to 12% of total sales.** The increase in PayPal sales improved our revenues and profits.”

– Andy Wang, Marketing Manager, ZipZoomfly.com

