

**Klarna.** For Business

# Bob's Watches – Case Study.

Integrating Klarna's onsite messaging and affiliate shopping platform, Bob's Watches added new customer traffic and conversions of Rolex, Omega, and other luxury watch brands.



**BOB'S**  
W A T C H E S

## Who is Bob's Watches?

Founded in 2010, Bob's Watches is the largest and most trusted pre-owned luxury watch exchange where consumers can buy, sell, and trade timepieces for men and women at true fair market value. Brands include Rolex, OMEGA, Cartier, Panerai,

Patek, and more. Meeting the needs of collectors, first-time buyers, and watch enthusiasts, Bob's openly publishes current buy and sell values, creating a unique online marketplace for buyers and sellers looking to get the best deal.

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## The Challenge.

As average retail prices rose rapidly during the pandemic, Bob's Watches wanted to ensure that anyone who bought a pre-owned luxury watch under \$15,000 and wanted to finance their purchase had access to a program.

By offering Klarna, Bob's Watches expanded its sales reach by offering manageable financing payment options for clients, increasing site traffic and incremental sales.



## The Solution.

Bob's Watches implemented Klarna's **12-36 months long-term financing** and **0% interest** programs enabling customers to split their purchases into multiple payments with fixed interest rates based on approval.

Bob's Watches implemented Klarna's On-Site Messaging to inform shoppers about flexible payment options throughout their shopping journey and Klarna's co-marketing support through Klarna Shopping's affiliate marketing platform to reach new customers.

## The Impact.

In the past year, **9% of all sales** were via Bob's Watches Klarna programs. And offering Klarna financing programs provided access to younger first-time buyers in the 18-24 and 25-34-year-old age groups.

**"Klarna has provided an important payment option for our customers at checkout and for our marketing efforts to continue to grow sales in the expanding pre-owned market."**

— PAUL ALTIERI,  
CEO/FOUNDER OF BOB'S WATCHES

**9%**

OF ORDERS

**\$6,145**

AOV

**97.8%**

NEW CUSTOMERS

**10%**

WOMEN