

Endy is a company that just gets it right.

With a sole focus on providing great sleep to Canadians, they deliver a high quality, Canadian-made mattress for a fraction of the cost of a traditional mattress, all within an online shopping experience that's quick, simple and easy.

THE CHALLENGE

With 100% of their sales being done online, Endy wanted to grow its business further by appealing to a wider audience and making their products even more accessible and affordable to Canadians. Mike Gettis, Founder and CEO explains: "We didn't want cost to be a barrier to sale. As soon as people try our mattress, they love it, so we needed a solution that helped more Canadians have access to our product by extending their purchasing power and not limiting themselves based on price."



THE SOLUTION

In 2017, Endy discovered PayBright, the first fintech company to launch instant consumer financing for e-commerce purchases in Canada, providing customers with a monthly installment option as a fully integrated payment method at checkout.

Through PayBright, Endy enables customers to pay for their purchase in six equal monthly installments with 0% APR, eliminating the need for customers to pay the full price up front. With an average order value of around \$1,000, Endy's mattresses were a perfect fit for an installment payment plan.



PayBright was easy to set up. They have a pre-built Shopify plugin that allowed us to set up as a fully integrated payment method with minimal effort by our team.

Mike Gettis, Founder and CEO.



Completing the PayBright process takes customers less than 60 seconds from end to end. Endy receives the funds from PayBright the next business day after the transaction, and customers repay PayBright in automatic monthly payments from their designated repayment account. PayBright absorbs the risk of non-payment by customers.

For marketing visibility, Endy features PayBright as a payment method throughout the shopping experience, providing the customer's monthly payment alongside the total purchase price for a mattress.

"PayBright was easy to set up on our Shopify Plus store," said Mike Gettis. "They have a pre-built Shopify plugin that allowed us to set up PayBright as a fully integrated payment method with minimal effort by our team."



THE RESULTS

Since partnering with PayBright, Endy has seen a 20% increase in Average Order Value with PayBright orders. In fact, one out of eight of Endy's customers now use PayBright as their payment method, with this number steadily increasing by 50% year over year.

Featuring PayBright financing options in cart abandonment and retargeting emails has also helped drive up conversion rates.

“Partnering with PayBright has been a big win for us,” said Gettis. “Almost immediately we started seeing results. It’s a powerful tool for our customers and we’ve seen a very positive impact on our sales. Our customers love the 0% offer and the simplicity of the PayBright process.”

+ 20% 
AVERAGE ORDER VALUE
WITH PAYBRIGHT

50% 
YEARLY GROWTH
IN PAYBRIGHT USERS

1 IN 8 
CUSTOMERS USE PAYBRIGHT
FINANCING TO PAY





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Interested in learning more about how PayBright can grow your business? Let's talk.

www.paybright.com