

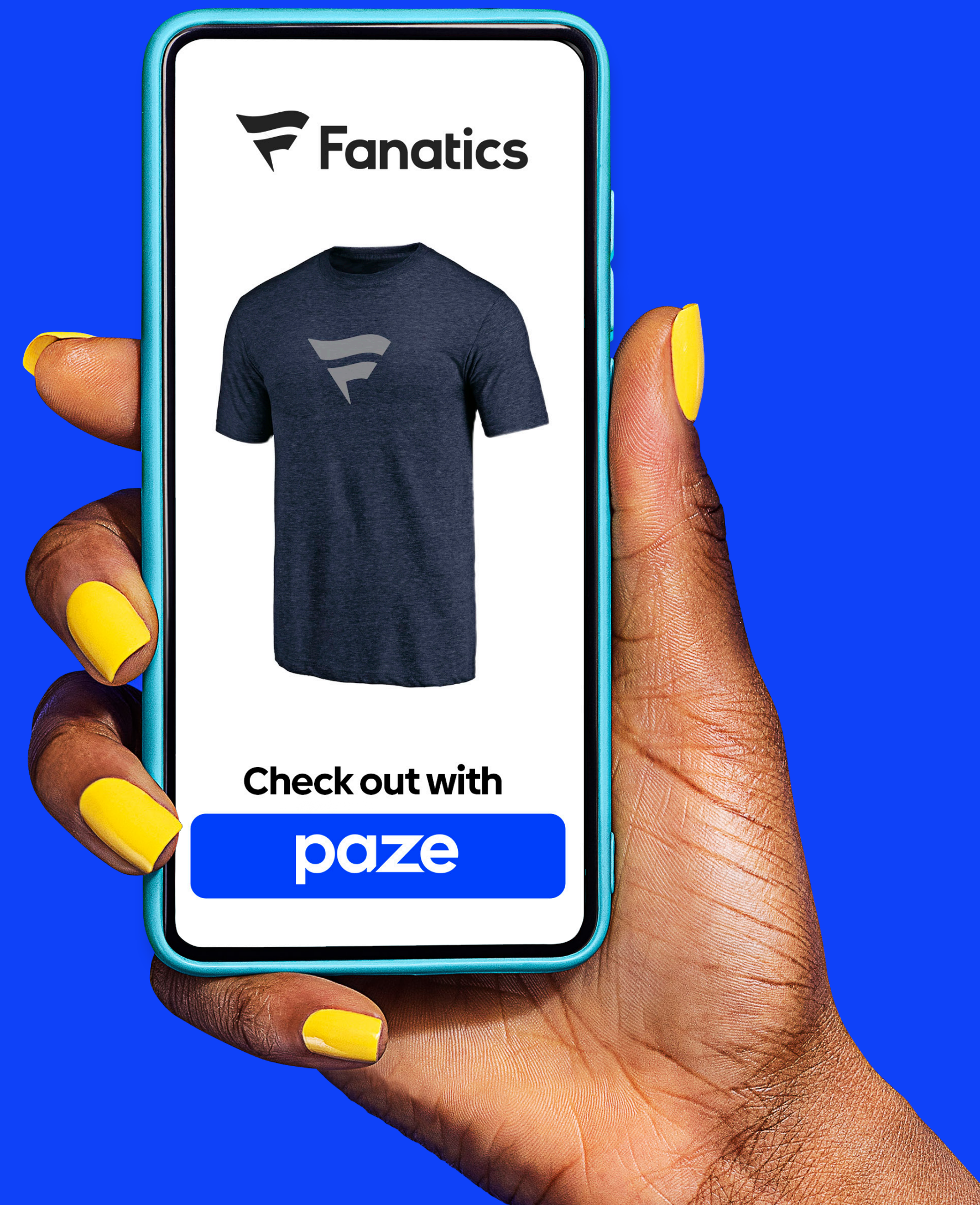
CASE STUDY

PazeSM drives higher-value transactions for Fanatics

Merchant type:
Enterprise e-commerce retailer

Revenue:
\$8.1 billion

Paze merchant since:
December 2024

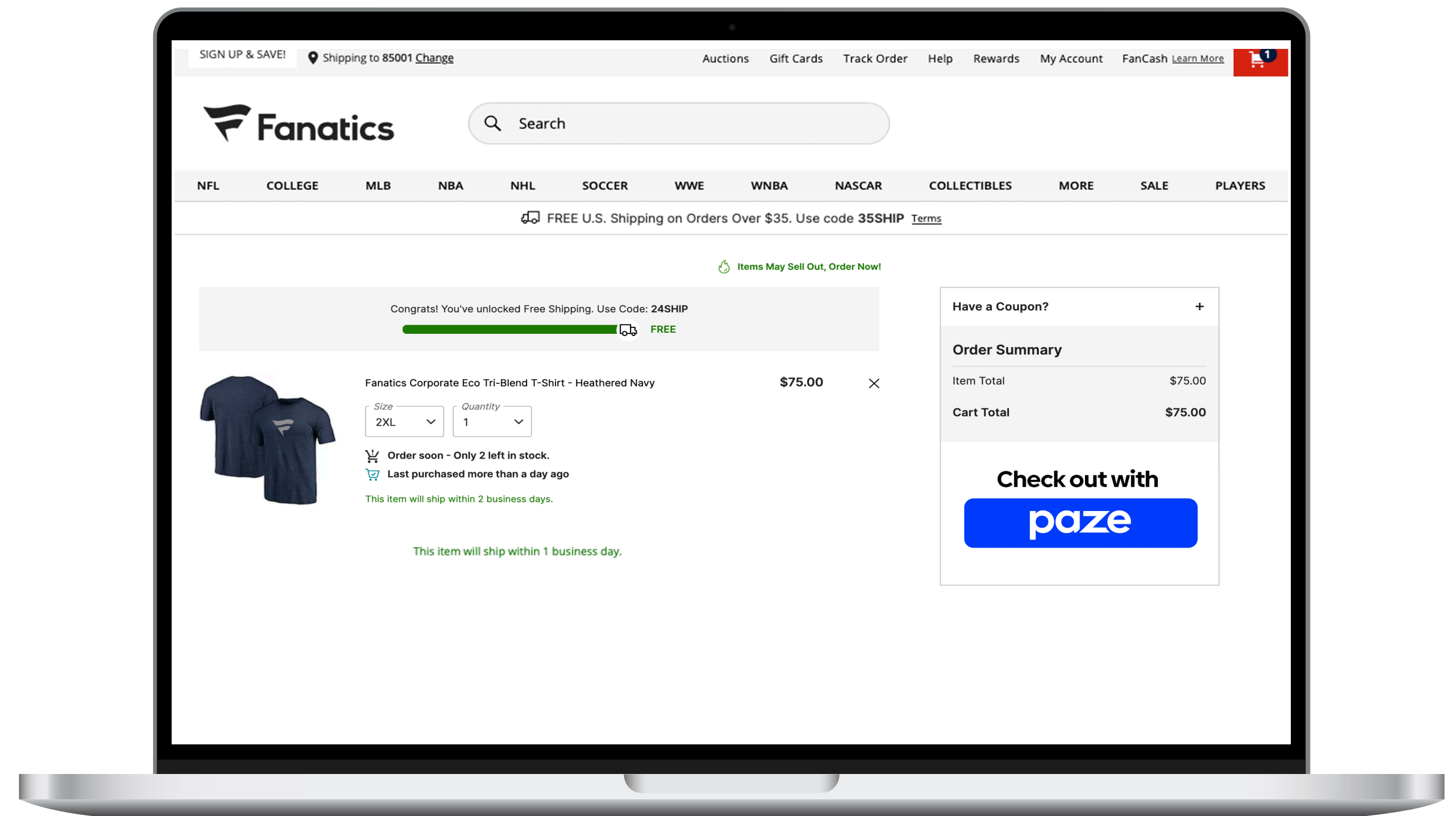


CHALLENGE

Fanatics seeks to enhance their online checkout experience

As a major e-commerce retailer, Fanatics wanted a checkout option that can help deliver on four main areas:

- 1. Customer Experience:** Ensuring a delightful, convenient, consistent and frictionless checkout experience across all Fanatics platforms.
- 2. Security:** Emphasizing the importance of tokenization and protecting customer data.
- 3. Acceptance:** Optimizing payment opportunities to provide customers with a wide range of choices.
- 4. Cost Management:** Minimizing fraud, chargebacks, and related costs.



Simulated screen



“ Paze helps to accelerate Fanatics’ overall customer journey with its streamlined checkout experience. ”

Doug Raymond

SMD, Head of Payment Strategy, Fanatics

SOLUTION

Improved customer checkout flow with Paze

Fanatics implemented Paze to alleviate their pain points:

- 1. Customer Experience:** Paze combines eligible cards in one wallet and retains customer credentials, driving a streamlined customer experience.
- 2. Security:** Paze eliminates the need for Fanatics to handle sensitive cardholder data and supports PCI compliance.
- 3. Acceptance:** Paze is a bank-offered checkout solution for the 82% of consumers who consider their banks to be more secure than third-party providers¹.
- 4. Cost Management:** Paze is expected to significantly reduce chargebacks and fraud since it's offered by banks and credit unions.

 Fanatics

“In the payments journey, we want to develop a delightful customer experience optimized for convenience that’s consistent and frictionless.”

Doug Raymond, SMD, Head of Payment Strategy

1. Paze Pulse® Report 2024

SOLUTION

Bank marketing makes a difference

Paze launched co-branded seasonal incentive campaigns for Fanatics, collaborating with banks like Capital One to amplify the campaign.

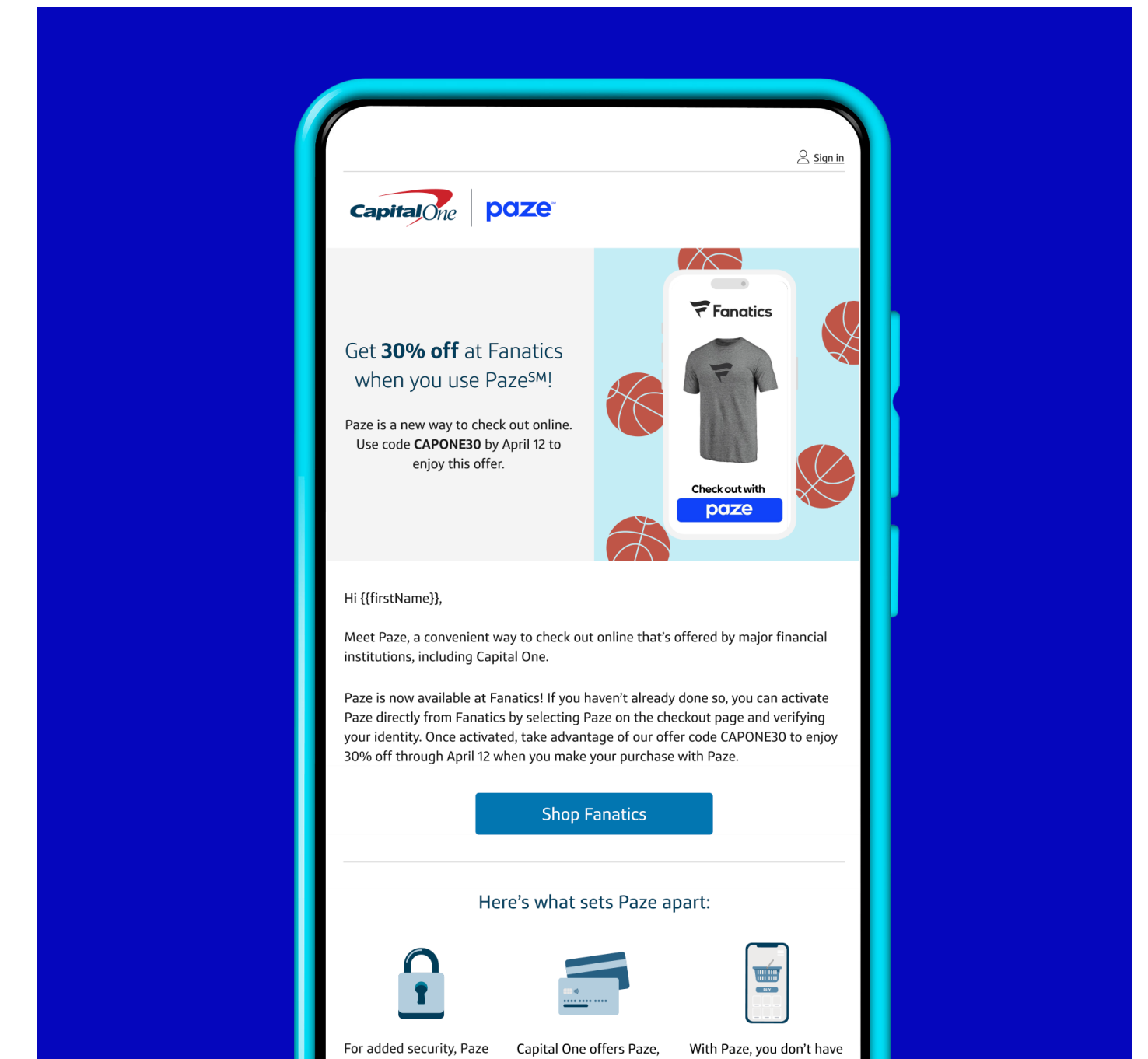
Paze ran a 30% off promotion for the NCAA college basketball tournament, and saw

daily transaction volume improve
by over 4x¹

and

conversion rates improve to
69% (+13%)!²

This may indicate that Paze incentive campaigns are not only driving transactions but also shoppers' commitment to completing their purchase.



1. Comparing pre-campaign Paze volume from 2/28/2025-3/11/2025 to campaign data from 3/12/2025-4/12/2025.

2. 3/18/2025-4/8/2025.

RESULTS

Early success with Paze

Fanatics identified several areas of improvement in their customer journey data.



“It’s been a good start for Paze as a new checkout option. Paze is performing stronger than other payment launches.”

Doug Raymond
SMD, Head of Payment Strategy, Fanatics

Performance

Conversion Rates

69% conversion rate with Paze¹

Authorization Rate

98% with Paze, 1% higher than overall average²

Average Order Value

20% higher AOV with Paze²

Basket Size

7% larger basket size with Paze³

Checkout Time

51 sec checkout time with Paze⁵

1. For returning recognized users who entered the Paze checkout flow per Paze data from 3/18/2025-4/8/2025.
2. Per Fanatics data from 1/1/2025-4/30/2025.
3. Average order value with Paze was \$109.77 as compared to merchant-reported average of \$91.49 from 1/1/2025-2/19/2025.

4. Paze items/card is 1.88 vs. average 1.76 per Fanatics data from 1/1/2025- 2/19/2025.
5. For returning recognized users who entered the Paze flow per Paze data from 1/1/2025-5/1/2025.



Improve your customer checkout experience with Paze

Paze isn't yesterday's wallet. It's a wallet built for consumers and merchants, offered by banks and credit unions.

Visit paze.com to learn more.

