



Case study: Samsonite delivers a stellar digital experience with PayPal Pay Later



For Samsonite staying on top of current travel trends is a must when delivering fashionable yet functional luggage and travel products.

But understanding consumer preferences has another purpose as well: to provide the payment options and streamlined commerce experiences that convert first-time buyers into brand loyalists. That's why Samsonite relies on PayPal to understand its customers and engage with online shoppers.

“The user experience in terms of usability, trust, and flexibility is everything, especially for the digitally native consumer. The experience PayPal helps us provide is beating all consumer expectations.” David Oksman, Chief Marketing Officer, Samsonite.

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