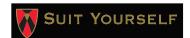## PayPal *CASE STUDY*

GoECart and PayPal: A Perfect Fit for SuitYourself.com

Seeking growth, ease-of-management, and an exceptional customer experience, SuitYourself.com partnered with GoECart and PayPal.

Company Name:
SuitYourself.com

HQ:
Fairfield, CT

Industry:
Apparel

Years Selling Online:
15

Web Site:
http://suityourself.com

"I don't know how any retailer operates without PayPal. It's the payment method customers trust."

— *Naresh Mansukhani, CEO of SuitYourself.com*

Since 1995, SuitYourself.com has consistently striven to deliver its customers the highest quality, style, and value that only can come from being a true family business, passed from father to son. Being a family business enables SuitYourself.com to react swiftly to market conditions that will benefit both its bottom line and its customers' shopping experiences.

SuitYourself.com sees its challenge moving forward to maintain its old world dedication to excellence and craftsmanship, while also pursuing the continuous growth of a modern manufacturing and marketing organization. "Our goal, always, is to make the shopping experience easy and exceptional for our customers," says Naresh Mansukhani, CEO of SuitYourself.com.

A crucial part of that experience, Mansukhani explains, is the entire checkout life cycle. For that, for more than a decade, SuitYourSelf.com has partnered with GoECart, a leading provider of on-demand e-Commerce solutions that empower merchants and retailers of all sizes to successfully meet the challenges of the ever-changing web. "GoECart has been fantastic since day one. It has helped us tremendously in growing our business and getting results," explains Mansukhani.

Tight Partnerships Build Success

Much of that help has included having an ecommerce platform that enables SuitYourself.com to provide the optimal checkout experience. And, for success today, checkout and payment need to be simple and flawless. Consider the findings of a recent study by Forrester Research – last year the average shopping cart abandonment rate reported by online retailers was 51 percent, and about one-fourth of retailers the research firm surveyed reported that number was higher than the previous year. To succeed against those seemingly daunting odds, GoECart helps SuitYourSelf.com and hundreds of other retailers to sell more merchandise online and compete more effectively. GoECart's proven technology solutions offer the ultimate in reliability, scalability, and flexibility demanded by the world's busiest e-Commerce sites and the rich, immersive experience expected by today's savvy Web shoppers. "GoECart has helped us tremendously

in growing our business and getting the results we expect and need," says Mansukhani.

Among the services provided by GoECart to SuitYourself.com is its Software-as-a-Service (SaaS) e-Commerce Solution including Tier 1 data center hosting, user-friendly site and content management tools, a highly customizable look and feel, integrated customer service tools, comprehensive reporting, and a search engine-friendly architecture. This includes such Web site and customer enhancements as custom shipping, a wish list, product reviews and recommendations, customized product pages with multiple images and color swatches, and a one-page checkout. "GoECart has helped us in growing our business, building the best site possible, and getting excellent rankings in the search engines and everywhere we need to be," says Mansukhani. "And, most importantly, on a tight budget."

Mansukhani also explains how GoECart initially suggested that SuitYourself.com turn to PayPal. "We considered the suggestion, conducted some of our own research, and we have had no regrets every since," Mansukhani says.

Exceptional Experience

PayPal provides retailers fast and easier ways to pay that merchants and buyers trust. For instance, with Website Payments Pro, merchants get the features of an Internet merchant account and payment gateway at a low cost. First, for credit card transactions, customers remain on the merchant site; and if the merchant has a pre-integrated cart or investment in custom integration, full control over the customer experience is maintained throughout the entire shopping life cycle. Second, for PayPal transactions, customers check out fast. Fast means buyers pay within three clicks – and they're returned to the merchant site for up-sell, cross-sell, and marketing opportunities. Third, and most importantly, PayPal helps to increase sales and helps merchants grab incremental sales from PayPal's ever-growing base of more than 85 million accounts.

For quick and easy PayPal payments, merchants turn to PayPal Express Checkout. Express Checkout runs in concert with regular checkout flow: customers select items they wish to buy just as they normally do; then, during checkout, they simply choose PayPal as their payment option. Buyers then are transferred to PayPal secured and hosted web pages for approval. These pages can be customized to match the look and feel of existing merchant web sites. Once the transaction is completed, customers are returned seamlessly to the merchant's site.

And no matter how complex the e-Commerce site, Express Checkout integrates smoothly with back-end systems and workflows for easy management of fulfillment, sales tracking, and order history. This makes Express Checkout ideal for merchants to complement their existing payment options; and Express Checkout integrates perfectly with existing order and sales systems.

SIGN UP TODAY

VISIT: *PayPal.com*

CALL: *866.365.7740*