Case Study:
AllSaints

AllSaints creates a better buying experience with Amazon Pay

amazon pay | **ALLSAINTS**

> "With Amazon Pay, you don't have to remember your credit card details, which address to send to, or where your sister lives—it's all there in the address book. Our customers can just click and checkout, and that is what is generating these exciting results.
>
> Amazon Pay enables us to provide a really elegant digital experience that ensures our customers come to us again and again."

**Dan Hartley**
Global Head of Digital Commerce, AllSaints

A British fashion retailer that sells everything from iconic biker jackets to distressed denims, AllSaints prides itself on offering a ruggedly hip, fashionable online experience. Yet one of the hurdles was moving its customers through the checkout process. As Dan Hartley, AllSaints' Global Head of Digital Commerce puts it: "As a customer, you browse our website, find the product you love, add it to your basket, and then you're confronted by a big roadblock. You need to remember passwords and add credit card details and your address—and that alone can make people give up.

AllSaints streamlined the checkout experience by adding Amazon Pay, allowing customers to pay with their Amazon credentials already stored online. The result has been a better customer experience, increased conversions to the website, and more sales at time when AllSaints is expanding into the U.S. and Europe.

A better buying experience

Customers' familiarity with Amazon Pay and trust in the brand immediately paid off. Since adding Amazon Pay, checkout times are 70 seconds faster, conversion rates have increased 34%, and the number of chargebacks has been greatly reduced.

More customers

34%
higher
conversion
rates

15%
higher order
values
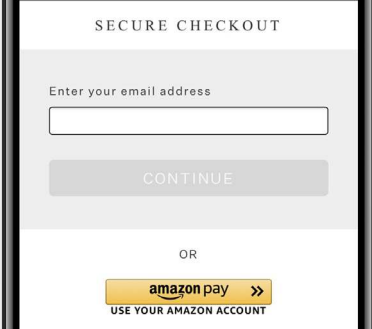
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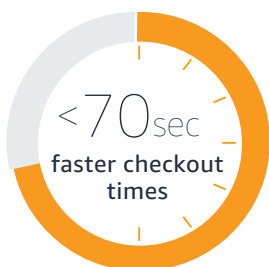
Founded in 1994, AllSaints is a British fashion retailer that captures a creative attitude and independent spirit through its menswear, womenswear, and accessories.

Access to Amazon customers

AllSaints also incorporated Login with Amazon as part of the integration, enabling customers to auto-populate their name and email address to create an account with AllSaints. By establishing Login earlier in the shopping experience, customers are no longer required to remember another set of login details leading to a gradual increase of 42% purchase conversion rate on average. The retailer also brings the perks of Amazon Prime to its online shopping site. Amazon Prime members who purchase products on the AllSaints site receive free, one-day shipping in the UK and two-day shipping in the U.S. Already, the solution has increased AllSaints' average order value by 15%.

Rapid international expansion

With the help of Amazon Pay, AllSaints now provides a consistent shopping experience in the U.S. and across five major European regions. In the U.S., for example, customers' trust in Amazon Pay helped AllSaints to get established very quickly. Since launching its U.S. e-commerce site, AllSaints has captured even higher cart share, purchase conversion rates, and average order values than in the UK. Overall, 40% of all U.S. online purchases are made using Amazon Pay—compared to 19% in the UK.

Improved sales

Going beyond checkout optimization, AllSaints has boosted sales even further by teaming up with Amazon Pay to create seasonal promotions. By offering 10% off orders both in the UK and U.S. with Amazon Pay, for example, the company generated $600,000 in incremental sales in just 30 days. As a result of the promotion, AllSaints increased traffic by 64% to its UK site and by 50% to its U.S. site, dramatically boosting purchase conversion rate in both forums. "After seeing the dramatic increase in sales, we feel Amazon Pay is the best payment system on the market today," says James Wintle, Global Director of Technology at AllSaints.