

Ambush Board Co.: Making the dream real with help from PayPal



Company name

Ambush Board Co.

Owner

Eric Michael Elliott

HQ

Kennesaw, Georgia

Industry

Sporting goods

Website

ambushboardco.com

Challenges

- Find a secure processor for all online payments.
- Grow business at home and abroad.
- Keep up with expanding mobile sales.

Results

- PayPal securely processes all card, PayPal, and PayPal Credit transactions.
- \$7 million in annual online sales, and growing.
- Nearly 40% of online sales come through mobile devices.

As a teenager, Eric Michael Elliott loved to surf. What he didn't love was how hard it was to shop for the gear he needed – not to mention his favorite clothes and music – without a car. He dreamed of a place that sold surf equipment, indie records, and all kinds of other cool stuff, all in one place.

After high school, Elliott moved from Northern California to Kennesaw, Georgia, where, at the age of just 18, he decided to make his dream a reality – and fill a gap he saw in the market. In 1997, that dream became real: Ambush Board Co. was born. The store quickly became known as the state's one-stop apparel and equipment shop for wakeboarding, skateboarding, and snowboarding.

One account for all payment types.

The store thrived and, in 2001, Ambush launched an ecommerce website. In the face of escalating online sales, Elliott found that his chosen credit card processor couldn't meet all of the company's needs. He launched a new search for a payments provider, and very quickly realized that PayPal – which could process both credit card and PayPal payments – was the right choice for Ambush. Explains Elliott, "You didn't have to type in your credit card, your billing address, and all that every time. PayPal felt just more contemporary – cleaner, sleeker" than its competitors. In addition, he was drawn to the ease of handling all online payments through a single account.

PayPal's reputation also made a difference. "It's a well-known, highly regarded brand," says Elliott. "Going with PayPal was almost a given. Today, when you have an online business you've got to offer PayPal."

Safety and security, for sales around the world.

Once Ambush made the switch to PayPal, Elliott was impressed by everything from lower processing fees to the ease of reporting. He especially appreciated how quickly PayPal makes funds available, depositing money directly into Ambush's bank account. But perhaps the most important draw for Ambush was PayPal's reputation for security and convenience.

Secure, easy payments and fraud-prevention tools became even more essential as Ambush's international customer base grew. The company regularly receives orders from Australia, Argentina, Canada, the Philippines, Qatar, Scandinavia, Thailand, and the United Arab Emirates. Wherever they're ordering from, says Elliott, "our customers want to pay the way that they want to pay – we don't want to create any barriers to that. And a lot of customers want to pay with PayPal."



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– **Eric Michael Elliott**
Cofounder
Ambush Board Co.

Boosting sales through credit.

Sporting gear can be expensive, and Elliott is also excited about giving customers the ability to apply for financing through PayPal Credit. The PayPal Credit financing option built into PayPal lets qualifying customers finance eligible purchases.* Ambush collects the payment up front, just as it does with other PayPal transactions, and assumes no credit risk.

Elliott appreciates the ease that PayPal Credit brings to both the company and its customers. “What I think is cool,” he says, “is that we’re able to offer financing on our website, right then and there, just by virtue of partnering with PayPal.”

Moving forward and going mobile.

Today, Ambush is the world’s premier dealer of wakeboards. With that status buoyed by thriving sales of both skateboarding and snowboarding equipment and apparel, the company is poised to increase its success in coming years. Ambush generates approximately \$7 million per year in online revenue, and employs 15 staffers for its online business alone. Its site is hosted by one of PayPal’s ecommerce partners, Magento, whose powerful tools integrate seamlessly with PayPal’s payments offerings. And new areas of growth are becoming apparent. For example, Elliott reports that in just the past 3 months, Ambush’s mobile sales from phones and tablets have increased by 10%, accounting for nearly 40% of online sales. With PayPal’s help, he says, “we’re moving the needle forward every day.”

Learn more.

To learn more about how PayPal can help your business sell more – and connect with your customers wherever they shop – go to paypal.com/business or call us at 855-787-9088.

* PayPal Credit (formerly Bill Me Later®) is subject to consumer credit approval, as determined by the lender, Comenity Capital Bank. Customers check out with PayPal and use PayPal Credit as the funding instrument.

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