

Magnifying success: glasses retailer Izipizi sees spectacular global expansion

Izipizi, the fast growing glasses retailer, choose HiPay to scale its business online and to provide the best payment experience to its customers.



In 2010, three school friends in Lyon set up a company providing reading glasses in public spaces. In the years that followed, the company experienced rapid organic growth, shifting to a growing startup responded to a growing customer appetite for trendy, affordable glasses. The company transformed reading glasses into a desirable fashion accessory that was fun to wear and priced at around 30 euros.

Soon, the range expanded to include sunglasses, kids' glasses, screen glasses and ski glasses, and they are now selling around 1200 products. Customers could buy them in the Parisian concept store, in 3 concessions in major department stores, through wholesale resellers, and, of course, online.



CHALLENGES

- **Grow the brand's international presence**

Over the years, Izipizi's website had grown organically on the French market. But Izipizi had set itself the ambitious goal of moving onto the international stage, and needed multiple transactional websites. These sites had to accept multiple currencies and local payment methods, respect local selling regulations and provide the same enjoyable customer experience : a demanding list of requirements.

- **Establish a robust payment infrastructure**

On the old website, the failure rate for card transactions could be as high as 30%, and 40% for the US. In those cases there was no clear message to the customer why the payment had failed, which led to frustration. Reassuring users with clear and accurate messages about the status of their transaction was key, in order to maintain consumer trust, brand value, and guarantee return custom.

SOLUTIONS

- **Making e-commerce easy - globally**

Izipizi was committed to creating a frictionless experience for its customer worldwide. Izipizi worked to set up separate multilingual shops by geographical zone offering local payment currencies and product ranges: France, EU, Europe non-EU, US and ROW.

For legal reasons, certain countries have specific customs regulations and additional costs. With this new setup, the models, prices, shipping and payment methods for each website could be completely customised as needed. Due to its international experience and strong multi-channel offering, HiPay was the logical choice.

The solution from HiPay allowed Izipizi.com and its subsidiary sites to display the right total in a user's local currency, together with the appropriate selection from 15 familiar local payment channels. Integrating HiPay payment was easy thanks to an off-the-shelf connector.

BENEFITS

● Expansion onto the international stage

This is a story of partnerships, from humble beginnings a decade ago to today's young and energetic multinational team. "We're a fast-growing Parisian organisation and we're actively recruiting the best talent we can find to support our international expansion. We couldn't have done this without HiPay's enthusiasm and results-driven attitude" said Quentin Couturier, co-founder and e-commerce director at Izipizi.

● A quantifiable sales boost in all markets

The HiPay solution has been in place for less than 8 months and in that time there has been a significant increase in website sales. For example, the US site represented less than 10% of revenue in late 2017, but in just 6 months that figure has risen to over 16%. Across all sites, payment success rates have risen by 30pp, and continue to rise: a huge achievement.

● A transparent checkout experience

International customers now reach the checkout page and see familiar local payment icons, and the total is displayed in their own currency, which has significantly improved conversion rates. In addition, if a customer's payment is refused, they now get a detailed message describing the problem, which reduces frustration and cart abandonment at the point of sale.

● Payment at the heart of the strategy and of brand building

Because HiPay solutions support local payments from over 100 countries, there is plenty of scope for expansion into additional countries.

"Based on the positive business impact of these changes so far, our long term strategy will focus on expanding into new regions. We're hoping to launch a new local country website every six months. With HiPay, adding new payment methods and setting up new currencies is quick and easy, which means we get more time to spend on translations and building the new sites."

Quentin Couturier, co-founder and e-commerce director at Izipizi





Payments
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About HiPay

HiPay is a global payment provider. We believe that payment goes beyond the processing of transactions. Thanks to a unique and flexible platform, we allow our merchants to get more value from their payment data, whatever the sales channel. We help our clients to optimize their conversion rate, increase their revenue and create unique purchasing experience.

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