

Klarna.

hype.

KLARNA CASE STUDY

Customer: HYPE

Business focus: Fashion

Location: Leicester, UK

Klarna solution: Online checkout with Pay later.

Hype improves online conversion and boosts profits with Klarna

The Hype website has success written all over it. When it comes to the coolest and trendiest fashion, Hype is the place to look, especially for 14-25 year olds. With men and women both spoilt for choice, it's no wonder that Hype wanted to make their payment process just as pleasing.

Klarna's online checkout and Pay later were introduced on the UK Hype site in November 2016 and have already produced significant shopper benefits.

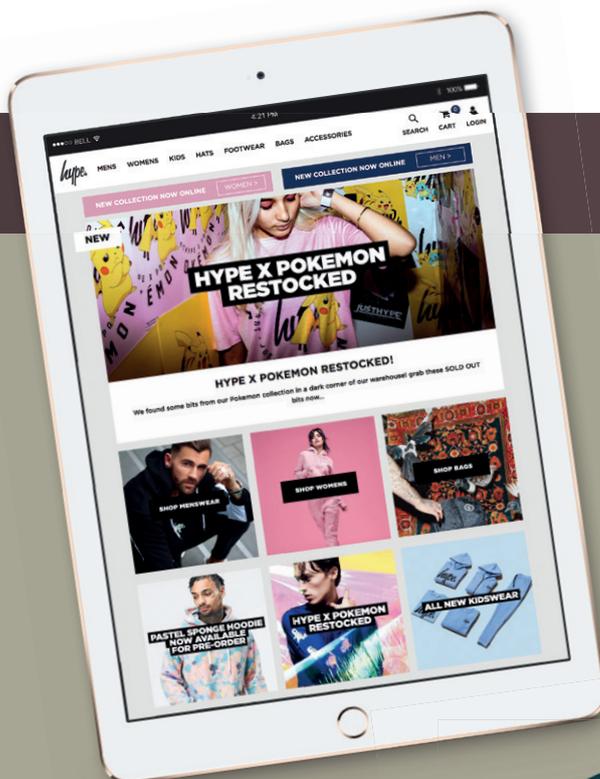
Liam Green, Creative Director at Hype, started his career by selling T-shirts. He was so successful and with a taste for retailing, it was a natural progression to start building the Hype empire via an online store.

Challenge

The world of online fashion is fiercely competitive, so when it came to launching the new Hype website, it was natural to also include the most advanced payment options.

Hype was concerned it had a problem with losing sales at the point of checkout. Many shoppers, especially millennials, are adverse to filling in complex forms, or feeding personal details into an eCommerce site. This is exacerbated by a high proportion of Hype customers using their mobile phone or tablet, to browse and buy.

The whole issue of returns was also a top agenda item, costing the business both in revenue and in efficiency.



Solution

Klarna was the answer, providing an optimised online shopper checkout flow and comprehensive payments gateway service to process all transactions. Additionally, with Klarna's unique Pay later option, only a few personal details are collected including email and physical address – no card information – to complete a purchase. And, if Hype consumers are not quite certain of their style choice with Pay later they can 'buy it, love it, then pay for it' within 14 days.

With Klarna, the online experience could not be smoother or simpler. But, speed and convenience does not mean a compromise in security, as Klarna is proven to be totally reliable and safe. Finally, Klarna is especially configured with mobile shoppers in mind, giving Hype another edge over its closest rivals.

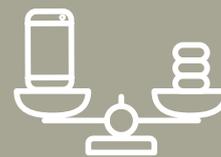
Results

The benefits to Hype have been numerous. With Klarna, Hype has increased AOV by 40%, and online conversions by 38%.

A further business and cash flow benefit is that Klarna also assumes the customer risk, so that Hype always gets paid, even if the consumer defaults, or is late in paying.

Frictionless checkout

Klarna offers a secure online payments service that enables retailers to maximise online conversion, provide a smooth user experience and manage payments – all with minimal administration. It is easy to integrate for merchants and comes with Pay later built-in to the checkout flow.



Easy and effective for both retailer and shopper

"Klarna is proving increasingly popular. I first heard about Klarna due to its success and appeal at Arcadia Group, especially Topshop. It has been very easy to integrate and I must say from a technical view point, Klarna makes everything smooth and worry-free for the retailer."

"Now the UK operation is well established with Klarna and producing the goods, we are looking at introducing Klarna options in Germany and the Nordics later this year."

Shiv Arora, eCommerce Manager at Hype

"With our younger customer profile and their propensity to browse and shop on the move, Klarna gives us a real boost and is proving a hit with the full spectrum of our clientele."

Bhavik Samani, CEO of Hype

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 on 18 markets. We serve 60 million consumers and work with 70,000 merchants. Our goal is to become the world's favourite way to buy.

