



PayStand Makes Payments Pretty for Ugly Christmas Sweater



UglyChristmasSweater.com was losing orders due to a confusing checkout process, right before their busiest time of year. They turned to PayStand's in-line checkout to keep customers on their site, and set a new sales record the following month.

The Customer: UglyChristmasSweater.com

In November of 2014, the gang at UglyChristmasSweater.com was gearing up for their third year as the Internet's premiere purveyor of silly, absurdly colorful holiday sweaters. They were riding a wave from the "ugly sweater" holiday party trend, fueled by a segment on the "Kelly and Michael" show in which the hosts sported the newest additions to their line—"3D" sweaters with stuffed reindeer protruding from the front and back.



Location:
Commerce Township, MI



Industry:
Ecommerce/
Novelty Clothing



Orders Processed:
7300 (Dec '14)

The Challenge

Behind the scenes, the team was nervous about the flood of orders they were expecting between Black Friday and New Year's. They had used PayPal for credit card processing the previous holiday season, but had noticed a high rate of shopping cart abandonment.

"A lot of people who didn't have PayPal accounts were having trouble figuring out how to check out as a guest. The checkout process was confusing for people who aren't computer savvy," explains UglyChristmasSweater's web developer, Zac Cohen. "We were getting a lot of emails and calls, so we started looking for an alternative."



As seen on TV: "We knew we were going to get slammed on Black Friday" after 3D reindeer sweaters were featured on the Kelly & Michael show



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The Solution



The Solution

Zac was under time pressure to switch to a new payment processor, but he had a hard time finding a company to help. “We were looking at Stripe as well, but their customer support was not getting back to us. That was definitely one of the reasons we went with PayStand. If I send an email, they will email me back within 30 minutes to an hour. Support is such a huge thing in any type of business.”

PayStand's easy integration with their shopping cart system, WooCommerce, made Zac's decision a no-brainer. Using the PayStand plug-in for WooCommerce, they were able to swap out PayPal for PayStand in under 20 minutes. Now, customers could check out directly on UglyChristmasSweater.com instead of being redirected to PayPal.com, preventing the confusion that had been causing them to lose sales. “PayStand was the best option we came across for what we were looking to do. The web integration was good, and the fact that we could have the checkout right on our website was big for us.”

The Result

With PayStand running on their site, UglyChristmasSweater processed 7300 orders in December 2014—a company record. Even better, the site's analytics automatically started tracking properly as soon as they switched to PayStand, so now Zac can use his well-earned January downtime to review their ad performance and make 2015 even more profitable. There's nothing ugly about that!

Visit www.paystand.com to start accepting credit cards, eCheck and eCash at the lowest possible rates, directly on your website. Our success team is ready to walk you through the quick process and get your PayStand up and running.

Payment Details

CARD NUMBER: ex: 4242 4242 4242 4242

CV CODE: ex: 123

NAME ON CARD: ex: John Doe

MONTH: Jan

YEAR: 2015

Pay \$64.94

This will appear on your bank statement as

With PayStand's one-page checkout, customers pay directly on your site—no more confusing redirects to PayPal, and no customer login is necessary.

“The fact that we could have the checkout right on our website was big for us.”

- Zac Cohen,
Web Developer

TV Store Online

Your order summary

Descriptions	Amount
Black 3D Sweater with Stuffed Moose... Item number: usc30001 Item price: \$59.99 Quantity: 1	\$59.99
Shipping via Standard Item price: \$4.95 Quantity: 1	\$4.95
Item total	\$64.94
	Total \$64.94 USD

PayPal Purchase Protection | See details

Shop around the world with confidence

Choose a way to pay

Pay with my PayPal account

Log in to your account to complete the purchase

Email: rudolph@northpole.com

PayPal password: *****

This is a private computer. What's this?

Log in

Forgot email or password?

Pay with a debit or credit card, or PayPal Credit

(Optional) Join PayPal for faster future checkout

Before: PayPal's checkout experience

UGLY Christmas Sweater.com

ORDER SUMMARY

Your Order

Item Details	#	Total
Order #17180 - Black 3D Sweater with Stuffed Moose x 1	1	\$59.99
Subtotal:		\$59.99
Shipping & Handling:		\$4.95
Total:		\$64.94

P.S. Get Your PayStand

Choose Payment Method:

Credit

BILLING Shipping Same As

EMAIL: rudolph@northpole.com

ADDRESS: 123 Candycane Lane

North 00001

Alaska United States

After: PayStand's one-stop checkout



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