



FARMACOSMO+  
L'e-commerce del benessere a portata di click

# Empowering Wellness: Farmacosmo's Payment Innovation with PayPal Braintree

Farmacosmo is an Italian parapharmacy, health and beauty e-commerce platform that provides customers with high-quality wellness products from trusted brands.

They provide customers with a convenient and reliable way to access a wide range of healthcare and beauty products online and in-store while prioritizing quality, safety, and customer satisfaction.

Fabio de Concillio, CEO of Farmacosmo said, "When a customer lands on Farmacosmo, they're not just looking for supplements and then checking out. They find everything from items for their beauty routine to pet food and more."

6%

increase in **average order value**.\*

11%

increase in **conversion rates**.\*



# The opportunity.

## Farmacosmo's ongoing evolution prompted the need for streamlining checkout.

As Farmacosmo grew from being an online parapharmacy and cosmetics supplier to offering more than 72,000 products live on their ecommerce platform, de Concilio was excited by their growth. However, he knew he had to continue to innovate to meet his customers' evolving needs.

To streamline the checkout flow, especially for mobile users, Farmacosmo wanted to eliminate added steps. "We were looking for a new and trusted user experience for our customers," de Concilio said.

Ensuring checkout was as convenient as the array of products offered was a priority. Farmacosmo offered their customers a one-stop-shop for an entire range of healthcare and personal goods. In fact, the average number of items in a Farmacosmo shopping cart is over eight items.

It was also important for Farmacosmo to address the digital well-being of their customers. Through their ContactU.it platform, they facilitate both telemedicine and telepsychology.

With their customer-centric focus and innovative nature, de Concilio and Farmacosmo decided it was time to look for a processor that could scale.




# The solution.

## PayPal Braintree empowered Farmacosmo's expansion.

In 2023, Farmacosmo chose PayPal Braintree as their processor. Thanks to PayPal's consultative mindset, Farmacosmo's IT team was able to integrate easily. Within a week, de Concilio noted the seamless nature of the transition. "The switch has been very easy," he said. "We've had PayPal supporting us during the entire process."

"We have seen an increase in average order value (AOV) and conversion rates with PayPal Braintree," de Concilio said, "as well as quick resolution of any transactional questions we have."\*

Another benefit was the knowledge that customers could trust PayPal's security features. With this confidence in mind, Farmacosmo's user base could rely on PayPal to help keep their transactions secure and facilitate hassle-free checkouts. "Everyone is on the same page," de Concilio noted. "Customers are moving through the checkout process faster."



**When I think about PayPal, the first word that comes to mind is trusted.**

**Fabio de Concilio**  
Founder and Chief Executive Officer, Farmacosmo





# The impact.

## PayPal Braintree helped to enhance the payment experience for Farmacosmo's customers.

After integrating PayPal Braintree, Farmacosmo saw near-immediate improvement in AOV. In fact, they noted that their AOV increased from 99€ to 105€ within 9 months.\*

With more than half of their customers using mobile devices for purchases, the elevated streamlined checkout process facilitated by PayPal proved vital. "When people decide to buy, they simply click. And that's it," he said. "In fact, the head of our IT department showed me the results of our move to PayPal Braintree and how quick the checkout process is for our consumers which increased AOV and conversion as a result."

Thanks to more streamlined processes and data analysis from PayPal Braintree, Farmacosmo can spend more time looking to the future. As Farmacosmo aspires to become the premier source for wellness, PayPal's solutions and customer service have kept pace.



\*Data source from Farmacosmo, June 2023 – March 2024.

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