

flora&fauna × Klarna. For Business

Bringing shoppers back for more.

How Flora & Fauna's flexible payments and a good deal made shoppers come back for more.



Who is Flora & Fauna?

Flora & Fauna stocks a variety of products, from beauty, to pets and even fashion. They are focused on their impact on the world and want to contribute positively to society through ethically sourcing all their products. Flora & Fauna aims to stock the best ethical, eco, organic and vegan products.

The Challenge

In partnering with Klarna, Flora & Fauna wanted to offer more flexible ways to pay and engage new audiences in the market for the best ethical, eco, organic and vegan products. Their catalogue has over 10,000 products, 340 brands, which are 100% vegan and cruelty-free.

The Solution

Klarna and Flora & Fauna partnered up to give shoppers convenience and flexibility at the checkout while boosting Flora & Fauna's brand awareness and transaction volumes. By partnering with Klarna, **shoppers could now buy sustainable and ethical products and choose to pay in 4 interest-free payments.** This allowed Flora & Fauna to tap into Klarna's existing customer base and drive increased AOV and volume.

To drive brand awareness, Klarna promoted the partnership with Flora & Fauna via co-branded edm's and instagram posts as well as merchant spotlight placements and curated collections in the Klarna app. Furthermore, Klarna's co-marketing team launched a **performance marketing activity to drive customers to Flora & Fauna's website** to ensure that we achieved an increase in AOV and orders.



“The sale has gone well with over 20% of transactions using Klarna.”

- JULIE MATHERS,
FLORA & FAUNA FOUNDER AND CEO

The Results

Klarna ran this campaign with Flora & Fauna as they launched Klarna as a new payment method on their checkout. The campaign attracted new customers to Klarna with a total of **65% of orders** being

made from new customers. Klarna also increased Flora & Fauna's repeat customer base with **56 shoppers** making at least one additional purchase with Flora & Fauna during the offer period.



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