

QuadPay Case Study



QUADPAY

NOMATIC

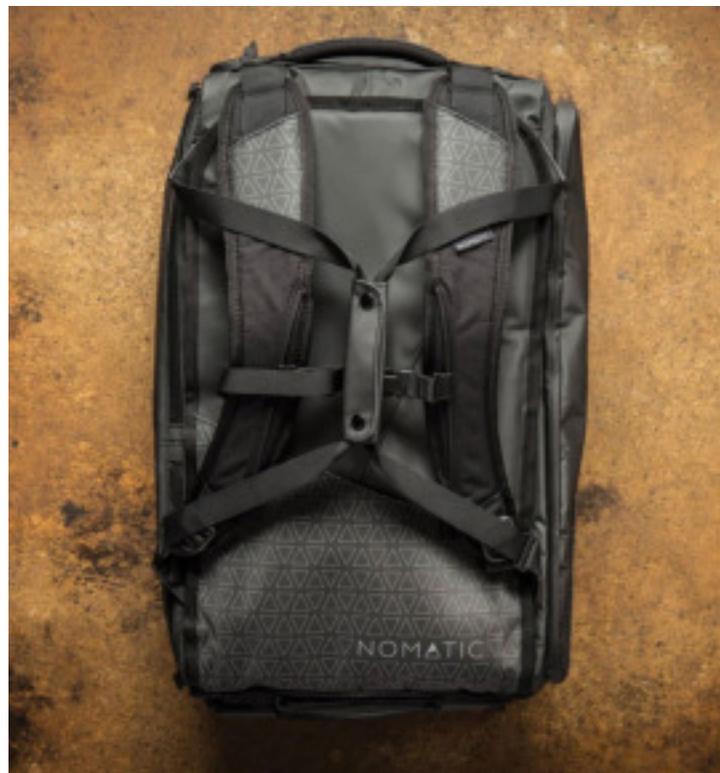
NOMATIC's Premium Luggage & Accessories Reach a Wider Audience with QuadPay's Installment Payment Solution

ABOUT NOMATIC

The NOMATIC brand has come a long way from an innocuous start: cousins Jon Richards and Jacob Durham launched its very first product, an innovative wallet, on Kickstarter as a side project.

They went on to fund a collection of planners and notebooks before really striking gold: the next product they launched, a backpack, gained \$2.5 million in Kickstarter funding — making it the platform's highest earning travel bag to date.

NOMATIC has since become an established and well-respected player in the travel and accessories space, catering to a range of customers with its classic wallets and notebooks as well as business travelers with its newer luggage products.





THE CHALLENGE

As the brand grew from its initial offerings to develop products at a higher price point, customers began to voice their interest in a buy now, pay later checkout option.

“We believe in our product and we know it’s worth what we’re charging for it,” says NOMATIC’s eCommerce Director Kenton Anderson.

“But we also know that putting \$250 down all at once for a backpack can be a stumbling block for people, so we really wanted to make payment easier for our customer base.”

Recognizing that today’s consumers have grown accustomed to incremental payment plans, such as the subscription model used by Netflix and other streaming companies, Anderson saw an opportunity. By offering a way for customers to align payments with their payday schedules, NOMATIC could make it easier to invest in its premium products.

THE SOLUTION

Now on the lookout for a BNPL solution that would work for the brand, Anderson learned about QuadPay while researching ways to optimize conversion. After conducting his due diligence on the competition, he was convinced that QuadPay offered a superior merchant experience and a nearly instant integration process with NOMATIC’s Shopify platform. From there, things moved fast:

“Once we decided to go with QuadPay, the integration was super simple and seamless. We were integrated within a day,”

says Anderson. “Since then, the QuadPay team has been proactive in communicating about new widgets and updates, all of which have been a breeze to implement.”

THE RESULTS

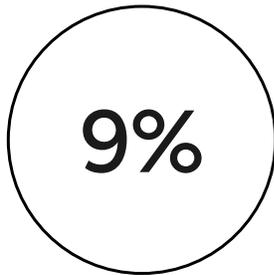
Since becoming a QuadPay merchant in October 2018, NOMATIC has seen an overwhelmingly positive response from customers. While the existing customer base is already very loyal to the brand, Anderson believes that having the option to split payment with QuadPay has encouraged many of them to invest in higher price point items and to make more frequent purchases.

This sentiment was confirmed through user testing of consumers who weren't previously familiar with NOMATIC, many of whom raved about having the option to pay with QuadPay at checkout.



Since the integration, NOMATIC has seen an increase in the average order value of its online orders, and 9% of customers have used QuadPay for more than one purchase. During the brand's Black Friday and holiday sales in 2019, nearly 10% of all purchases were made through QuadPay.

Just as importantly, QuadPay has contributed to a consistently positive customer experience as NOMATIC has expanded the range of its product offerings. With a flexible payment option at the ready, the brand's latest release, the Peter McKinnon Camera Pack, is sure to be another runaway hit. 📷



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

