

How a luxury hair care brand boosted ROAS by 4X.



Customer: OUAI **Business focus:** Beauty **Klarna solution:** Co-branding success with Klarna

Who is OUAI?

OUAI (noun) – pronounced “way” means “yes” in that casual, French way.

They like to ask YOU what you want, instead of telling you what you need.

You loved the fragrances in their hair products, so they made OUAI de Parfums.

You didn't want your skin to miss out, so they did body, bath and hand care.

More than just hair, it's a OUAI of life.

A checkout makeover

In 2020, after spending more time at home due to COVID, many shoppers began to invest in self-care products. Shoppers wanted high quality, clean beauty products like OUAI, and were looking for alternative ways to pay.

As OUAI's team saw an increase in community feedback to offer flexible payment options, they entered conversations with Klarna. OUAI saw value in Klarna as a way to address access to its customers and enable them to purchase the clean products and tools they desire, while paying over time. A few weeks later, OUAI launched with Klarna.

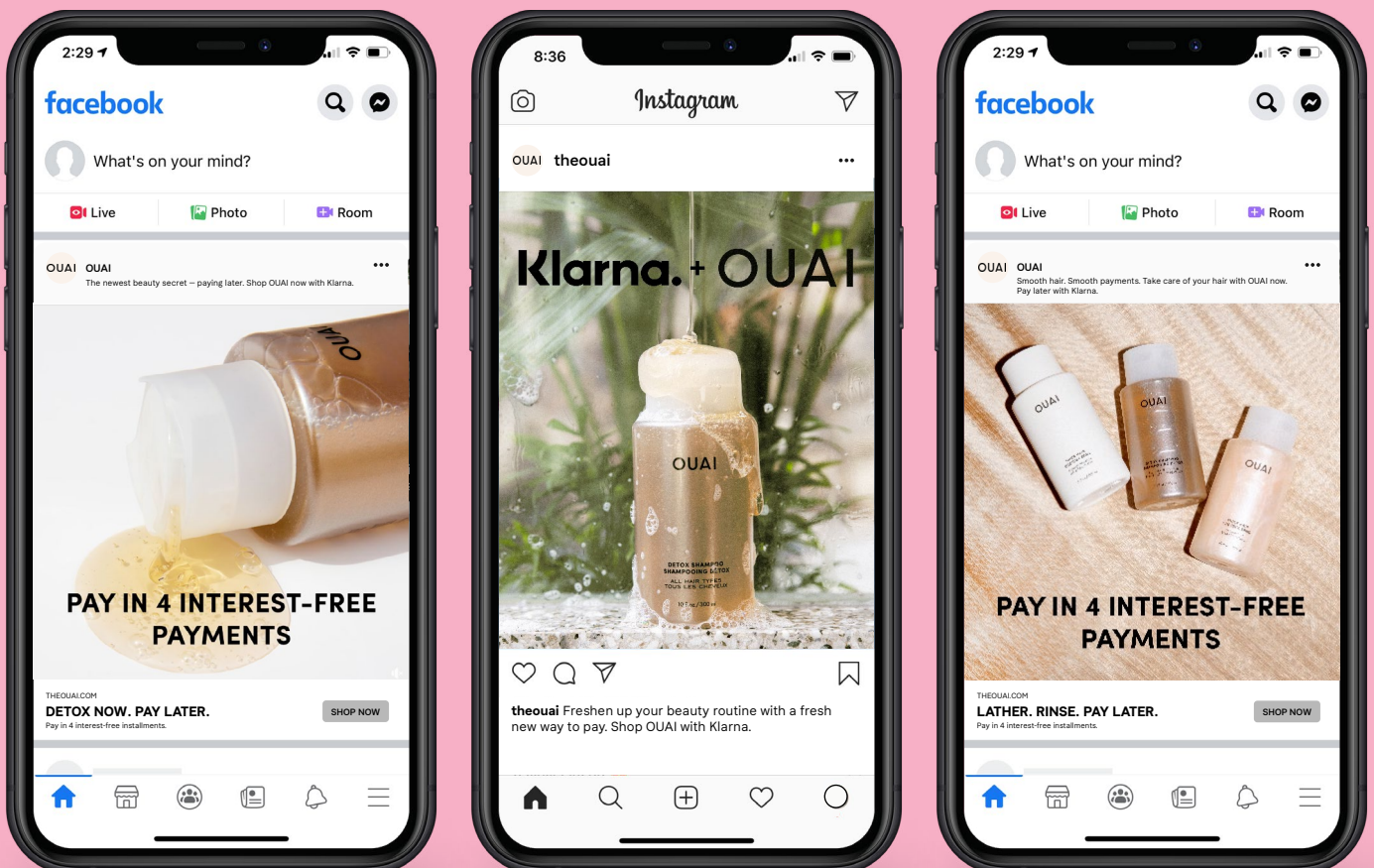
Optimizing returns

Klarna often collaborates with digital agencies to produce great results and optimize returns for brand partners. In this case, OUAI works with MuteSix, one of Klarna's top agency partners, to help run its growth marketing.

OUAI and MuteSix saw an opportunity to highlight a new value proposition—the ability to pay in 4 interest-free payments—in OUAI's social ads. OUAI ran a month-long A/B test, testing paid social ads with and without Klarna messaging and creative.

Driving traffic and conversions

Though spend was the same, OUAI found that the ads highlighting Klarna performed significantly better, driving 30% more clicks than non-Klarna ads. Since Klarna has existing brand awareness and a loyal audience, ads featuring Klarna messaging drove more traffic to OUAI's site, converted more first time buyers, and increased OUAI's average order value.





Impact & Results

In less than a month, OUA I saw the following lifts in ad performance by incorporating Klarna creative in its ads:

4X

ROAS

beating non-Klarna creative.

5%

increase in AOV

generating a higher return for OUA I.

28%

more add to carts

as Klarna helps alleviate the friction of cost, more people are adding to cart and checking out.

30%

increase in clicks

bringing considerably more traffic to the site at an efficient cost.

To learn more about Klarna, visit klarna.com