

Klarna.For Business

Old-world craftsmanship meets modern-day marketing tactics.

New brand Mirta launched globally, achieving steady 109% MoM growth in crucial markets while growing traffic, brand awareness, and revenue thanks to intelligent influencer marketing.



Mirta is an Italian e-commerce store launched in 2019, specializing in luxurious artisanal handcrafted handbags and accessories. Mirta's mission is to support small Italian workshops by enabling them to reach global consumers and independent boutiques.

The challenge.

Having just launched as a new business, Mirta wanted to increase its brand awareness and sales numbers in the US and APAC as part of its overall growth strategy. This growth would be measured by increased site traffic and sales within the targeted regions. Mirta sought an effective, results-driven performance marketing option to best ensure it met its goals.



“Klarna Creator Platform has changed how we run paid campaigns with influencers, as we invest in monthly paid campaigns with a dedicated campaign manager. This assistance simplifies the process internally and enables us to spend more time on other tasks.”

The solution.

Mirta considered influencers an excellent way to reach the audience it sought. Because the team is data-driven in its approach, it was looking for a platform to maximize the return on investment. Mirta decided to partner with Klarna at the beginning of 2021 to achieve its goals.

The partnership began with Mirta using Klarna Creator's Platform end-to-end influencer marketing software, which is tailored to e-commerce brands' needs, helping marketers find high-performing creators, collaborate efficiently, and track performance in real-time.

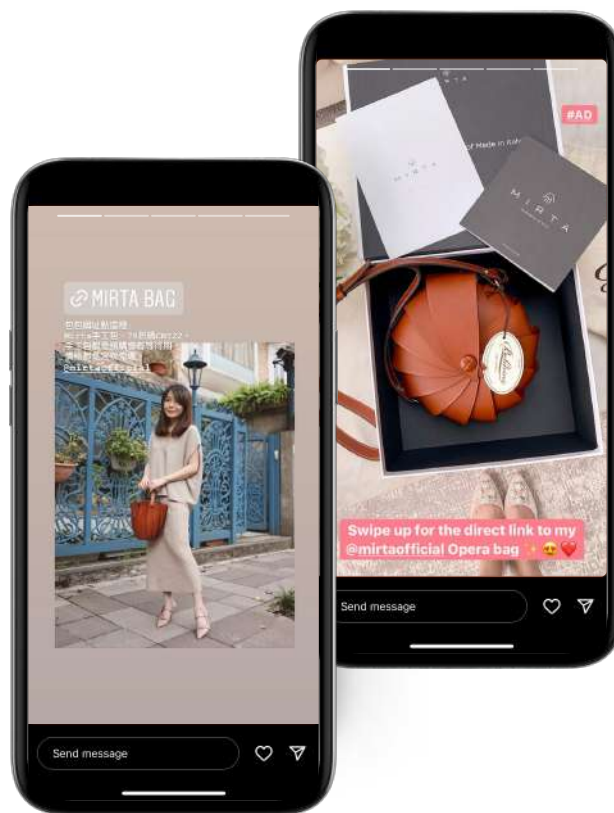
To kick off the campaign, Mirta first used the Klarna Creator Platform scorecard data to understand the landscape and evaluate which influencers would be most impactful and appropriate for the brand's audience. Being able to assess and rank potential partner influencers by average order value (AOV) and conversion rates was crucial in helping to select the right people to work with and a significant factor in opting for Klarna's platform.

Having identified the initial influencers to partner with, Mirta enabled the “gifting” tool in APAC and the US, providing products to selected creators to increase the brand’s global expansion opportunities, and make working with Mirta even more appealing.

Gifting was one carrot to incentivize organic posts from influencers; another came from Mirta increasing the individual sales commissions to its top performers, increasing the CPA rates as the campaign progressed. This also encouraged influencers to post more frequently and reach a wider audience.

And finally, the luxury brand also invested in monthly global paid campaigns with five of its top sales-driving influencers per month, which was successfully executed by Klarna’s experienced campaign team.

Over the course of 2021, Mirta worked with at least five influencers per month, using the dashboard to track progress | and retain high performers and discover new ones. The influencers were given coupon codes providing discounts for purchasing products, which helped to entice their audiences into browsing and then buying Mirta’s items. During specific high-volume shopping periods (such as Black Friday), select creators were given additional discount codes to share with their followers.



Wanting to diversify where people might encounter the brand, Mirta worked with creators on multiple platforms, including YouTube, Instagram, Facebook, Naver, Weibo, and RED.

Mirta was also featured in the Creator Platform’s weekly newsletters, which is sent exclusively to the thousands of creators using the service, helping increase the profile of the brand and led to multiple influencers seeking out the opportunity to work with Mirta.

As the year went on, Mirta continually reevaluated how its partners were performing. When Q4 arrived, the brand was able to prioritize the top revenue-driving influencers and focus the campaign around them. This ensured Mirta’s online exposure continued to grow from the most actively productive relationships and would attract new customers.

The results.

Partnering with Klarna Creator Platform to create monthly brand ambassador campaigns helped Mirta reach **149 countries** globally, over the course of 2021, the brand saw an average month-over-month increase of **109% in sales, 119% increase in orders, and 57% increase in site traffic**. Mainly targeting APAC and the US with its marketing efforts, 50% of Mirta's influencer-driven sales came from APAC and 42% from the US.

Since joining the platform in January 2021, Mirta's best performing quarter was Q4 2021, contributing 64% of Mirta's 2021 total revenue, 65% of orders, and 45% of total traffic. These results were achieved by working with Mirta's top revenue drivers from Q1-Q3 on a paid basis and also starting promotions for Black Friday in advance to increase Mirta's online exposure.

Klarna Creator Platform proactively sent through promotions highlighting Mirta in the weekly newsletter, which increased the number of organically linking influencers to the program and helped lift total revenue by 5% during Q4. During the peak shopping season, Mirta also increased commission for selected influencers, incentivizing them to create even more content for Mirta and increasing the total program performance.

Overall, in its first year working with the Klarna Creator Platform, Mirta saw a **1,236% increase in sales, 232% increase in clicks, and a 1,311% increase in orders**. From its initial investment to work with the platform, Mirta saw an **ROI of 614%** throughout 2021.

“Klarna Creator Platform is a great tool to maximize the potential of social media and niche communities. Since we started working together, we have seen great results in performance and driving sales—it has definitely played a significant part in the growth of Mirta. The dashboard is user-friendly, and the reporting helps improve performances campaign after campaign. ”

— ALESSIA PRIMAVERA, COMMUNICATION AND PR SPECIALIST

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in sales (MoM)

119%

increases in orders (MoM)

57%

increases in site traffic (MoM)

614%

Return on investment (YoY)