

Internet Fusion kits up with Klarna.

Europe's largest action sports retailer, Internet Fusion Group provides great gear for passionate participants in activities like surfing, skiing, riding and camping through specialist web stores such as Surfdome, Country Attire and Blackleaf. Obsessive about sustainability, recycling and user-empowerment, it's offering Klarna pay in 3 to help customers indulge their pursuits without compromising on performance or choice.

Internet Fusion owns 13 high profile web-brands focusing on everything from fashion-forward to fashion staples; skating to horse riding; and dirt bikes to snowboards. In addition to designing and making its own apparel and products, it sources the very best from 800 premium brands such as Barbour, North Face, and Belstaff. It's also one of the most eco-focused e-retailers, boasting 99.81% plastic-free outbound packaging across its operations.

Customer

Internet Fusion Group

Business focus

Outdoor and fashion retailer

Location

UK

Klarna solution

Klarna Pay later and Pay in 3

Case study



Klarna.

Challenge.

Having already invested extensively in improving fulfilment, waste-reduction and customer experience, Internet Fusion wanted to make its offering as complete as possible across its multiple web stores. That meant delivering new payment methods to meet the needs of its enthusiastic customers. With options to inspire confidence when buying online, mobile and the financial freedom to ensure they're properly equipped when exploring new activities or raising their goals.

Ian Bristow, Group Director of Technology of Internet Fusion explains, "We want to safeguard outdoor spaces for our customers and also help them get the best out of their experiences. To do this, they need to have financial flexibility to make the right choices. And in formats that are easy to access, particularly for younger consumers who are on a tight monthly budget, have limited disposable income and fewer credit options at their disposal. That's why we wanted to include Klarna as part of our payment mix."

Solution.

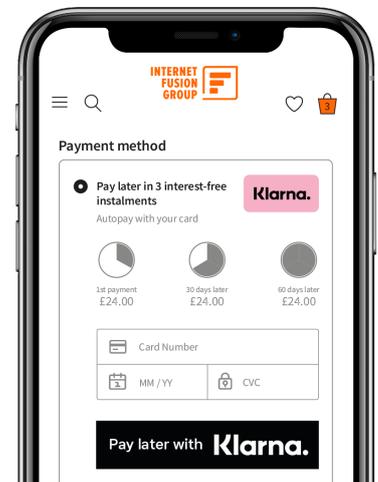
Ideal for Internet Fusion's web-based fashion and apparel businesses, Klarna pay later defers payment for 14 days, so customers can try items on at home before they have to pay. In addition, returning customers are recognised across all of Internet Fusion's sites and can use one-click even on mobile. For larger purchases including outdoor and sports equipment, premium brands or full-kit spends, pay in 3, lets buyers split the cost into equal instalments over 60 days, giving them more time to manage their spend. Unlike traditional financing, there's no complexity, no extra paperwork and no impact on their credit score.

Ian, adds, "Klarna makes sure there's no friction points – it's smooth and it's simple. There's no fees, no charges and users can keep track of and manage their spend via the Klarna app. As well as being a responsible payments company, Klarna is also committed to being carbon neutral. Which makes it a great fit for both our customers and our business."

Results.

In the six months since going live, Internet Fusion has experienced a huge uplift in sales volume and value, with customers regularly spending £50 to £150+ more on purchases.

"Interestingly, we've seen a 46% increase in spend from customers using pay later, while those choosing pay in 3 are generating a 188% surge in AOV," confirms Ian. "It's clear that Klarna is making a positive contribution to sales. Customers are not only using it for added reassurance but also to extend their buying power with us, so they can indulge in more of what they love, from a trusted supplier that shares their eco-ethics."



Benefits.

Financial empowerment is really important for all our customers – not just Millennials and Gen Z or those in the UK. That's why, following the success of our Klarna partnership in the UK, we've now kitted out all our international websites across Europe and the US with Klarna," according to Ian. "We believe that those who love the outdoors should never have to compromise. Whether that means choosing a supplier that's eco-friendly or being able to replace and upgrade gear for better performance or more fun. With Klarna, our loyal followers can now kit-up and go, seizing great opportunities – a competitive event, a one-off seasonal activity, or unexpected but ideal weather conditions – as soon as they arise."