



# How-to: Klarna in-store.

Let your customers know that you're offering Klarna and **boost your sales**. Here's how.

**Klarna.**



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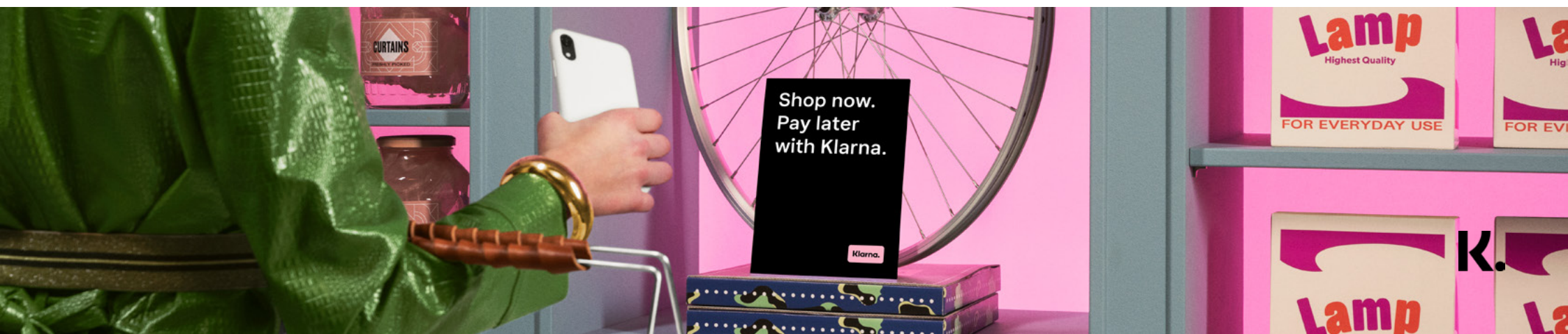


# More payment options. More sales.

Your physical store is facing online competition. Webstores have advantages that physical stores simply can't match... Until now.

By promoting Klarna's payment options in your store, you give your customers the same flexibility that they get online; they get to pay later while you get the money up front.

That means more items in the basket and less people walking out empty handed. **This is your edge.**



# The Klarna Effect.

**300%**

Increased financing\*\*\*

**500%**

Increase in financing share of checkout\*\*

**9 years**

Decrease in average age of regular shopper. Klarna helps merchants reach a younger demographic\*\*\*

**60%**

Increased conversion\*\*

**61%**

Increase in Average order value\*

\* £117.06 on Klarna vs £72.77 card (Fast Fashion)

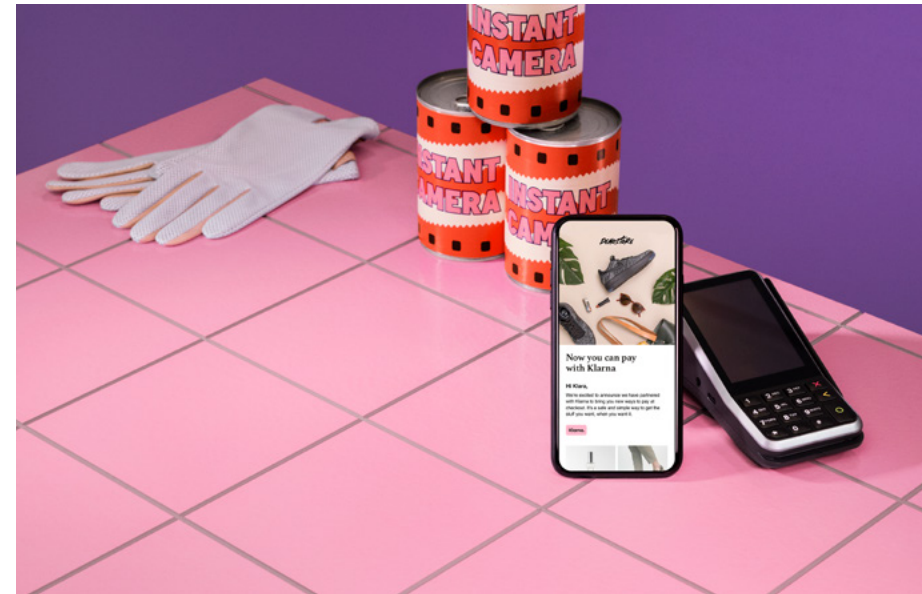
\*\* Apple Reseller

\*\*\* Bikes



# Small tweaks, large impact.

Small changes to the customer journey in your store will mean a lot to your sales numbers.



1

## Before the store

Every marketing touchpoint before their visit.



Leverage your webshop and social media to change purchasing power before they step foot in your store.

2

## Store entrance

Doors, windows and entrance area.



Explain flexible payment options and turn visitors into shoppers.

3

## Product browsing

Product browsing sections.



Drive upsell by explaining the opportunities of Klarna payments.

4

## The checkout

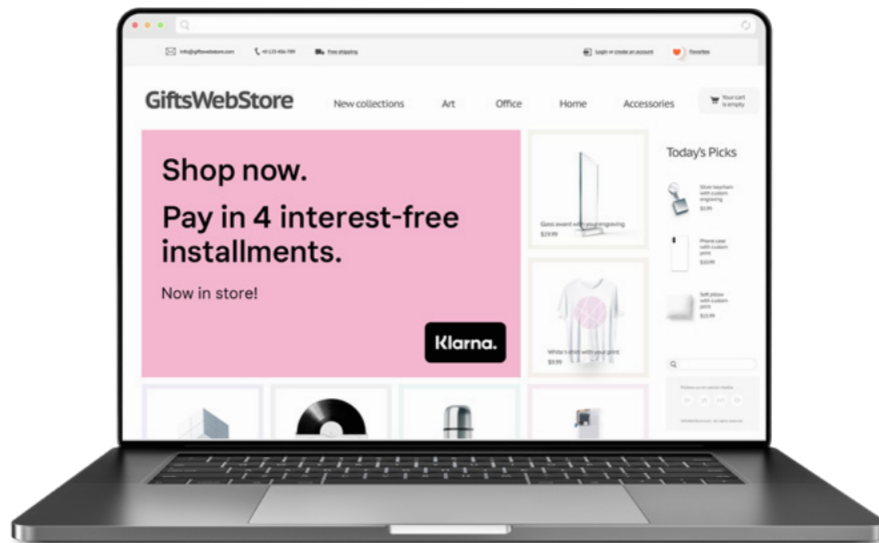
The queue and cashier.



Make it easy peasy! Give clear instructions early on in the checkout.

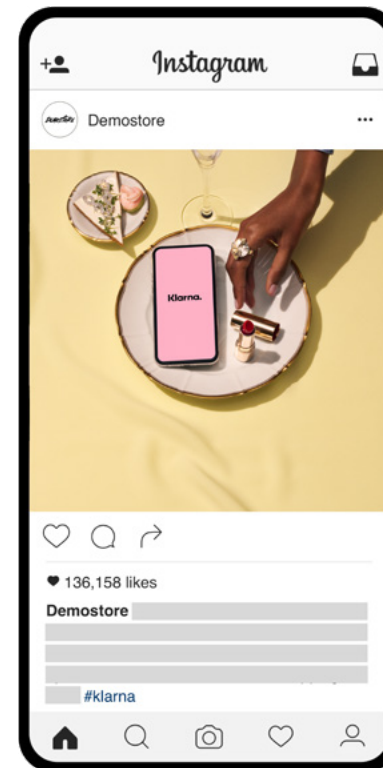
# Before the store.

Keep those upsells coming with clear and consistent messaging throughout the store.



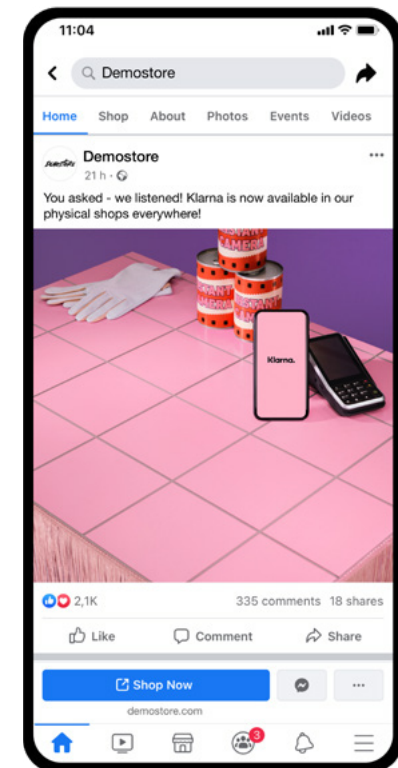
## Take it to the web

Use your webshop to tell customers they can use Klarna anywhere they shop with you.



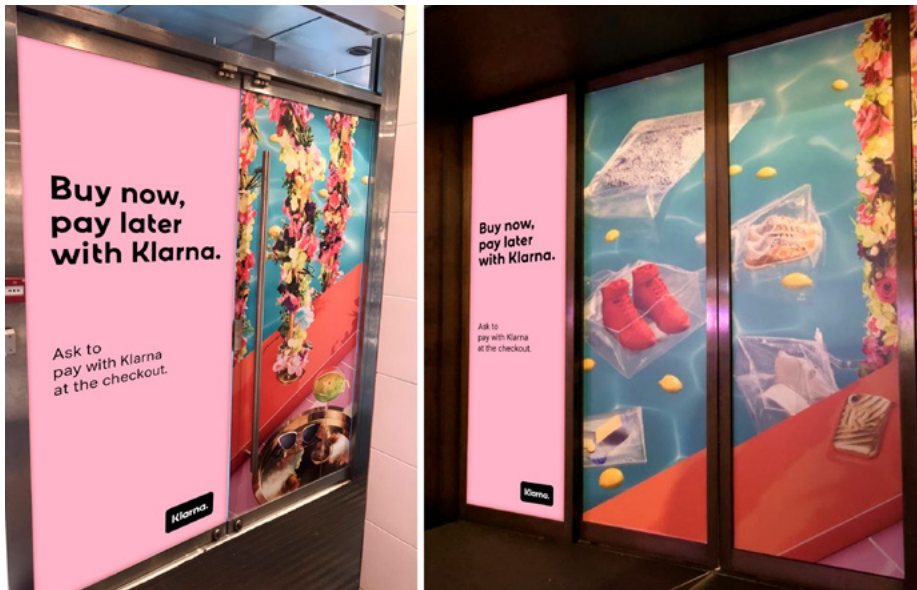
## Spread the word

Tell your customers on social and email that you offer Klarna's flexible payments IRL.



# Store entrance.

Keep those upsells coming with clear and consistent messaging throughout the store.



Door wrap



Window decals

# Product browsing.

Drive upsell throughout your store by showcasing the compelling messaging at the right place and time.



Browsing areas



Browsing areas



# Product browsing.

**Pro tip: put your Klarna info near ticket prices.**  
The way your customers know that they can split their payment if the price tag is hefty.



Browsing areas



Browsing areas

# Product browsing.

Keep those upsells coming with clear and consistent messaging throughout the store.



Changing rooms



Floor vinyls

# Checkout.

Get your checkout checked out. Cut queue times with clear instructions early on and make it a fun experience.



The queue and cashier



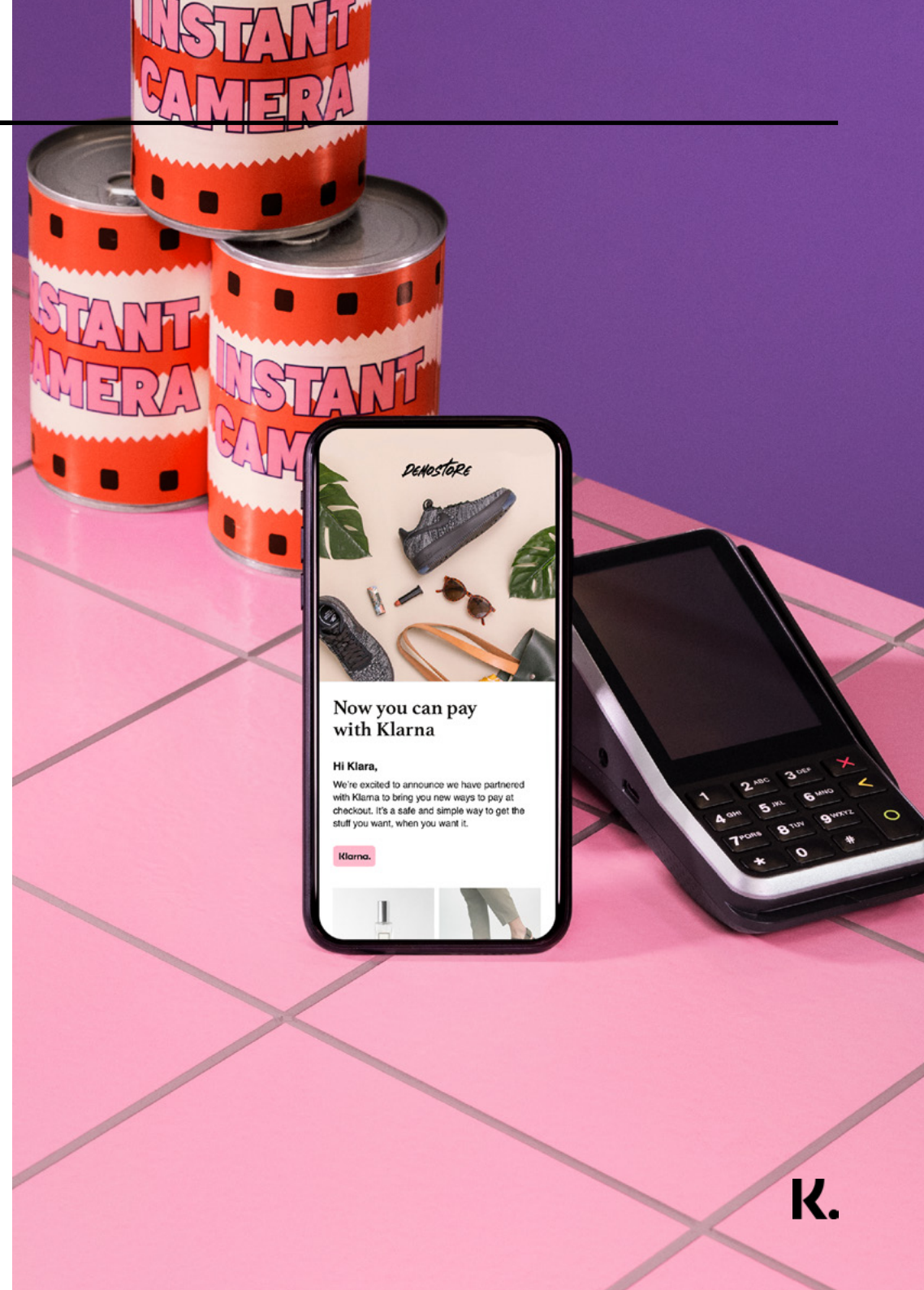
Tablet demo



# Get your assets.

Visit our [Retailer Resources](#) and download all the assets for both print and digital.

Enhance your store with Klarna and boost your cash flow today.



# Questions? We're here for you.

If any of this isn't clear as a bell, reach out to our [Merchant Support](#). We're standing by to help you with any and all questions.



K.

**Klarna.**