

Case Study:



Help increase customer acquisition and revenue with an upstream PayPal Checkout button

Known for their healthy and easy meal kits and food delivery services, Home Chef delivers over 3 million meals monthly to their subscribers. Ingredients come pre-portioned and packaged, enabling customers to create fast and easy home-cooked meals in about 30 minutes.

Home Chef wanted to find a way to streamline their checkout process. Home Chef had considered implementing the PayPal Checkout button to enable users to skip the final two steps (Delivery and Payment) needed to check out.

By offering the PayPal Checkout button in the signup funnel on desktop and mobile, Home Chef hypothesized that conversion rates among PayPal customers would increase.

Since adding an upstream PayPal checkout button on desktop and mobile for their sites, Home Chef has increased customer conversion rates, driven new customer signups, and lifted revenue.

“ Adding an upstream PayPal Checkout button to checkout has successfully increased the number of new customer signups and revenue for our business. As a subscription merchant, it's important that we provide new customers with a fast and easy checkout experience, which PayPal enables us to offer.

PayPal has also shown a 30% improvement in failed payments compared to the incumbent payment option...to the point that when we see a failed recurring charge, we'll send the customer a message to remind them that PayPal is an available payment option. ”

- Julian Rockwood
Senior Product Manager, Home Chef

After adding an upstream PayPal Checkout button on desktop and mobile their sites, Home Chef saw:

2x

Conversion rate lift on mobile + tablet versus desktop signups*

5-6%

Growth in new customer signups in just 1 month with PayPal*

Nearly

4%

Lift in customer retention*

* Results are based on a month-long analysis between March and April 2019. The results in the case study are not necessarily representative of results for all businesses.