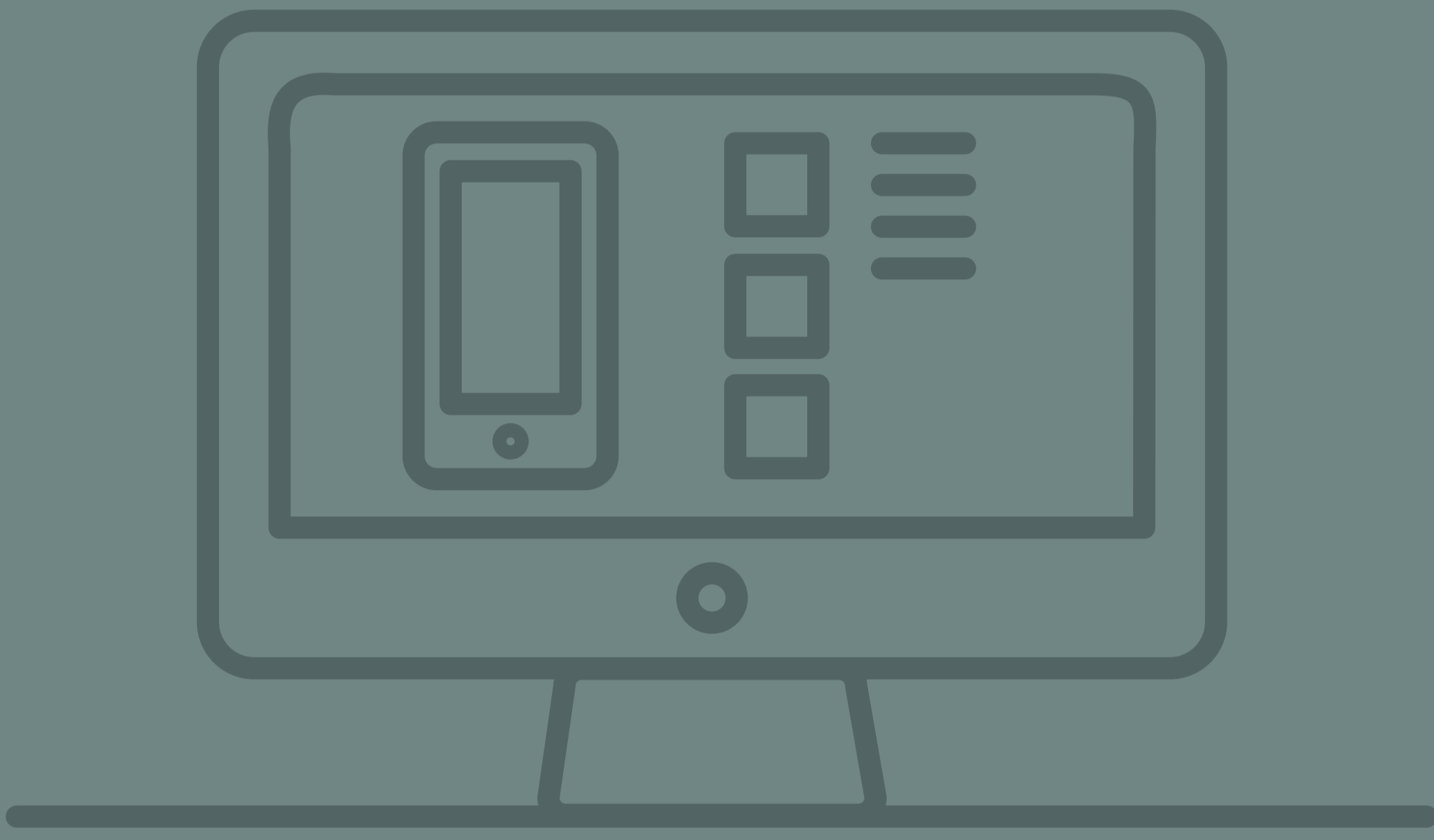




Improving the online journey

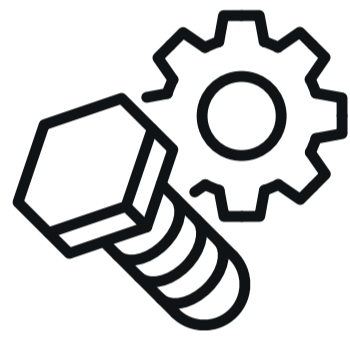
Make acquiring new tech easy.

Consumer electronics are the **2nd** most popular item to buy online.



Consumer financing

Introducing **flexible payment options** can help spread the cost of a purchase over time – particularly important for big ticket items such as mobile phones and TVs.



Logistics

Don't let your delivery options fail you. Key to reducing dropped baskets is **making sure your logistics measure up to your competitors.**

29%

say **free returns policies** would make shopping online for electronics easier.



28%

say **easier delivery options** would make shopping online for electronics easier.



The **checkout** is an important stage in the online customer journey

40%

have **abandoned a purchase online** because the **checkout process** took too long.



Perfect your checkout

A **seamless customer checkout** will **increase conversion** and prevent dropped baskets.



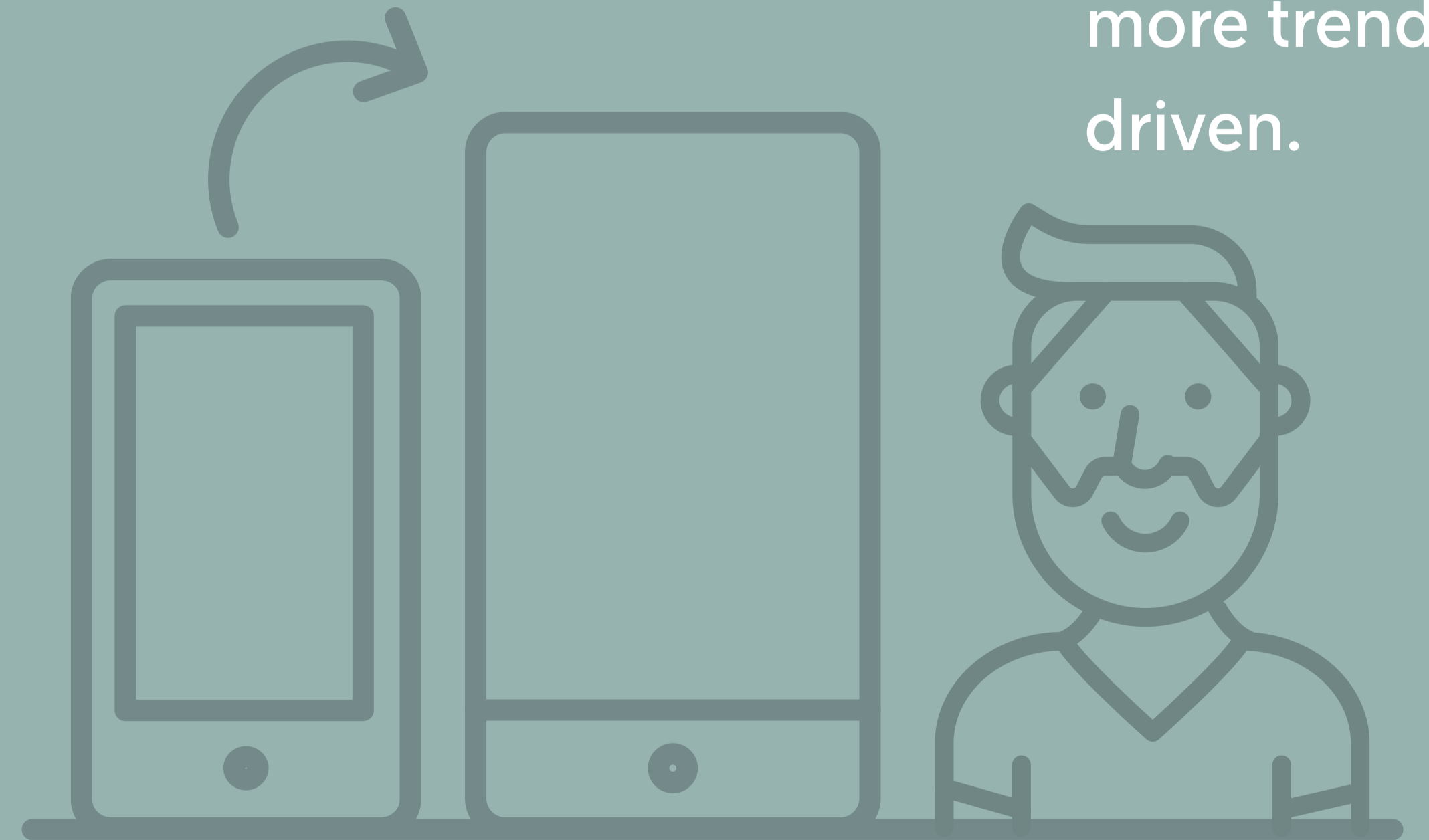
Keep track of product launches

Build up excitement ahead of new product launches with **tailored communications**, and **making sure customers know about flexible payment options.**

19%

of consumers **upgrade** electronic products when new versions are released.

Men tend to be more trend driven.



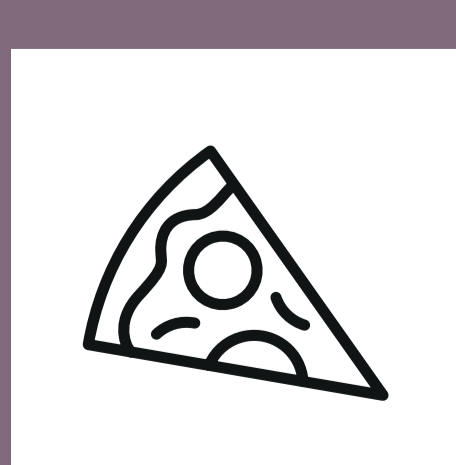
Klarna commissioned survey of 2,000 UK consumers in October 2017.



Pay now.



Pay later.



Slice it.



Slice it in 4.