



Business,
Story

WITH A LITTLE HELP FROM INGENICO

Funidelia
Have fun!

Case Study / **Funidelia**

Payment becomes fun with Ingenico ePayments

2011

First transaction recorded on Funidelia's Spanish site.

2017

Opening of a German depot, first step in the European expansion.

2018

Sales exceed twenty million euros.

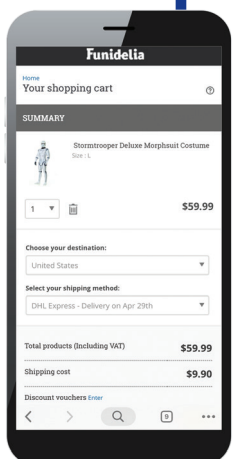
Seeking out the ultimate partner

Funidelia's guiding principle is flexibility. Europe's leading fancy-dress shop runs a business unlike any other. For this fast-growing young company, online sales are focused around key dates, like Halloween.

As a result, Funidelia seeks to rely on a payment partner that can handle these peak periods, while ensuring data security. All of this is taking place across 32 Worldwide markets and is only just beginning to grow.



parcels shipped since Funidelia was founded.



The 3 challenges of Funidelia



Flexibility

In peak periods, the site receives hundreds of thousands of orders in just a few days. Ingenico ePayments has a 99.95% availability and can handle peak volumes with ease.



International

With a presence in more than 32 countries Funidelia needed to offer the right payment methods. With a choice of 14 different payment methods, Funidelia is able to adapt to all of its target markets.



Support

Needed a payments partner that can provide reliable support and ease of integration. With payments experts a phone call away anytime and one to one technical support with the integration, set up was simple.



“Thanks to Ingenico ePayments, we can look with confidence to the future and contemplate our strong growth. In the coming years, we plan to open our site to a dozen new markets in Europe and Asia.

Knowing that we can rely on a flexible, international payment partner is a real asset.”

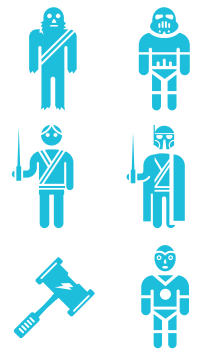
Carlos Larraz, co-founder, Chief Executive Officer, Funidelia

Solution benefits

- 1 Easy Setup**
Add new payment methods simply and quickly.
- 2 Reduced costs**
With a single payment partner, Funidelia drastically reduces its costs.
- 3 Mobile Responsive**
Thanks to payment pages adapted to all screens, 70% Funidelia’s sales are made on mobile devices.

Geek power

Aside from the classics (pirates and cowboys in particular), Funidelia’s best-sellers are dominated by Star Wars and superhero costumes.



A perfect experience during peak sales

Normal month
9.000
transactions



Carnival:
+789%
transaction
growth



Halloween:
+344%
transaction
growth



About Funidelia

Funidelia is the go-to online fancy-dress shop, where consumers find all manner of costumes for Carnivals, Halloween, birthdays or other themed parties. Customers also complete their look with the finest accessories and the most original party decoration products.

funidelia.info

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