



“We saw really, really immediate uptake. We very quickly saw improvements to our conversion rates — both the rate at which customers would sign up for a free trial and the rate at which they stuck around after the trial to make actual, revenue-generating events.”

Jim Mariano,
Constant Contact
Product Manager

Constant Contact uses WePay to turn payment processing into a business driver

What is Constant Contact?

Constant Contact is a leading provider of marketing tools for small and medium size enterprises. More than 600,000 businesses and nonprofits use its namesake products to help manage their online marketing efforts. The company is publicly traded with more than \$280 million in annual revenue.

Situation: The traditional payments model doesn't fit with Constant Contact's event product

While most people know Constant Contact for its pioneering work in email marketing, the company's vision extends to adding value beyond the email marketing space. Starting in 2007, it began adding additional product lines to this offering, culminating in the unveiling of the Constant Contact Toolkit in 2014 -- an integrated set of tools aimed at helping customers' engage their target audiences in a variety of ways.

With the Constant Contact Toolkit, users can run social media campaigns, solicit and accept donations, offer and manage promotions, conduct customer surveys, and publicize and manage registration for events. These and other tasks are all handled with the same easy-to-use interface. Of note, many of these business functions touch directly on the collection of money, so Constant Contact's team sought to provide users the ability to accept payments within the user experience.

At the time, Constant Contact was supporting payments through PayPal and a number of third-party payment providers including Authorize.net and ProPay. These options may have worked well before the Toolkit launch; however the product team found the payment experience these legacy processors supported didn't fit with the workflow that customers expected in its new products, especially for its event ticketing product, EventSpot.

Why? They found the legacy processors introduced a lot of friction to EventSpot:

- + **Confusing redirect:** Customers were redirected to 3rd party websites to enable payments, which caused confusion and hurt overall sign-up conversion.
- + **Delayed sign-up:** Event organizers sought the ability to create new events and start accepting registrations immediately, so they responded negatively to legacy processors' requirements that they undergo an underwriting evaluation processes which could add days to their onboarding time.
- + **Upfront events fees:** Some processors required upfront fees before any event revenue was collected, which undermined trial and adoption.
- + **Sub-optimal support:** Constant Contact wasn't always getting timely responses to support inquiries, many of which related to customers' money, and the company felt this issue ran counter to its value proposition.



"My developers were able to figure out how things should work and start building immediately. It shaved, legitimately, probably a month to two months off of the go-to-market time."

Jim Mariano,
Constant Contact
Product Manager

Solution: Constant Contact adds WePay as a payment option in EventSpot

Determined to improve the user experience on EventSpot, Constant Contact began looking at alternative approaches that matched its event customers' needs. WePay immediately stood out.

Especially attractive to Constant Contact's product team was the seamless onboarding experience that WePay provided: rather than requiring a redirect to a 3rd party website and a lengthy underwriting process before a payment could be accepted, WePay could get new users up and running in minutes without ever having to leave Constant Contact.

Constant Contact in late 2013 decided to add WePay as a payment option in its EventSpot product. Almost immediately, WePay differentiated itself with its fast, simple integration process. Constant Contact's development team found WePay's technical documentation both thorough and easy to digest, so they could get working quickly. What's more, when the team needed additional assistance, they found WePay provided highly responsive, quality support.

The results: WePay becomes the preferred payment method for EventSpot

Constant Contact launched WePay as a payment option in May 2014, touting it to users for its simple onboarding experience and conversion-friendly payments processing. Users responded by choosing WePay in droves.

- + The majority of new EventSpot users choose WePay as their primary payment processor. Many existing users also activated WePay as a payment option despite having previously set up with another processor.
- + WePay quickly became Constant Contact's No. 2 payment provider by volume after PayPal, despite other payment providers having more than a five-year head start.
- + Customer preference for WePay became so strong that Constant Contact elected to narrow options to WePay and PayPal only, discontinuing Authorize.net and ProPay.

And it wasn't just Constant Contact's customers that appreciated benefits from WePay. Constant Contact realized numerous benefits from its partnership with WePay:

- + WePay's competitive pricing enabled Constant Contact to profitably offer payments processing with lower rates and fees than many of its competitors — including the market leader in the online events space — which in turn helped with trial and adoption.
- + WePay's simplified onboarding process noticeably reduced the number of sign-up related support calls to Constant Contact, which freed the support organization to focus its energies elsewhere.
- + Integrated payments processing became the most important indicator of whether or not customer will stay with Constant Contact. Customers who choose WePay as their primary payments processor are 64% percent more likely to stick than those that don't.



"What we've found is that when our customers transact money, they stay longer, they cancel at a lower rate, and they're more successful. So the question now is, how do we get them to transact more money?"

Jim Mariano,
Constant Contact
Product Manager

Customers who process with WePay are

64% more

likely to stay with Constant Contact than those who do not.

Add all of this up and EventSpot has quickly grown to be an important part of Constant Contact's business, resulting in more than 300 new users a month in its first year, with the average events customer processing nearly \$5,000 a year and increasing the company's value add and stickiness overall. The success of payments processing with WePay also led the company to choose WePay as its preferred payment option for its donation and local deals products.