

Klarna. For Business

Klarna × XIAOMI Store

The main purpose of XIAOMI Store is to bring the official XIAOMI products to the Portuguese audience, adding value to the XIAOMI Fans and pushing the awareness of the brand in Portugal.



About XIAOMI Store

XIAOMI Store Portugal sells exclusively official products and offers personalized post-sale assistance. Besides its online presence, XIAOMI Store has several physical stores in Portugal and is constantly expanding. XIAOMI Store focus is their customers, and they look to provide a personalized service of excellence.



The challenge

XIAOMI Store wanted to revamp and push their online performance, improving the customer experience and satisfaction. With an increased investment in digital marketing, XIAOMI Store was looking for the perfect growth partner to boost their traffic and sales online.

The solution

XIAOMI Store implemented Klarna's Pay in 3 solution, enabling customers to split their purchases into three interest-free payments over time, while XIAOMI Store is paid upfront in full.

XIAOMI Store also implemented Klarna's on-site messaging to inform shoppers about the flexible payment solutions throughout the shopping journey. Additionally, XIAOMI Store has included Klarna in its website and CRM comms such as homepage banner, top banner, newsletter, as well as paid media. Klarna has pushed XIAOMI Store to its database, on both web and app, through banners, deal cards and inclusion in multi-merchant campaigns, bringing new customers to the brand.

"We've seen an increase in customer satisfaction since integrating Klarna, thanks to a simplified check-out process and offering the flexibility of paying in 3 smooth payments, with no interest or hidden fees."

– XIAOMI Store Portugal



The impact

Since introducing Klarna, XIAOMI Store has increased its online volume, and shoppers who checked-out using Klarna had an average basket size 35% higher than XIAOMI Store's average. Additionally, by optimizing the presence in the app, web, and CRM communications, Klarna drove 20k+ clicks to XIAOMI Store in 2022.

Together with Klarna own channels, XIAOMI Store own channels, performance marketing campaigns and an optimized presence in XIAOMI Store's website impacting the consumer in the different touchpoints of their journey through On-Site Messaging, Klarna has reached a 21.6% Share of Checkout last year, averaging at 17.8%.

17.8%

Klarna's average Share of Checkout among all payment methods

20K+

Clicks driven from the Klarna app since September 2022

+35%

Average basket size increase