



Fastlane by PayPal speeds checkout and increases conversion for Black Forest Décor, LLC

Black Forest Décor, LLC is a leading business in the thriving \$35 billion home decor industry.¹ For over 20 years, they have been committed to curating distinctive furnishings that transform living spaces. Their niche decor and products are sought after for primary residences, vacation homes, cabins, and more.

As the parent company of four specialized decor lines, they offer a truly exceptional shopping experience for discerning customers. With feature spots on prominent television design and talk shows, their decor continues to attract new customers every day.²

We spoke with Dustin Dupus, COO and CFO of Black Forest Décor, LLC, to learn more about their mission to offer unique, quality home decor with superior customer service and why optimizing the payment experience is key.




The opportunity.

Enhancing the customer experience.

Black Forest Décor, LLC caters to a specific target market, leading to a high repeat business rate. According to Dupus, "Many of our customers are second homeowners. They have cabins, lake houses, or ranches." However, they are short on time, especially during checkout.

Recognizing the importance of a seamless checkout, Black Forest Décor, LLC, wanted to reduce customers' checkout time. Consequently, they were among the first merchants to pilot Fastlane by PayPal.



**We implemented
Fastlane by
PayPal, and
customers
are speeding
through
checkout with
up to an 86%
completion rate.**

Dustin Dupus
COO and CFO, Black Forest Décor



The solution.

Accelerating guest checkout with Fastlane by PayPal.

Fastlane is an accelerated guest checkout solution available for businesses of all sizes across the U.S. By speeding up the guest checkout process, Fastlane enables users to complete their purchase in as little as one click. By securely storing credit cards and shipping details during a customer's initial checkout, Fastlane will automatically populate for future purchases. This saves time and demonstrates a proven ability to boost sales and conversion rates.

Always customer-centric and innovative, Black Forest, LLC, began A/B testing Fastlane across all its brands as an early adopter. "We are big fans of A/B testing," said Dupus. "We wanted to test Fastlane's effect on conversion, while ramping slowly and analyzing the data." The conversion results were impressive, and Black Forest Décor, LLC decided to scale Fastlane to 100% companywide.



The impact.

Fastlane by PayPal offers impressive results.

Fastlane by PayPal resulted in higher conversion rates and faster checkout for all their brands. During their testing, Black Forest Décor, LLC saw shoppers using Fastlane profiles complete guest checkout 40% faster than non-accelerated shoppers, with a conversion rate of approximately 86%.³

Their shoppers who have accelerated guest checkout with Fastlane's autofill capability, completed purchases in as little as 2 minutes.³ Without acceleration via Fastlane, their typical guest checkout had a conversion rate of about 74% and took approximately 3.9 minutes.³

Dupus closely monitored customer feedback with Fastlane. "We have a lot of loyal customers who repeatedly purchase from us, and we wanted to ensure that the feedback was positive. There have been very few complaints, and the overall experience was even better than I thought it would be," emphasized Dupus.

By streamlining the payment process with Fastlane, Black Forest Décor, LLC continues to lead in the home decor industry, ensuring a seamless and enjoyable shopping experience for every customer.



Shoppers with a Fastlane profile have shown to have a guest checkout **conversion rate of ~86%.³**

Shoppers who have accelerated their guest checkout experience with Fastlane's autofill capability **completed purchases in as little as 2 minutes.³**

More than 90% of the time Black Forest Décor, LLC guest shoppers convert when accelerated at checkout by auto-filling with Fastlane by PayPal.³

¹In 2024, the Home Décor market Segment in the United States generated a revenue of US \$35.44bn. <https://www.statista.com/outlook/cmo/furniture/home-decor/united-states>

²Data source from Black Forest Décor, <https://www.blackforestdecor.com/about-us/>

³Data source from PayPal internal data, April 3, 2024 – June 15, 2024.