Adobe

CASE STUDY

Nite Ize enhances transaction management with Payment Services for Adobe Commerce.

Founded in 1989, Nite Ize is a leading manufacturer of innovative lifestyle products, including mobile accessories, lighting, hardware, and outdoor gear. Its inventor-driven products are designed to creatively solve everyday challenges, earning Nite Ize a strong reputation among consumers and retailers.

With a growing commerce presence powered by Adobe Commerce, Nite Ize sought a more seamless and efficient payment solution to help boost conversion rates, minimize checkout friction, and streamline transaction management.

Overcoming legacy payment system challenges.

Before implementing Payment Services for Adobe Commerce, Nite Ize managed direct-to-consumer sales through two separate payment gateways, leading to inefficiencies and operational complexities.

The team faced challenges managing payments efficiently, adapting to evolving customer expectations, and mitigating fraudulent activity. Their previous payment provider required manual efforts to block unauthorized transactions, diverting valuable resources. Additionally, their existing setup lacked the ability to quickly introduce new payment methods, limiting customer payment options.

A flexible and secure transaction management solution.

Nite Ize selected Payment Services for Adobe Commerce to streamline operations, enhance the customer experience, and address critical security challenges. Adobe keeps customer data safe by offering the highest security standards, giving merchants like Nite Ize peace of mind. With tools to help maintain PCI DSS compliance, 3DS, and the latest encryption standards — along with the ability to leverage optional third-party solutions for enhanced fraud and risk management — Nite Ize can confidently grow its business while ensuring seamless and secure transactions.

Seamless customer checkout.

Payment Services provided Nite Ize with an easy-to-integrate and low-maintenance payment solution, reducing the need for extensive developer resources. This allowed Nite Ize to quickly improve its checkout experience, making it more user friendly.

With Nite Ize adding Apple Pay and PayPal directly to product pages, customers could complete purchases instantly without navigating to their cart or creating an account. This improvement led to nearly 50% of credit card transactions shifting to PayPal and Apple Pay, demonstrating how vital convenience is for driving sales.

"When customers find a Nite Ize product they love, they want to buy it instantly, not fill out forms and enter credit card information."

Brian Lambert
Nite Ize Ecommerce & Digital Manager

"When customers find a Nite Ize product they love, they want to buy it instantly, not fill out forms and enter credit card information. By offering Apple Pay and PayPal directly on the product page, we make checkout fast and frictionless, increasing the chances they'll complete their purchase and return to create an account in the future," said Brian Lambert, Nite Ize ecommerce & digital manager.

With plans to introduce Google Pay, Nite Ize continues to expand its digital payment options so customers can use their preferred payment method.

Effortless upgrades and future-proof enhancements.

For Nite Ize, one attractive benefit of Payment Services is its SaaS-based model. Updates and enhancements are deployed quickly without needing a full extension reconfiguration.

"With the Adobe Commerce SaaS-based solution, we see updates and improvements right away. There's no downtime waiting for an extension to be reconfigured," says Lambert.

This agility keeps Nite Ize ahead of evolving commerce trends and ensures a frictionless, optimized customer payment experience.
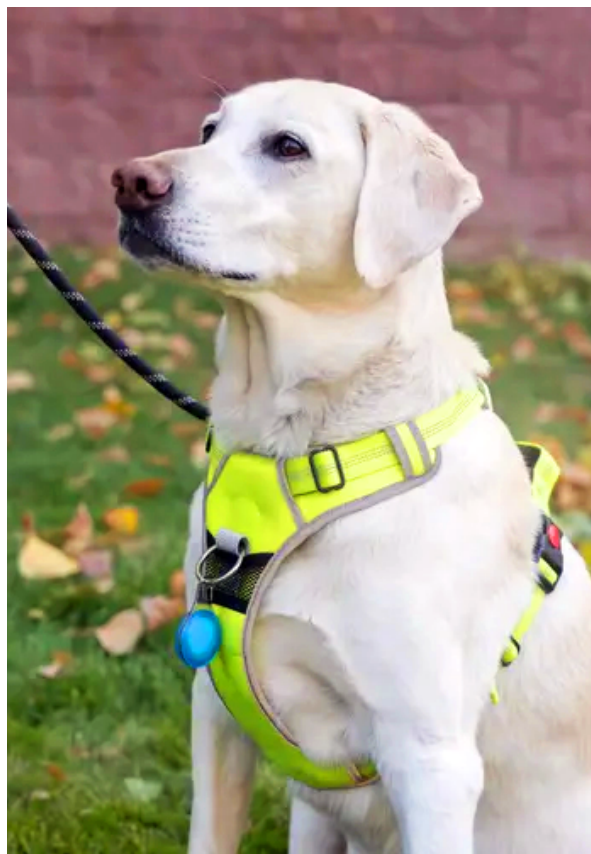
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of credit card transactions shifted to PayPal and Apple Pay when Nite Ize added these payment options to product pages.

Improved transaction oversight and fraud prevention.

Beyond checkout improvements, Nite Ize has gained greater visibility into transaction performance. The advanced reporting capabilities of Payment Services make it easy for the team to track payment declines, identify transaction issues, and address unauthorized attempts, saving IT resources and improving the overall payment experience.

"Detailed transaction reports keep information centralized and accessible so it's easy to resolve payment issues without searching through multiple systems," said Lambert.

Since switching to Payment Services, Nite Ize has improved fraud prevention, reduced manual transaction oversight, and increased payment tracking efficiency.

Experience the benefits of scalable commerce growth.

With the ability to support new payment methods and access real-time transaction insights, Nite Ize is ready to handle continued growth, online and off. The flexibility of Payment Services ensures they can adapt quickly to new payment trends, provide a smooth checkout experience, and continue to build trust and loyalty with customers.

Learn more about how Payment Services for Adobe Commerce streamlines transaction management with a scalable, easy-to-manage payment solution.

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