

# A Fashionable Advantage:

How Klarna helped Storets convert more shoppers and boost social media traffic to their site by more than 40%.



## Who is Storets?

Storets is a leading online fashion store for women that specializes in the latest trends. The ultimate destination for sophisticated and playful trendsetters, Storets was born from a desire to offer stylish, high quality looks that don't break the bank. With a winning combination of exclusive in-house designs and curated items from cutting edge labels, Storets offers the modern woman fashionable options that are as vibrant and fun as they are elegant and chic.

## Storets + Klarna make coveted styles more accessible.

Fashionable shoppers want the latest trends in clothing and in payments. Allowing customers to split their purchases into manageable installments enables them to buy trendy merchandise more frequently and pay in a way that works for them. Storets recognized the influence that alternative payment options have on purchasing behavior and set out to find a way to give their customers access to more styles.

In a market of diverse ecommerce players, Storets needed a partner that would deliver the highest level of service and convenience to their audience. After researching their options, they chose to work with Klarna to offer shoppers an easy, interest-free installment plan that would allow them to buy now and pay later.

## Like a little black dress, integration was perfectly simple.

Why overcomplicate things? Klarna's easy Shopify integration allowed Storets to offer interest-free installments with minimal effort and a fast turnaround time. Now that Storets has integrated Klarna into their checkout, they can activate an additional payment option that lets shoppers receive their order, try on items, and pay for what they want after 30 days.

**18.92%** of customers were making their second Klarna purchase on Storets' website after only a few months.



## Setting trends in online payments with interest-free installments.

As consumer demand for alternative payment options grows, retailers are seeking ways to boost sales while encouraging customers to come back for more. Automatic installment plans, free of interest and hidden fees, are proven to do just that.

Auto-debiting one quarter of the payment every two weeks means customers can feel good about buying what they want without worrying about budgets or credit card interest. All they have to do is provide a credit or debit card number, and Klarna takes it from there.

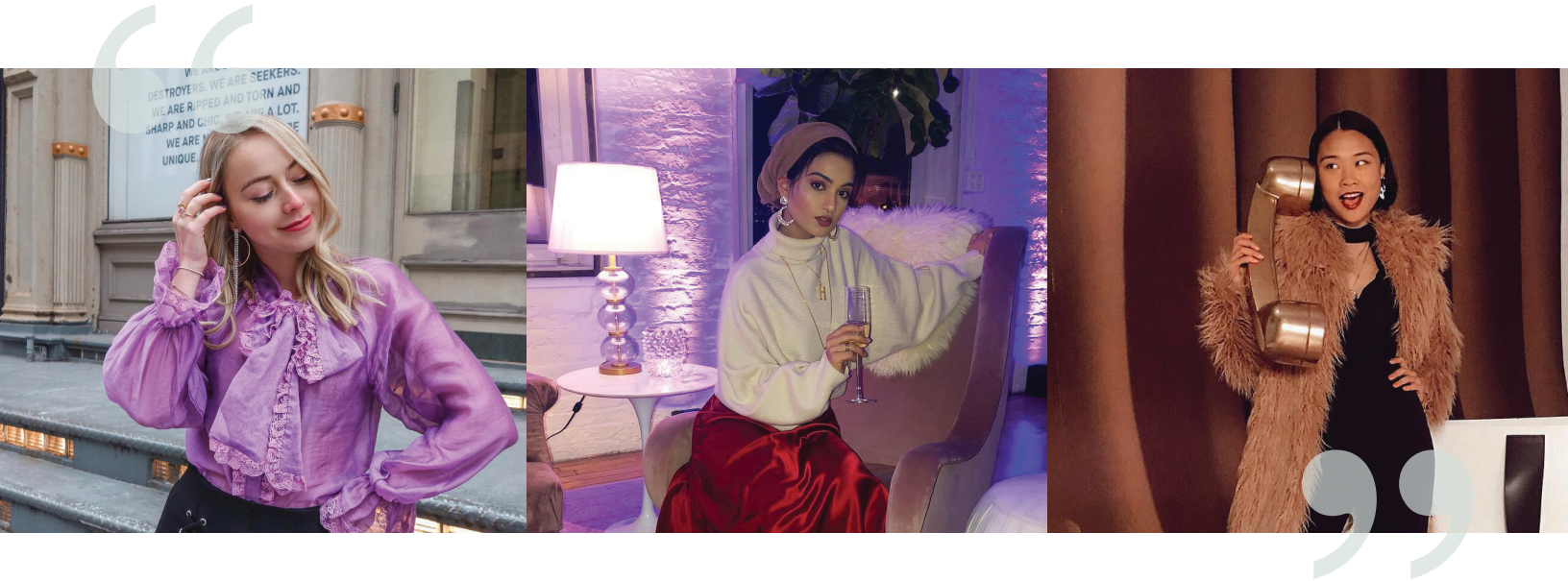
After checking out in just a few clicks, shoppers can sit back and relax while the full purchase price is paid down over 4 equal payments. And since Klarna saves their information for the next time they shop, repeat purchases are even easier. Since launching with Klarna, Storets' repeat customer rate has increased steadily each month.

## Building momentum on the Instagram runway.

With the new payment option in full swing and Storets shoppers consistently choosing to pay later in 4 installments, it was time to take marketing to the next level.

Since Millennial and Gen Z shoppers look for fashion inspiration on social media more than anywhere else, Klarna teamed up with twelve fashion and lifestyle influencers to promote Storets' new payment options while driving traffic to the retailer's site.

After making a purchase from Storets, each influencer shared their experience with their Instagram followers, thus introducing the pay later in 4 installments method while touting its many benefits—like convenience and affordability—in a fun and relatable way.



📷 @iamviventatham

@klarna.usa made shopping so much easier for me this week. They allowed me to slice my payment of my @storets blouse in 4 pieces at no extra cost and you can use any card 🇺🇸 #SmoothSessions #Klarnalt #ad #KlarnaPartner

📷 @hajra\_aaa

About last night with @klarna.usa ✨ if you're someone like me who loves shopping and really can't control, we have a solution finally. Slice your payment in four, without any upfront fee or interest so you can pay with any card! Shop as you like and pay a quarter of the the payment 🤩 bought this gorgeous sweater from @storets using klarna.

📷 @angelzheng\_

📞 Hello...@storets?? I'm going to need an even bigger shopping bag!! With @klarna.usa, you can purchase from amazing brands and slice the payment in 4. No upfront fees or interest and you can use any card. ✨ ✨ ✨ ✨ #SmoothSessions #Klarnalt #Ad #KlarnaPartner



## Beautiful results.

The influencers' reach was clear. With engagement rates that doubled the industry average, consumers were hooked by the Storets promotions. The result was a **+40% boost** in social traffic to Storets' online store.

Once arriving, shoppers purchased **60%** more units of a featured item. Klarna quickly became Storets' #1 site referrer, driving traffic and ultimately consumer acquisition.



## In their words...

“Klarna is more than a payment method tool, but a great marketing partner that acknowledges the importance of public relations and social marketing which is at the core of our business model. It is great to have such a partner to work with and grow together! One of the biggest goals for an e-commerce merchant like us is to help our customers' shopping experiences feel as convenient as possible. Klarna plays a huge role in this, and we find a big increase in returning customers checking out with Klarna each month, resulting in a boost in sales overall.”

- Sooyoung Chung, Marketing Lead

**Klarna.**

Klarna.com

📷 @klarna.usa

Ready to grow your business with Klarna?

Let's Talk