

**Klarna.** For Business

# 0% APR drives powerful results for high performance e-bike brand.

The merchant saw powerful results on their overall business, with volume uplifts over 50% and AOV lifts over 20%. Klarna SoC increased from 10% to ~23%. This was also effective in driving new customers for Klarna, with 30 incremental new customers, and new customer penetration growing from 72% to 82%.



## About Juiced Bikes

Juiced Bikes is a California-based company producing innovative, high-performing, and value-optimized electric mobility products. Always committed to a customer-first ideology, Juiced was one of the original direct-to-consumer electric bike brands in the U.S. market with an infrastructure uniquely positioned to maximize performance value to their riders.



## The challenge

Juiced Bikes was looking for ways to help their customers finance their high AOV purchases, but were finding that many customers would stall at the point of payment due to the risk based APR. They also wanted to increase the sales volume overall during “low volume days/weeks”.

**“Klarna has allowed us to increase sales by offering our customers low monthly payments for our electric bikes. With a very high AOV, converting visitors to customers can be a significant challenge but offering the option to pay [in installments] definitely makes our products more accessible. Additionally, using Klarna and 0% APR promotions has been an extremely effective marketing tool with Klarna checkouts more than doubling, from 10% to 23%.”**

– Juiced Bikes



## The solution

Juiced Bikes decided to take advantage of Klarna’s 0% APR financing product in order to boost volume for their high AOV products.

## The impact

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- Klarna SoC increased from 10% to ~23%.
- This was also effective in driving new customers for Klarna, with 30 incremental new customers, and new customer penetration growing from 72% to 82%.

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# 23%

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# 82%

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To learn more about Klarna,  
visit <https://www.klarna.com/us/business/>

Industry: Sport and hobby  
Year: 2022