

retailtechnology

RETAIL TECHNOLOGY FOR THE MULTICHANNEL AGE MARCH/APRIL 2011



Online digital photo printing retailer, Photobox switched to internet payment services provider, Ayden in summer 2010, measuring the impact on conversion rates during the migration period.

Clément Salvaire, Photobox sales and marketing director for Continental Europe, said: "With the Adyen platform we have significantly improved our payment funnel. We achieved a conversion improvement of 8% in average across Europe. Two main reasons for this are that we now propose all the local payment methods in our 15 markets and that we have removed two pages from the checkout process."