

ADOREBEAUTY × Klarna. For Business

# Making beauty sales glow.

How Adore Beauty's AOV skyrocketed by offering beauty shoppers a new way to pay with Klarna.



## Who is Adore Beauty?

Adore Beauty is Australia's number one pure play online beauty retailer, and an official stockist of over 260 leading beauty brands. They are an online-only retailer stocking a wide assortment of beauty, health and fragrances at competitive prices. Much of Adore Beauty's collection is focused on women's health and beauty with a smaller collection for men.

## The Challenge

Since launching in the busy Australian buy now, pay later market, Klarna has looked for innovative ways to drive growth and give merchants access to new audiences.

Shoppers are spoiled for choice when it comes to online shopping. There's always a sale somewhere and consumers' attention is being dragged in multiple directions. Klarna's unique position as the ultimate shopping experience gives retailers new ways to reach shoppers and capture their attention with features like price drop notifications and exclusive deals.

In partnering with Klarna, Adore Beauty wanted to re-engage distracted beauty shoppers and offer more flexible payment options. The brand also wanted to lift their average order value (AOV) and, in the long term, attract and convert new customers, increase brand loyalty and lifetime value, and set its business up for future growth.

## The Solution

Adore Beauty implemented Klarna's Pay in 4 solution, enabling customers to split their purchases into four interest-free payments over time.

In addition, Klarna devised a new reward campaign to delight customers and drive increased growth for Adore Beauty, while at the same time staying true to our responsible lending commitment.

To drive awareness, Klarna promoted the partnership with Adore Beauty via co-branded edm's and instagram posts as well as merchant spotlight placements and custom shopping lists in the Klarna app. To ensure we achieved an increase in AOV and orders, the Klarna co-marketing team launched performance marketing activity to drive customers to Adore Beauty's website and encourage conversion.



## The Results

Over the course of the promotion, Adore Beauty saw:

# 66%

increase in AOV and as well as a significant uplift in orders made with Klarna.

More than

# 1,500

orders came through with Klarna during the first week of the incentive.

Almost

# 2,000

orders during week two.

# 25x

increase in the number of orders paid with Klarna.

By partnering with Klarna, Adore Beauty managed to re-engage beauty shoppers by giving them more flexible payment options, but also lifted their AOV as a result of the campaign. We can't wait to see the future growth of this partnership.

**"We are absolutely thrilled with the results of the past month - what a power couple Klarna and Adore are together!"**

- ADORE BEAUTY

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