

Article Summary

Shopgirls initially launched its website to build its brand, then grew it into a thriving online business that required a reliable and robust payment processing solution. Owner Michelle Germain wanted it to be simple to use, appealing to customers, and help grow her boutique beyond its local Toronto market. She picked PayPal Express Checkout.



Company name
Shopgirls

Owner
Michelle Germain

HQ
Toronto, ON

Industry
Clothing

Website
www.shopgirls.ca

Key Facts

The Challenge

- Integrate a straightforward payment processor that customers would want to use
- Grow online sales within Canada and beyond

The Solution

- PayPal Express Checkout
- Built-in credit card and Visa Debit card processing

The Results

- Quick, efficient management and tracking for online transactions
- Increased business in global markets including the U.S., Europe, and Australia

The Situation

Toronto boutique Shopgirls has a reputation for helping women shop for clothes according to their shape rather than their size and dealing exclusively with products originating from Canadian designers. Owner Michelle Germain commissioned a website several years ago to help promote her company's philosophy and build her business' brand.

Then, in 2013, she decided to get serious about e-commerce and focus on making the site a business driver. She saw her website as an opportunity to sell clothing in markets beyond downtown Toronto. Not being very technologically inclined, she wanted to keep the tasks of payment management and tracking as simple as possible.

Shopgirls' online manager Jessica Orense, advised that a successful online business needed to be customer friendly, and that the purchasing process had to be both effortless and accessible. "We wanted it to be really easy for customers to finish their transactions," says Ms. Orense.

These requirements were top of mind when it came time to select a new payment processor for shopgirls.ca.

The Solution

It quickly became clear that PayPal Express Checkout met the requirements of both its owner and online manager.

PayPal Express Checkout makes it incredibly easy for PayPal account holders to make transactions using their PayPal account while letting customers without a PayPal account pay via credit card or Visa Debit.

"PayPal account holders just have to press the big yellow payment button, log in, and their information is already there," says Ms. Orense. "Alternatively, customers can pay without logging in by just using their credit card or Visa Debit. Their order gets processed and we're good to go."

Michelle Germain appreciates PayPal Express Checkout's straightforward design, which is perfect for busy business owners like her. Built-in tools allow her to easily track sales and monitor cash flow. Simple reports provide her with all the information she needs about her site's PayPal transactions, and she always knows when money will be transferred into her account.



“PayPal just makes things easier. I know when I’m going to get paid and it’s convenient for my customers to make payments. And it’s easy to manage everything – even for someone like me, who can barely turn on her phone.”

– Michelle Germain
Owner, Shoppirls

More than that, PayPal Express Checkout has been beneficial to her company’s bottom line, helping Shoppirls expand into foreign markets. International customers appreciate the ability to pay using their own currencies, in regions where PayPal is accepted, and tend to inherently trust sites with a PayPal checkout payment button.

“It’s been interesting seeing sales expand from Canada to the U.S., Europe, and Australia,” she says. “It’s really exciting to watch that growth.”

“Even a small-town girl from Sudbury can sell internationally, thanks to PayPal.”

The Benefits

Since deploying PayPal Express Checkout on the Shoppirls website, owner Michelle Germain has enjoyed measurable growth in international markets. She has also benefitted from straightforward transaction management tools that make it easy to track payments and keep tabs on her website’s cash flow.

Learn more

To learn more about how PayPal can help your business sell more – and connect with your customers wherever they shop – go to www.paypal.ca/business.