

QuadPay Case Study



QUADPAY



Allen Edmonds
AN AMERICAN ORIGINAL

Allen Edmonds Maximizes ROI with Quadpay's Model

ABOUT ALLEN EDMONDS

Founded nearly 100 years ago, Allen Edmonds is an iconic footwear brand built on the key values of quality, commitment, and craftsmanship. Alongside prominent brands like Famous Footwear, Sam Edelman, and Naturalizer, Allen Edmonds is a key member of the Caleres brand portfolio.

With prices starting around \$350 for many of its classic dress shoes, Allen Edmonds' core customer is a more established, career-driven man with one goal in mind: to invest in exceptionally well-crafted footwear that transitions seamlessly from the boardroom to a business dinner, and more recently, from work to weekend wear.

THE CHALLENGE

With its current customer base aging out of workwear and into retirement, Allen Edmonds faced a new challenge: building customer lifetime value by expanding its customer base to include a younger demographic.

Investing in a buy now, pay later solution was already on the organization's radar as a way to both ease the payment process for existing customers and increase access to this new demographic. According to Director of eCommerce Jackie Wessel, "for us, the concept of split payments was a great way to drive acquisition and conversion for new, younger customers emerging in their careers."





THE SOLUTION

With the price point for a pair of shoes ranging from \$20 to \$800 across Caleres' brand portfolio, the company wanted to be sure to implement a solution that would work well for everyone.

"We came together and realized the best solution was QuadPay," says Wessel. "From a business perspective, we loved the option to charge the customer a small \$1 installment fee. This customer contribution model allowed us to offer a flexible payment option in a way that maximized our ROI." Once this decision had been made, the two teams worked side by side to tailor the integration to Allen Edmonds' unique fulfillment needs.

THE RESULTS

From bargain hunters stocking up on sale items to those looking to split payment for a higher-priced item over time, every type of Allen Edmonds customer has responded positively to the buy now, pay later solution. Wessel notes that a sitewide banner with QuadPay messaging drove higher conversion rates than one that did not include it, and that the brand now includes the option to pay with QuadPay in every single email to customers.

40%

*of new customers
have transacted
through Quadpay*

12%

*of Quadpay customers
have used this checkout
option more than once*

“Quadpay’s customer contribution model allows us to offer a flexible payment option in a way that maximized our ROI.”

Jackie Wessel, Director of eCommerce

This focus on marketing the benefits of QuadPay to the brand’s existing customer base has proven fruitful. Allen Edmonds went live with a QuadPay front-end-only integration in December 2019. Since then, over 12% of Allen Edmonds’ QuadPay customers have used this checkout option more than once, while net new QuadPay customers come in at 40%.

Within the first five months of the partnership, the share of the company’s total revenue coming from QuadPay transactions has doubled and continues to climb. And despite an already high average order value, transactions for customers using QuadPay consistently runs \$10-20 higher than what the brand normally sees for its eCommerce business.

“The team has been amazing at responding to our needs and quickly deploying updates that make it easier for customers to get what they need, from the initial purchase to the store return process,” says Wessel. “We’ve been evangelizing throughout the company how positive the partnership with QuadPay has been.” 🗨️

