

Klarna. For Business

Sunnier sales with Ray-Ban.

Innovative ad placements and a unique rewards offer helped Ray-Ban launch a new product while driving attention and sales among Gen Z and Millennials.



Who is Ray-Ban?

Since the introduction of its iconic Aviator sunglasses, Ray-Ban has been at the forefront of cultural change, becoming a symbol of self-expression worn by celebrities, musicians, and public figures all around the world. Since 1999 the brand has been a part of the Luxottica Group, the leaders in premium, luxury, and sports eyewear.

Ray-Ban

The challenge.

In partnership with Meta, in September 2021, Ray-Ban was launching a new line of smart glasses called Ray-Ban Stories and wanted to drive the attention of 18-35 year-olds in the US and EMEA regions to this product line. Success would be measured by driving traffic to the brand's website and by increased sales.

The solution.

Ray-Ban first started working with Klarna in 2017 as a payment solution provider and later as a publishing partner in 2020.

Expanding the relationship was a smart use of resources, but it was appealing for other reasons as well. Ray-Ban identified Klarna's tech-savvy audience and various publishing channels as a powerful opportunity to reach the demographics the brand wanted to reach, achieving the campaign's goals of capturing more awareness and driving traffic to the website.

The campaign began with **Sponsored Placements** (premium ads found within multiple spots in the Klarna app), ensuring the target audience of 18-35 year-olds had continuous visibility of the brand in the Klarna app. The ads began in September, running through the end of Q4 in the US and continuing in the EMEA regions.

To further boost the launch of the Ray-Ban Stories glasses, Ray-Ban took over the featured placement in Klarna's **Rewards Club**. Messaging and ad placements featuring the brand announced users would earn 2X the rewards points on Ray-Ban products during a limited purchase window.

Utilizing the Rewards Club program enabled Ray-Ban to connect with Klarna's most engaged and active shoppers and reward them, and the brand didn't have to create a rewards program itself. Typically points are earned for every dollar spent using Klarna; with this promotion, shoppers could redeem 2X points. The Rewards Club campaign was so successful, Ray-Ban decided to permanently offer a 20% off voucher to its Klarna Rewards Club members. This is an exclusive offer, within the rewards home section, which members could redeem using their points.

Ray-Ban US also launched two other brand awareness campaigns in Q4 '21, utilizing multiple CRM channels, including email, dedicated in-app messaging, and in-app articles. Klarna ran five sponsored activities in EMEA for the brand, including three different ad categories (Sponsored Placements, Deals, and Collections).



The results.

Having kicked off in September 2021, the campaign had an immediate impact: compared to the previous month, **clicks rose 411%, sales increased 33%, and revenue jumped 52%**.

In Q4, Ray-Ban saw an increase of **47% in clicks, 132% in sales, and 104% in revenue** (compared to Q3). The campaign was also highly successful at helping Ray-Ban connect with and reach 18-35 year-olds with **69% of Ray-Ban's Klarna sales made by Gen Zs and Millennials**.

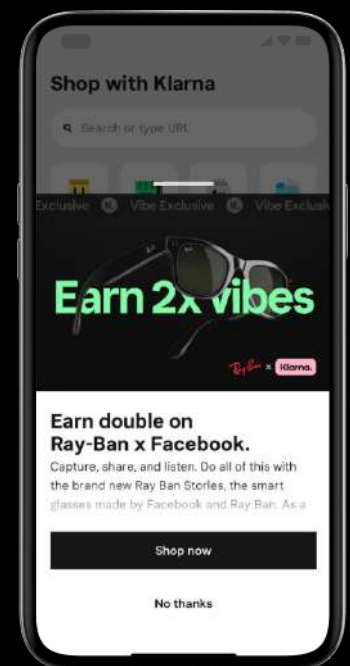
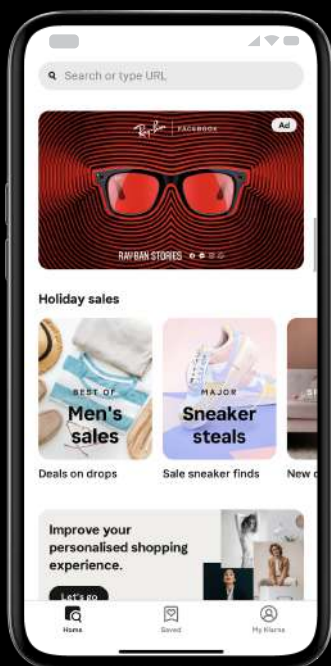
Additionally, the Ray-Ban Rewards Club partnership has been among the most successful rewards offerings in Klarna's history. Over 500K users were targeted with the limited 2X points offer, generating an **average order uplift of 78%, a spending uplift of 141%, and increased AOVs overall by 35%** over the control group.

The Ray-Ban coupon was such a popular option among Klarna shoppers that

the brand's 20% off voucher offer is now permanently available within the Rewards Club home.

Over the campaign Ray-Ban consistently performed over 14% better than the average for Klarna's Sponsored Placements. We have seen the same trend in the Deal category performance, with Ray-Ban surpassing the average number of visits to a brand's website and conversion rate with more than 20,000 visits in the UK alone during Q4. The Deal ads Ray-Ban ran were consistently in the top 25% performers for click-through rate.

Pleased with the impactful results from the Ray-Ban Stories campaign, Ray-Ban started offering Klarna's payments solutions at their EMEA stores, and then expanded the offerings into the US, while continuing to be a publishing partner.



By the numbers.

Q4 vs. Q3 '21

47%

increase in
clicks

132%

increase in
sales

104%

increase in
revenue

Rewards Club partnership.

78%

increase in average
number of orders

141%

increase in
spending

35%

increase in AOVs over
the control group

Throughout the campaign.

14%

performed better
than the average ad
campaigns

+20k

visits in the UK
alone during Q4

Top 25%

Performers for CTR for
the Deal Ads



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