



Lenovo leverages Klarna's On-Site Messaging platform to boost online sales and average order value

Lenovo is a \$45 billion USD global technology leader in driving Intelligent Transformation through smart devices and infrastructure. Lenovo manufactures one of the world's widest portfolios of connected products, including smartphones (Motorola), tablets, PCs (ThinkPad, Yoga, Lenovo Legion) and workstations, as well as AR/VR devices and smart home/office solutions. They work to inspire the difference in everyone and build a smarter future where everyone thrives.

Lenovo strives to offer customers an exceptional and hassle-free buying experience. Being in the business of selling high-ticket merchandise, the company began offering Klarna's instant financing options in their online checkout to provide customers with more payment options that cater to their individual preferences.

In order to realize the true potential of instant financing, it became crucial to drive awareness to the benefit of Klarna throughout the customer's purchase journey. Recognizing this, Lenovo implemented Klarna's On-site Messaging platform, to easily and dynamically communicate to customers the low monthly payment options available through Klarna.

“We saw an immediate impact in our topline results when we started to leverage Klarna's dynamic onsite messaging platform. With every new place that we introduce it within the customer journey, we see concrete lifts in both conversion and AOV.”

– Carlo Savino, Executive Director, NA eCommerce

Challenge.

To reach the full impact that instant financing has on customer conversion, driving education and awareness throughout the entire purchase journey is essential. While Lenovo had been actively promoting Klarna in key channels such as email and digital, financing can be complicated and daunting to consumers. Lenovo knew there was an opportunity to simplify and, ideally, customize messaging to the point that customers would know the exact monthly payment when financing a specific product through Klarna.

Solution.

Klarna's On-site Messaging platform allows merchants to promote instant financing within their online store experience, including product pages and more. Simple and easy to integrate, the solution has allowed Lenovo to dynamically display the monthly payment amount for each product eligible for instant financing. By clearly conveying how affordable a product can be, customers are now even more empowered to make a purchase.

Result.

The results were immediate and compelling. Lenovo ran an A/B test for three weeks to measure impact between a test group of customers shown dynamic on-site messaging about instant financing against a control group of customers who weren't.

Those in the test group had a 25% higher average order value as compared to control group. This, combined with a nearly 40% increase in the Klarna share of Lenovo sales with the implementation of the messaging, confirms the incremental value this solution delivers to merchants.



6.5 reasons to choose Klarna.

1. Minimum resistance during purchase (fast and easy)
2. Multiple purchase alternatives
3. Increased conversions at the checkout
4. Reduced administration costs
5. Great Customer Support
6. Is used as a complement for in store purchase solutions
- 6.5. Well, it feels smooth