

Showroomprive

Putting Payments back in Fashion



Introduction

Showroomprive.com is one of Europe's leading online private sales companies. Founded in 2006, the business generated revenue of over 480 million euros in 2014, operating websites and sending over 2,000,000 parcels to customers across Spain, Italy, Portugal, the UK, the Netherlands, Belgium, and Poland.

With the business expanding rapidly across Europe, the company turned its focus to improving the experience for its growing international member base, and an important part of that drive included delivering a seamless payment experience to shoppers.

Partnering with Adyen

Showroomprive.com needed a payments technology provider to match its aim of delivering a superior experience to customers across multiple markets. However, its existing payments provider could not deliver the stability required of a fast-growing e-commerce business, or enable payment pages customized to the look and feel of Showroomprive.com's site. Crucially, the company needed smart set-ups for the acceptance of a wide range of local payment methods used by their international shoppers.

Showroomprive.com chose to partner with Adyen based on the stability of the Adyen solution and its extensive support of local payment methods, an important component to accelerating its growth in international markets.

E-Commerce Rollout and Results

Showroomprive.com initially partnered with Adyen in Spain, Italy, Portugal, the UK, the Netherlands, Belgium and Poland, to implement key local payment methods and roll out customized payment pages. The original goal was to launch one market a month, but as the rollout proceeded with more speed than expected, this was increased to two markets per month.

"We were surprised by the quality that Adyen could provide with such a quick rollout, with no hurdles. Adyen was able to act as an advisor throughout the process, which for us was very valuable."

Adèle Wistrand UX Project Director, Showroomprive.com

Among the key local payment methods implemented was iDEAL, the most popular payment method in the Netherlands, accounting for around 60% of online transactions. With Showroomprive.com's previous payment provider, shoppers needed to complete a three-step payment process with iDEAL, but with Adyen, the payment could be completed on a single page. This streamlined payment flow improved the shopper experience at the crucial checkout touchpoint, and had a direct impact on conversion, which increased by 5% in the Netherlands alone, a figure that was matched on average across all European markets combined.

Another benefit of the partnership was the ability for Showroomprive.com to automate payment processes and streamline internal workload. For example, Multibanco, the main Portuguese payment method, was giving Showroomprive.com's customer support team a headache when it came to refunds. IBAN numbers needed to complete the refund had to be collected by calling each individual shopper to request their banking details. Adyen was able to automate this process by creating a URL that directs shoppers to a page where they can fill out their IBAN online.

"The implementation has been a relief for our customer support team. We used to have a whole team dedicated to handling our Multibanco refunds, now they are finally able to focus on more valuable tasks," said Adèle Wistrand.

1 Os meus dados pessoais 2 Comunicação dos meus dados 3 Confirmação

▼ **Comunicação do seu IBAN para os seus reembolsos Multibanco**

Registe os seus dados bancários e os seus futuros reembolsos serão automaticamente realizados. Nenhum pagamento será efetuado

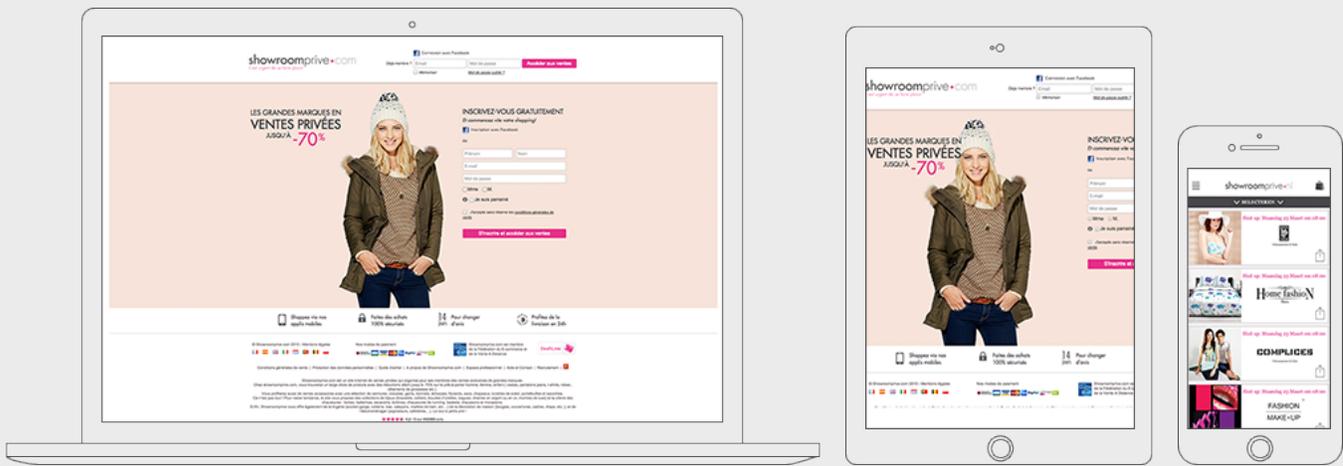
Banco Internacional de Transferência

Nome do Beneficiário

País

IBAN

Validar dados



"Adyen is a great partner for us as it provides the solutions we need to support our fast international expansion. We've already seen the positive impact of Adyen's solutions on our results, and with their expertise, Adyen is playing an important role in our international development, contributing everywhere to the improvement of our customer check out experience."

PingKi Houang, COO at Showroomprive.com

M-Commerce Rollout and Results

When a private sale is launched on Showroomprive.com, shoppers don't always have access to desktops to browse and make purchases, so a mobile-optimized payment experience was crucial. With Adyen, Showroomprive.com was able to launch responsive payment pages that dynamically adapt their size to the size of the mobile screen. This contributed to a significant increase of the share of customers buying on mobile, which currently represents 45% of sales.

Dynamic 3D Secure Rollout and Results

3D Secure is often thought of as a conversion killer, and when applied to all transactions, on average it has a significant negative impact on conversion. However, with Adyen it is possible for merchants to dynamically trigger 3D Secure only on transactions that are identified as high risk, based on a range of factors specific to the individual merchant.



Showroomprive.com faced two key risk factors with regards to fraud, the first being certain customer behavior, and the second related to specific products that attracted a higher rate of fraudulent transaction attempts. By integrating its own algorithms into the Adyen fraud management tool, the company is now able to continuously configure and adapt the 3D Secure settings for each market directly in the Adyen backoffice.

As with other initiatives, the introduction of Dynamic 3D Secure has had a direct positive impact on revenue by decreasing chargebacks and refusal rates, leading Showroomprive.com to almost eliminate unpaid orders across all its markets.

"The Adyen fraud management system has proven extremely powerful, and having the flexibility to adjust our fraud strategy per market has significantly reduced fraud and increased conversion. The ability to access real time insights and use the data to adjust our fraud settings on the fly is something we have never been able to do in the past," noted Adèle Wistrand.

Future Growth with Adyen

Following its successful multi-market rollout, Showroomprive.com is now planning further international expansion with the Adyen payment platform, including further development of its multi-currency website, which currently covers over 167 countries.

"We're tremendously excited at the potential to increase our global reach, managing it centrally, without having to invest locally in the initial phases," said PingKi Houang. *"This approach will help us identify which countries have the highest growth potential, and enable us to make data-backed decisions about which markets to develop a local presence in first."*