

# How Klarna helped TaylorMade achieve their best round yet.

Learn how Klarna's instant financing payment solution transformed TaylorMade Golf's upgrade program and boosted AOV and conversion rates.

## Golfers have one thing in common:

They're picky about their clubs. Those clubs also have one thing in common: they come with a hefty price tag.

TaylorMade, a leading manufacturer of golf clubs, bags and accessories, wanted to help younger consumers overcome the high price point of its flagship product. Taking a cue from the growing popularity of the subscription eCommerce model, they sought a solution that would allow golfers to purchase the clubs they wanted, on their own terms.



## Key Product Differentiators that Spurred the Klarna-TaylorMade Partnership



Flexible financing solutions allow for increased purchasing power and upgrade capabilities.



Frictionless UX for decision-making that requires minimal input from the consumer.



Custom solution developed to meet the demands of TaylorMade customers to boost engagement and loyalty.

## The Partnership: Klarna + TaylorMade

TaylorMade strove to boost their direct-to-consumer sales by introducing shoppers to a unique upgrade program.

The program would allow TaylorMade customers to finance purchases and keep or exchange their clubs for the latest models toward the end of the payment period. If the customer wanted to upgrade, they could then apply those payments toward the new clubs. Following a survey of the vendor landscape to identify the right financing partner with technical expertise in the direct-to-consumer market, Klarna was chosen to offer TaylorMade's customers a flexible payment experience.

Through Klarna's financing capabilities, TaylorMade launched The Turn — an innovative billing program that gives customers the latest irons and drivers by slicing up the total cost into manageable monthly payments.



## The Integration: Salesforce Commerce Cloud

To enhance the integration with TaylorMade's eCommerce platform, Salesforce Commerce Cloud (SFCC), Klarna offers fully certified cartridges for SFCC's most popular architectures. This allows for a seamless delivery of mobile-optimized stores that offer all of Klarna's payment methods. A single integration allows merchants to easily enable payment options that consumers want for all of Klarna's global markets.

## Upgrade Program Features

1

The first-of-its-kind, flexible financing program allows TaylorMade fans to spread their purchase/purchases over 18 or 30 months, directly on the TaylorMade website.

2

Consumers can exchange their clubs for the latest models at the end of the payment period.

3

If a customer chooses to upgrade, payments on the existing clubs will stop and payments on the new clubs will begin.

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## Expanding the Offer: Beyond The Turn

After achieving the 60-day sales goal in one-third of the time, TaylorMade recognized Klarna's unique ability to drive sales and customer acquisition. To further their partnership and enable faster growth, TaylorMade chose to make Klarna's custom financing option, [Slice it](#), available to any and all of their online shoppers. New and existing customers can now take advantage of promotional offers through flexible monthly payments, making TaylorMade's sought-after products more accessible. And the expansion has proved a success. TaylorMade orders placed with Slice it have an AOV that is 2x higher than the traditional payment methods offered.





## Core features driving the partnership:

**Consumer-Friendly** | The team developed a web-based experience that delivered instant underwriting of consumers embedded within the e-commerce cart checkout process. An enhanced user experience ensured the credit approval process was intuitive for consumers.

**End-to-End Integration** | The TaylorMade team was able to fully integrate business processes across all key functions including the e-commerce site, accounting, settlement, branding, customer service and fulfillment.

## The Results | An Ace for TaylorMade

The Klarna-TaylorMade partnership revolutionized TaylorMade's sales approach, indicated by:

### The Turn: Upgrade Program

**30%**

The overall rise in conversion rate

**60%**

Increase in average order value

**2-3X**

Sales increase in the initial launch period

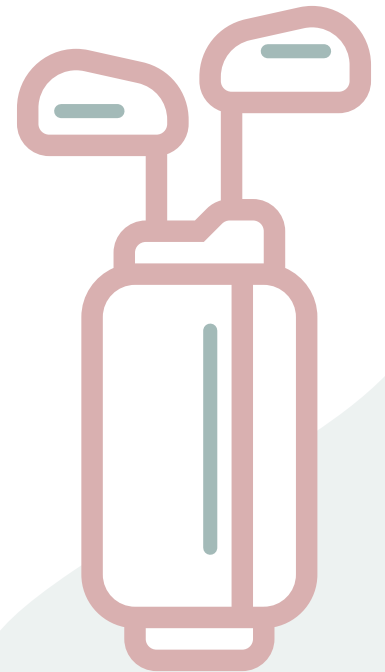
### Slice it: Flexible Financing

**20%**

lift in site conversion for comparable YoY period with full Klarna launch

**15%**

lift in overall AOV for comparable YoY period



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We launched The Turn around the start of the golf season. In the weeks that followed, it was clear that we were already surpassing all sales expectations.

- JOHN GONSALVES, VICE PRESIDENT DIRECT TO CONSUMER & DIGITAL

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To learn how Klarna can improve your business, contact us at [learnmore@klarna.com](mailto:learnmore@klarna.com)