

ovira × Klarna. For Business

Order numbers skyrocketing.

How Ovira increased their order numbers by giving shoppers flexible payment options with Klarna.



Who is Ovira?

Ovira is on a mission to end the unnecessary suffering of women during their monthly cycles. Their main product, Noha, a clinically backed period pain relief device uses pulse therapy to provide the best endometriosis, PCOS and period pain relief. If you're sick of taking painkillers and looking for a drug-free alternative, their Noha Device is the solution for you.

The Challenge

Being a small-medium sized business in the competitive retail landscape is challenging, where to be and how to market yourself to reach the right audiences requires innovation, creativity and help from partners that can help you reach your goals. Ovira's goal is to connect with people who suffer from period pain, no matter who and where they are. Klarna joined forces with Ovira to bring them new shoppers, increase purchases and create a long-lasting brand awareness.

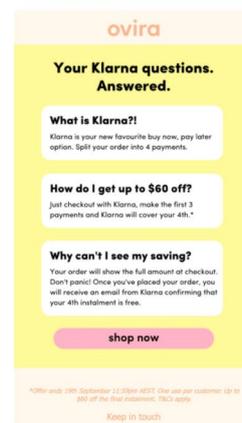
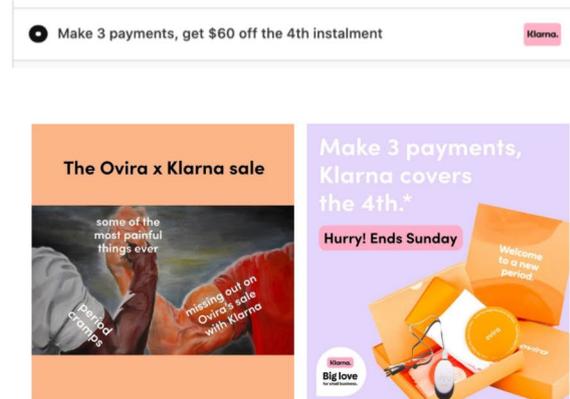
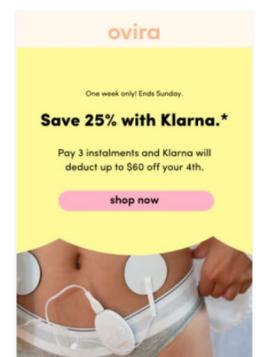
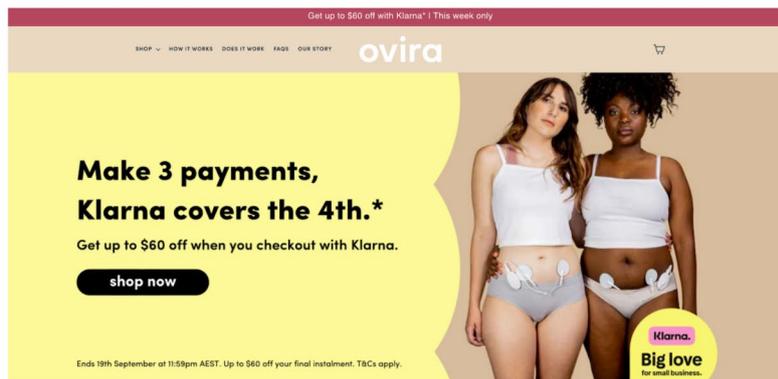
The Solution

Klarna invited Ovira to be a part of Klarna's **Big Love For Small Business** campaign to connect the brand with shoppers interested in their product and raise awareness of their brand. Not only did Klarna promote Ovira and Noha via our owned channels, but we also created tailored creative assets for Ovira to promote the campaign through their own channels. This helped Ovira promote their brand and product spread,

but also have Ovira customer flexibility to pay the way they want to with Klarna on their checkout.

Klarna promoted the campaign via Instagram, Facebook as well as on our website, in the Klarna app and via email to Klarna's engaged customer database. It was a truly **integrated 360 degree campaign** and we saw significant results when Ovira and Klarna worked collaboratively to market the campaign in tandem, ensuring customers were engaged consistently and across multiple channels.

In addition to social and digital channels, **Ovira also turned on Klarna's On-Site Messaging (OSM)** which made it easier for shoppers to navigate through their website to get a good understanding of the offer and to shop with Ovira and pay with Klarna. As if that wasn't enough, Ovira also shared a tailored educational piece to their customers about what it means to shop with Klarna and how flexible payments take the time and hassle out of managing their finances.



“Overall, our team was delighted with the outcomes of the Klarna campaign – we saw a large uplift in revenue driven by Klarna, but also overall (excluding Klarna transactions).

As a brand that never goes on sale, the Klarna offer was a great way for us to capture more price sensitive customers without the perception of price-slashing on our end. We had great returns in our abandon cart audiences (in email and in paid) as well as existing customers – we were really pleasantly surprised by the uptick in repeat purchase, especially as our hero product is typically a one-per customer item. Outside of the performance of the campaign itself, the Klarna team was incredibly helpful during the entire process. From collaborating on the marketing assets to giving us direct support for website changes – it was smooth end to end and we can’t wait to work together again!”

– VICKY LEE, OVIRA.



The Results

Ovira’s order numbers with Klarna during the campaign were **200% above the average** order number across the campaign, proving just what a big difference an all-around marketing

campaign with Klarna can do for order numbers and transaction volumes. Ovira was one of the top performing retailers during the campaign thanks to their multiple marketing placements, and education of their customers.

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