



Case Study

How Subito streamlines complex operations with PayPal

Subito, Italy's leading classified marketplace, aims to offer a simple, fast, and safe online sales service. Since launching in 2007, the company sees 13M buyers and sellers monthly and hosts more than 6M ads daily across their 37 product categories. Today, Subito is now firmly positioned amongst the top 10 most frequented online brands in Italy.*

Essential to that success is having a strategic payments provider that understands just how important it is to provide their customers with a streamlined, frictionless, and secure checkout process. Recently, PayPal had the chance to chat with Matteo Caccialanza, Senior Product Manager for User Monetization & Transactions at Subito.

A strategy for sustainable growth

The PayPal and Subito relationship began years ago when Subito decided to offer PayPal as a payment method for their Premium Features service available to merchants.

The adoption of PayPal was strong, quickly growing to account for almost 40% of purchases. When it came time for Subito to upgrade their Credit Card gateway service, it was only natural to consider PayPal payment processing (Braintree).

Throughout their longstanding collaboration with PayPal, Subito has found that having one primary back-end payments provider has been strategically advantageous.

“We elected to go with Braintree given that we were already a satisfied PayPal customer,” said Matteo.

“We knew we wanted to keep accepting PayPal, so migrating everything (including credit cards) to Braintree allowed us to manage all payment methods with just one technical integration,” Matteo said.

Since the integration of Braintree, Subito has had a positive experience.

“No outages, no drama, it just works – previously, we had fairly serious reliability issues,” added Matteo.

After launching their transactional marketplace capabilities in April 2021 (enabled by Braintree and PayPal’s Hyperwallet solution), **the company has also seen tremendous year over year growth, with a total sales volume increase of 160% through June and a 102% increase in average sale price.****

“Adding Braintree was also a convenient way for us to remove a legacy component of our platform and replace it with something that was modern and safe, with the necessary security compliance,” Matteo explained. **“Another plus was Braintree’s Drop-in UI for accepting payments: easy to implement on our front end and with good degree of customization.”**

Beyond the originally intended application of the Braintree solution, Subito also adopted Braintree’s vaulting capabilities. The Braintree Vault securely stores customer data, so they do not need to re-enter their information each time they purchase.

“Having payment information securely stored helps with recurring transactions,” Matteo explained.

7.5%

*increase in Payouts
April 2021 to
June 2021.***

11%

*increase in sales
April 2021 to
June 2021.***

260%

*YOY sales increase
Q2 2020 to
Q2 2021.***

**Data source is from PayPal reporting from April 2020 - June 2021. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.



Scaling a seamless payments ecosystem

Subito, whose name means “immediately” in Italian, knows firsthand just how crucial it is for customers to be able to navigate their platform seamlessly. During the integration of PayPal payment processing (Braintree), most of the customization was on the front-end, allowing a seamless experience for the end user.

“We wanted a native solution and Braintree delivered in that regard; we could do basically whatever we wanted. Payments became sort of invisible – it was so well integrated.”

Prior to integrating, Subito’s previous solution involved redirecting the user to an external checkout page for processing. “It was somewhat stylized with Subito’s branding, but you could tell it was “something else.” Occasionally, users would even raise concerns about phishing risk and the overall perceived security of the experience,” Matteo said.

Similarly, given their success with Braintree, Subito chose to integrate PayPal’s Hyperwallet as their marketplace payout solution.

“Each new addition of the ecosystem needs to piggyback on what came first, so reusability was key for us,” Matteo said. “Of course, we recognise that we’re talking about two different systems that are not so intertwined but **being able to leverage the existing payment infrastructure – while we worked to build new product features around new payout capabilities – was very important for us.**”

Subito’s Hyperwallet integration is still in its infancy, but the company is already seeing benefits to their expansion of the PayPal ecosystem.

“We have been experiencing first-hand how much easier it is to manage a PayPal payout than a regular bank transfer, so that was a differentiating factor as well,” Matteo said. **“Most people can’t easily recall their bank account number: being able to onboard Sellers with just a PayPal email address, makes everything much simpler and easier to explain for consumers.”**

For Subito though, PayPal’s Hyperwallet has big shoes to fill. Matteo smiled and added, “PayPal’s ecosystem and Braintree acclimated us to expect a certain service standard.”



“PayPal is in very high demand in Italy. Regardless of other options you might provide, many people prefer to use PayPal, as an easy, fast and trusted solution, so we definitely appreciate the ability to provide PayPal as a pay-in solution and also from a payout perspective.”

Matteo Caccialanza

Senior Product Manager for User
Monetization & Transactions, Subito

