

Glow Dreaming × Klarna. For Business

# Dreamy!

How Glow Dreaming partnered with Klarna to increase AOV and order numbers.



## Who is Glow Dreaming?

Glow dreaming brings sleep to those who need it the most. They work with one of the world's leading experts in sound design to create a technology that stimulates the body's melatonin production so your body knows it's time for sleep. And that's not all. Their Glow Lullaby Organic Essential Oil has been designed to calm the nervous system and relax muscles, ensuring the transition from awake to sleep during your wind down is as smooth as it should be.

Everything you need for a dreamy sleep.

## The Challenge

Glow Dreaming wanted to offer their customers flexible payments and at the same time reach new Australian shoppers to create long lasting consumer awareness, trust and recognition. With a niche product it can sometimes be hard to reach the right audience and connect with those customers that need your product the most.

## The Solution

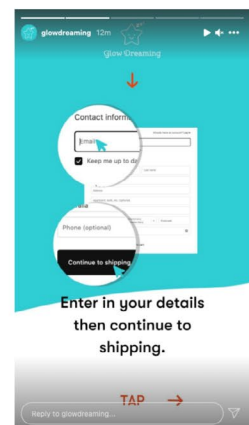
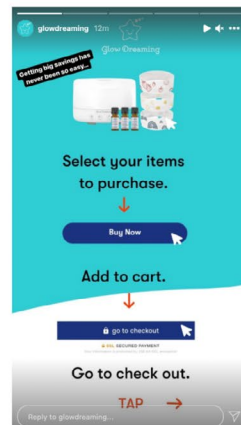
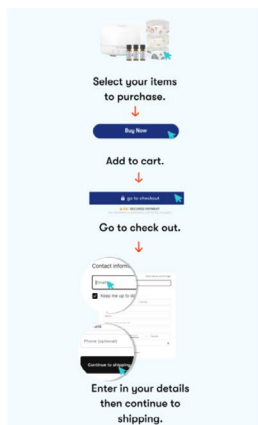
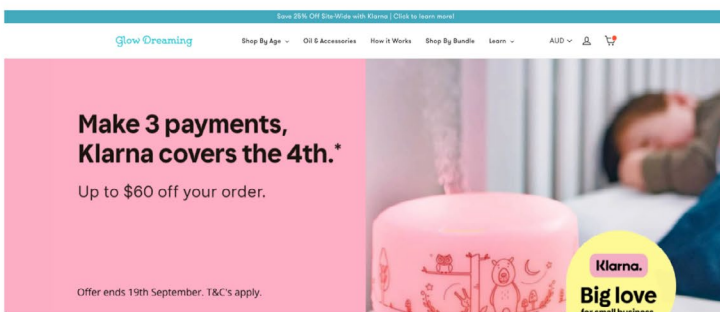
Glow Dreaming were invited to take part in Klarna's Big Love for Small Business campaign where we matched shoppers with small-medium businesses, to grow sales volumes and increase consumer awareness. Not only did Klarna put the retailers in the spotlight, but retailers could now offer shoppers flexible payments at checkout to make shopping with our small business retailers that much easier. Not only did Glow Dreaming educate shoppers, but they also turned on their Klarna On-Site Messaging marketing on

their website, to make it easy for shoppers to navigate and understand the offer. They also shared multiple EDMs promoting the campaign and made sure to implement eye-catching assets across their social media such as Instagram posts and stories.

## The Results

For those retailers who implemented the campaign in their own channels, we saw a significant uplift in sales numbers. Glow Dreaming made it easy for shoppers to checkout since their brand is playful and matched well with the campaign assets from Klarna.

Glow Dreaming started at the right end by educating shoppers about how to buy their product and pay with Klarna, because no one should have to choose between a good deal and a good night's sleep! Glow Dreaming saw a dramatic uplift in orders with **300%** above the average order number across the campaign, truly showcasing what a **collaborative 360 degree promotional campaign** can do for sales volumes.





**“The Big Love for Small Business campaign that we engaged in with Klarna over September 2021 was the first sort of campaign of its kind that not only had we ever seen but also that we had participated in.**

**The incentive was unique and allowed us to appeal to customers in a way that was attention grabbing.”**

– CELINE SIMPSON, GLOW DREAMING.

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