



# ZenPro Audio Doubles AOV with Klarna

## Niche retailer relies on app integrations to make high-quality, custom gear attainable

ZenPro Audio is a recording studio gear retailer based in Orangeburg, South Carolina with customers around the globe. The small, two-person operation primarily focuses their efforts on selling high-quality factory and modified gear for clients, an intensive labor of love that leaves little time for anything else.

Owner and founder Warren Dent oversees operations, including managing the website, processing orders, fulfilling shipments and guiding customers through the rigorous decision-making process. The customer decision-making process is paramount, as recording studio gear is a costly and time-consuming investment.

Dent takes care in guiding each customer to their ideal products, while his full-time technician handles product modifications, custom work and repairs.

Since launching in March 2009, ZenPro Audio has earned more than \$10,000,000 in revenue, and are seeing new success with BigCommerce's integration with Klarna, which allows customers to pay with low interest financing for the brand's big-ticket products.

## Klarna's flexible payment options boost AOV by 100%

*As told to BigCommerce by Warren Dent, owner and founder of ZenPro Audio*

As a BigCommerce Insider, I saw Klarna being added as a new payment option just as they were entering the U.S. market. Once I saw Klarna's rates, I was floored at how competitive the merchant fees were as compared to other cart-based credit options I was considering.

I immediately signed up to be among the first merchants in the U.S. to offer this, and have never looked back.

The integration was simple. I was walked through the process by telephone and have never had any issues to speak of. Once installed, the integration is not anything I've had to maintain more than any other payment form we accept. We use their financing option, and once I advertised this on our site and in ads, I started seeing orders paid for with Klarna roll in.

Orders paid for with Klarna are over 100% higher in value versus orders paid by credit card or other payment methods, so we see double the order size. It has put us on a competing level with enormous big-box sellers who offer instant credit.

## The right tools to 10x growth

*As told to BigCommerce by Warren Dent, owner and founder of ZenPro Audio*

The best advice I could give to other business owners is to fight for 10x the market share you have, which in today's crowded field means survival.

There are simply too many choices out there for buyers. Having tools like BigCommerce to deliver your catalog, as well as Klarna to put you on par with big-box sellers for financing, can be a big help.



**100%**  
increase in AOV with  
Klarna payment integration

**90.6%**  
increase in customers YoY

**8**  
years in business,  
and growing steadily