



# Whisker's Winning Formula: Enhancing Pet Care with PayPal Pay Later

As a leading innovator in the pet tech market, Whisker is shaping the future of pet care to improve the lives of pets and pet parents.

Whisker has more than 1 million customers who rely on Litter-Robot, the top-rated self-cleaning litter box for cats, and Feeder-Robot, an automatic feeder for cats and dogs. Both robots connect to Whisker's app, providing real-time insights into pets' habits and health. Whisker also provides ancillary products like litter, liners, odor eliminators and more. Their state-of-the-art appliances work with both Whisker-branded accessories and non-branded as well.

We spoke with Whisker's President and CEO, Jacob Zuppke, about the importance of making their products accessible for even more pets and their humans.

# 25%

of Whisker customers use flexible options like PayPal Pay Later.<sup>1</sup>

# 98%

increase in AOV with PayPal Pay Monthly.<sup>2</sup>

# 58%

increase in AOV with PayPal Pay in 4.<sup>2</sup>



# The opportunity.

## Making Whisker products accessible to pet parents.

Whisker's products provide smart solutions that automate chores in pet households. Additionally, these innovative robots provide intelligent insights into the health of family pets.

Zupke emphasized, "We see Whisker's robots as life-changing and absolutely needed for every pet family. However, we understand that every consumer is in a different financial position."

Making Whisker products more accessible offers the opportunity to build loyalty among a wider base of pet parents who can then make repeat purchases.

As Whisker continues to scale and innovate, they see existing customers are often the first to select their newest offerings. Whisker wanted to expand their customer base and encourage repeat purchases. To achieve this, Whisker began exploring flexible payment options to enable both.



# Offering Pay Later solutions for our consumers is absolutely critical to delivering the best customer experience that we can.

**Jacob Zupke**  
President and CEO, Whisker

## The solution.

### Whisker broadens its customer base with PayPal Pay Later.

Whisker's longstanding relationship with PayPal had already been instrumental in their success. When the opportunity came to expand payment options, PayPal Pay Later was a natural choice.

CEO Jacob Zupke highlights, "PayPal Pay Later has been valuable to Whisker and its customers. Featuring PayPal higher up in the funnel has had a profound impact on our ability to convert customers newer to Whisker and in the consideration phase."

## The impact.

### PayPal fosters trust and helps Whisker increase conversion.

Performance marketing is critical for Whisker, an analytics-driven company that is highly attuned to conversion rates.

The introduction of PayPal Pay Later has significantly bolstered conversion success, enabling Whisker to target a broader variety of customers. More than 25% of Whisker's new consumers are choosing flexible options like PayPal Pay Later.<sup>1</sup> This allows them to break up the total cost into consistent, manageable installments.

Thanks to the flexibility enabled by PayPal's Pay Later solution, Whisker is both reaching new consumers and enhancing lifetime value. Whisker's average order value (AOV) is 58% higher with PayPal Pay in 4 purchases than using other payment methods through PayPal.<sup>2</sup> With Pay Monthly, Whisker's AOV increases by a stunning 98%.<sup>2</sup> In selecting from these Pay Later options, more people can make life better for their pets.

Zupke says, "With a more prominently featured Pay Later solution, specifically by PayPal, we believe that we're going to be in a better opportunity to serve the end customer so they can begin their life of no scooping today."

With PayPal's support, Whisker continues to innovate and fulfill its mission to shape the future of pet care and wellness insights. It's a win for pets and pet parents.

<sup>1</sup>Data source from Whisker, June 2024.

<sup>2</sup>Data source from PayPal internal analysis of US sales for Whisker, May 2023-May 2024 comparing purchases using other payment methods through PayPal

Pay Monthly is subject to consumer credit approval. Term lengths and fixed APR of 9.99-35.99% vary based on the customer's creditworthiness. The lender for Pay Monthly is WebBank. PayPal, Inc. (NMLS #910457): RI Loan Broker Licensee. VT Loan Solicitation Licensee.

About Pay in 4: Loans to CA residents are made or arranged pursuant to a CA Financing Law License. PayPal, Inc. is a GA Installment Lender Licensee, NMLS #910457. RI Small Loan Lender Licensee.

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