



Klarna. + **NEWHEEL**

Onewheel and Klarna Take a Smooth Ride to a 15% Uplift in Sales



Revolutionizing the Way We Move Through the World

Onewheel, a self-balancing, electric board, aims to bridge the gap between transportation and recreation. Selling mainly to commuters and boardsport enthusiasts in the U.S. and Europe, Onewheel is a revolutionary new way to move through the world that gives riders an incredibly smooth and enjoyable experience.

Picking the Perfect Match

With price points of \$1,299 to \$1,799 for their core products, Onewheel sought a financing option for their shoppers, particularly college students and young professionals. After reviewing prospective financing providers, Onewheel found that many had poor checkout flows and required extensive customer information to reach a credit decision. It was clear this would cause frustration in shoppers and an overall negative experience. The majority of the financing providers also didn't offer international payments, which would be key to growing the business.

Before long, Onewheel found Slice it by Klarna, which proved to be the perfect match.



Slicin' It

Onewheel found smooth success with Klarna. Slice it, a seamless point-of-sale financing solution, offers a fixed APR for online shoppers – meaning customers know the cost of financing before they apply. This differs from some competitors, whose rates fluctuate up to 30% and are only known *after* the customer applies. Klarna extends customers an open line of credit, allowing for continued use of the credit line for subsequent purchases within the Klarna network – no reapplying necessary. With operations in 14 markets, global expansion for Onewheel would be made faster and easier by partnering with Klarna. The Onewheel team was also sold on the consumer benefits of Slice it – super simple returns, the ability to pause a payment while a return is processed, Klarna Buyers' Protection, and the easy-to-use Klarna App.



Easy Peasy Implementation

In just a couple of weeks, the Onewheel team implemented Slice it onto their Shopify Plus eCommerce platform. The implementation was simple - even with customization to feature a dynamic "as low as" message for displaying the low monthly payment due when financing through Klarna. With great customer experience, a seamless Shopify Plus integration, and transparent credit terms for consumers, Onewheel's implementation of Klarna was flawless.

shopifyplus

Rolling Into Success

Through this partnership, Onewheel soon saw a 15% lift in total sales. The company reported 1.5x more consumers choosing financing at checkout, compared to those who chose financing when previously partnered with an alternative financing provider.

The Road Ahead: Onewheel and Klarna

After a smooth and positive experience, Onewheel and Klarna have continued to collaborate on co-marketing opportunities and consumer engagement techniques to boost loyalty and improve checkout conversions.

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Our overall Klarna integration and deployment experience was definitely five star. It was pretty easy technically and the Klarna support was amazing!

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