

COTTON:ON × Klarna. For Business

Increasing daily transactions.

How to achieve sky-high daily order numbers with a collaborative partnership.



Who is Cotton On?

Cotton On Group is Australia's largest global retailer, known for its clothing, footwear and stationery brands. They're one of Australia's most popular fast fashion brands offering mens, womens and children's clothing at affordable prices. Cotton On is one brand which is part of the Cotton On Group, inclusive of Typo, Factorie and Supre.

The Challenge

Being a big player in the Australian retail industry means catering to a variety of shoppers and lifestyles. They will have different shopping needs and retailers need to be able to provide them with different options as well as figure out new, innovative ways of acquiring new customers and building loyalty.

Cotton On wanted to see an uplift in the average daily transactions during lockdown as well as attract and convert new customers and increase brand loyalty and growth.

The Solution

Shortly after going live with Klarna's flexible payment solution, Cotton On and Klarna launched a new campaign to drive brand awareness, grow transaction volumes and give customers a convenient and seamless shopping experience.

Klarna promoted an exclusive offer for Cotton On shoppers on various channels such as **co-branded EDMs and instagram posts** as well as **merchant spotlight placements and curated collections** in the Klarna app. Furthermore, the campaign was also promoted by Cotton On on their homepage, with sitewide modules, and through organic social posts and EDMs.



The Results

With Cotton On and Klarna's collaborative campaign:

3x

increase in
purchase volume.

630%

increase in
order numbers.

Overall volume saw a huge spike, with a multi-channel marketing campaign launched in tandem by Cotton On and Klarna driving a 4-5X increase in volume over the campaign period.

"Klarna is a true partner in every sense of the word - they work alongside us every day to grow our business and give our customers the best experience every time they shop."

- COTTON ON

YOUR TURN: Ready to give your business a boost? Visit klarna.com/au/business

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