



Case Study:



How TDot Performance Went from the “Dragons’ Den” to Accelerated Growth with PayPal

How a passion for cars and ecommerce paved the way for success.

Two Canadian best friends shared a passion for cars and ecommerce. They wanted to start a company to deliver high-quality performance parts from top manufacturers to their fellow Canadians at the lowest possible price without the hassle of duties, customs, and brokerage fees that plague Canadian shoppers. What they needed was an investor. So, the pair boldly appeared on Canada’s premiere, startup investment TV show “Dragons’ Den” to share their vision for the company. They walked out with a million dollars to shift TDot into high gear.

Challenge

As entrepreneurs starting a new company, Charith Perera and Mubin Vaid wanted to grow from a success story on “Dragons’ Den” to a thriving online business. With the added pressure of needing to deliver strong returns for their famous TV investor, the entrepreneurs sought to accelerate growth and optimize conversion.

Solution

Having an average of 700,000 products for sale and an average order value of \$450, Perera and Vaid wanted to ensure that TDot’s checkout was as frictionless as possible. Integrating PayPal helps add security and convenience and is shown to raise conversion rates on both desktop and mobile. In fact, over 50% of PayPal transactions take place on mobile.* The PayPal wallet also allows Canadian customers to add “direct from bank” functionality. This creates flexibility for customers without traditional credit cards.

Outcome

PayPal’s Express Checkout delivered a quick and secure checkout, helping to ensure that no customer was left frustrated roadside. PayPal purchases were executed seamlessly, cart abandonment was improved, and year over year sales continue to increase. TDot benefits not only from the number of new customers that PayPal delivers to them, but also with returning customers transacting multiple times. TDot Performance’s overall 5-year revenue growth was 949%.¹ This high-gear growth earned TDot Performance a spot as one of Canada’s fastest growing businesses on the 2013 Profit Hot 50 list² and also on the 2019 Growth 500 Canada’s fastest growing companies list.

After integrating



82%

Of PayPal purchases are new customers

3X

Higher conversion rate with PayPal than other methods of payment

27%

Of customers choose PayPal at checkout

+50%

of PayPal transactions are via mobile

“ Our advantage was we gave Canadians a really good online experience, so they didn’t have to buy from the U.S. We also eliminated hassles like add-on fees. When we got our investment and got ready to scale, we knew our payment platform had to also deliver a great experience with no hassles. Not all vendors can do that, but PayPal can. They allowed us to confidently scale & not miss out on tremendous growth. ”

– Charith Perera
Cofounder, TDot Performance
<https://www.tdotperformance.ca/>

1. Five-year revenue growth based from 2013 to 2018 or fiscal 2014 to 2019. <https://www.canadianbusiness.com/lists-and-rankings/growth-500/2019-ranking-g500/>
2. <https://www.linkedin.com/company/tdotperformance/about/>

Note: Data based on the business’s own internal analysis. Results may not be typical and may vary substantially by business.