

KLARNA CASE STUDY

Customer: EGO

Business focus: Online Ladies Footwear Retailer

Location: UK

Klarna solution: Klarna online checkout with Pay later

Klarna keeps EGO shoppers stepping out in style.

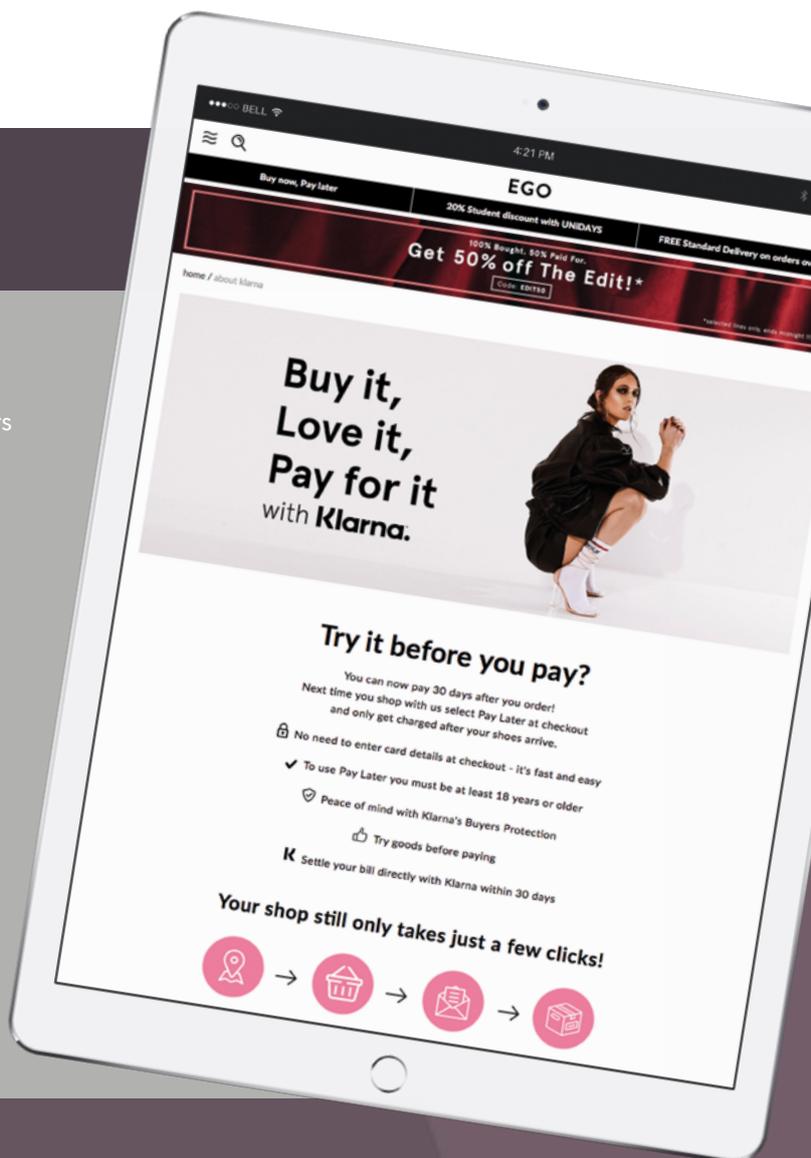
EGO shoes is a trend-led footwear brand that is fuelling a movement of stylish shoe-aholics across the UK. It's clear from their website that EGO presents affordable fashion for fierce ladies. If you need to keep your 'shoedrobe' at the front of the fashion curve, then EGO is a great choice and it's all serviced from a worldwide distribution centre in the UK.

Presenting the latest hot pieces direct from the catwalk, EGO consumers can enthuse over thousands of shoes and boots, with 'New In' styles available every week via their website. No wonder EGO chose Klarna, to match their brand values and ensure consumers have the slickest and best payment service.

Challenge

Following rapid growth and aiming to give its customers the best checkout experience, EGO approached Klarna over a year ago. There is no 'taking one step at a time' with EGO, as they aim to be at least 'two giant leaps' ahead of their prime rivals.

With Klarna's full checkout solution, EGO can process all forms of card payment and other APMs – such as PayPal – quickly and securely. Optimised for mobile, the checkout streamlines steps to purchase, ensuring shoppers don't drop out of the process. And once a shopper uses Klarna, their repeat purchases are one click, across the entire Klarna merchant network. Additionally, EGO recognised the additional benefits of providing Klarna's Pay later service to its customers. And, it is proving very popular.



Solution

EGO is the first Klarna merchant in the UK to re-launch on Magento 2. Magento is the world's largest eCommerce platform and the most popular in Europe, – and Magento 2 is the latest version of their product. Klarna ensured that technical integration was quick and painless for EGO. Klarna is deployed seamlessly within EGO's site, so they retain control of their brand and user experience. Additionally, Klarna and EGO worked together to further develop the extension that works with EGO's Warehouse Management System, which helped streamline internal processes, saving time and effort.

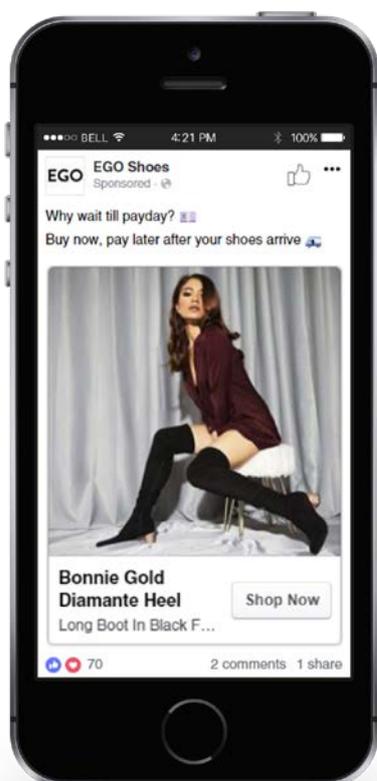
And with Klarna's Pay later EGO can differentiate from competitors. EGO shoppers can buy multiple items and sizes, try on at home and only pay for what they keep. EGO use a variety of Facebook retargeting campaigns to convey simple Pay later messages such as try before you buy, no fees or interest and 30 days to pay.

Results

The success and popularity of Klarna has grown throughout the last 12 months, as the EGO proposition has expanded. Through greater choice of product and adding of new brands, Klarna has been able to support EGO as it scales its business.

EGO saw that not only did Pay later help them drive basket size increases, promoting Pay later within Facebook advertising drove a great ROI, as much as 5 times the amount invested in some cases.

Klarna also takes all risk on behalf of the retailer, so EGO always gets paid, even if the shopper defaults on their purchase or in the case of chargebacks.



On to a winner

"We realised straight away that Klarna was going to be a success with shoppers," comments Usman Riaz, founder of EGO. "Once more retailers, across the UK, offer Klarna it will be the natural and obvious choice for shoppers. I mean – what's not to like?"

"Just one year on and we have experienced a significantly better level of repeat purchases because of Klarna and we can measure a healthy increase in basket size. When you think that our customers can try on a number of purchases at home, only keep the ones they love and then have 30 days to pay later, it's no wonder Klarna is proving such a winner."

"We are now looking at our plans for extending the Klarna payment service to other countries, especially across Europe," added Riaz.

About Klarna

Klarna was founded in Stockholm in 2005 with the idea to simplify buying. Today, we're one of Europe's fastest growing companies. In 2014 we joined forces with SOFORT and formed Klarna Group, the leading European payment provider. Klarna Group has more than 1,500 employees and is active in 14 markets. We serve 60 million consumers and work with 89,000 merchants. Our goal is to become the world's favourite way to buy.