



## A Perfect Pairing: Naked Wines integrates PayPal Braintree and approvals increase by 5%



Naked Wines wanted to switch to a payment processor that could accommodate their unique payments needs and increase approval rates while mitigating risk. After Implementing PayPal Braintree, Naked Wines saw an increase in authorisation rates, delivering a 5% increase in approvals in the US and the UK. This increase led to more sales and a better customer checkout experience on the front end and a reduction in chargebacks on the back end.

"What really nailed it for us is the support that PayPal provided and continues to provide. It's a partnership" says David Crawford, CTO, Naked Wines. And their Senior Product Manager, Jules Larmandier adds "We are convinced that the Braintree product was superior, especially in scalability".

Read the full story.