

Buy.com



70%
Higher AOV

70%
New Customers

6%
Share of Wallet

Buy.com Sees High Return on Investment

Founded in June of 1997, Buy.com, The Internet Superstore, offers millions of products in categories ranging from computer hardware and software to electronics, cellular products, books, movies, music, sporting goods and more. Buy.com has set records for being the fastest-growing company in US history and has a reputation for exponential growth.

In order to better serve their rapidly expanding customer base, Buy.com decided to add a new payment option to allow users to securely pay cash for their online orders.

"We are committed to delivering the best online shopping experience year-round with a robust marketplace of products, the best prices online, free shipping offers on millions of items, and multiple payment options," said Buy.com CEO and President Neel Grover.

"We are constantly looking for ways to enhance the customer experience at Buy.com, and one of those ways was to increase customer satisfaction by providing another convenient checkout option for customers shopping online."

In order to provide this excellent shopping experience for its customers, Buy.com partnered with eBillme, and the following results speak for themselves.

Quick and easy implementation

Of all of the payment options that Buy.com has implemented, Buy.com found that eBillme's implementation was the fastest and had minimal impact on Buy.com's IT resources. This resulted in a less expensive implementation and a high return on investment (ROI).

Buy.com added eBillme as a checkout button which was an easy implementation and had proven results on increasing eBillme transactions.

eBillme brings new customers to Buy.com

eBillme brings a new demographic to Buy.com's customer base. Buy.com found that 70% of customers using eBillme were new to Buy.com. Customer acquisition is important to the growth of Buy.com and with the eBillme audience, Buy.com recognized the importance of being able to offer this demographic a way to checkout securely with cash on their site.

eBillme provides higher Average Order Values (AOV)

Customers that checked out with eBillme have significantly high order values than Buy.com's overall AOV. eBillme orders were 70% higher than Buy.com's overall site AOV.

"The average order values on orders where eBillme was chosen as the payment option was found to be as much as 70% higher compared to Buy.com's overall AOV which is an appealing feature of eBillme" said Grover.



eBillme share of wallet as high as 6% on Buy.com

Buy.com has worked with eBillme for more than one year and reports eBillme was able to capture as much as 6% share of wallet at times when eBillme is a fully featured payment option.



Safe and Secure payment method: No sharing of personal or financial information.

With over 12 million customer accounts to date, Buy.com processes a significant number of orders each day. With large amounts of customer payment information to process, Buy.com can feel secure that its customers are safe when they choose eBillme as their payment option. eBillme offers customers the eBillme Buyer Protection Program; this protects users with a Best Price Guarantee, Fraud Protection, Satisfaction Guarantee and Shipping Protection.



About Buy.com

Shoppers flock to Buy.com looking for the best online deals. Buy.com offers millions of products in a range of categories, including consumer electronics, computer hardware and software, cell phones, books, music, videos, games, toys, bags, fragrance, home and outdoor, baby, jewelry, shoes, apparel and sporting goods.

With more than 12 million customer accounts (and still growing!), Buy.com is a leading online retailer, focused on providing its customers with a rewarding shopping experience and a broad selection of high-quality technology and entertainment retail goods at competitive prices.



About eBillme

eBillme is the only online payment solution that extends the convenience of online banking to the merchant's checkout, reducing the security risks of shopping online for both consumers and retailers. No financial data is exposed over the Internet to the retailer, and the payment transaction is securely transferred from the customer's bank to the retailer's bank. Every customer is automatically protected with the eBillme Buyer Protection Program.

Consumers can shop online, by catalog or through call centers, and pay for their purchases at their bank, credit union, or bill pay portal, with the security and convenience of online banking. eBillme allows customers to pay cash and get all the benefits of platinum credit cards without the fees and headaches; it allows retailers to access the over 110 million Americans who use online banking. For more information, please visit www.eBillme.com.

