

In-store activation.

The guide to market Klarna in-store solution like a pro.

Klarna.



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.

500%

Increase in financing
share of checkout**

61%

Increase in average
order value*

9 years

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

60%

Increased
conversion**

300%

Increased
financing***

*£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.

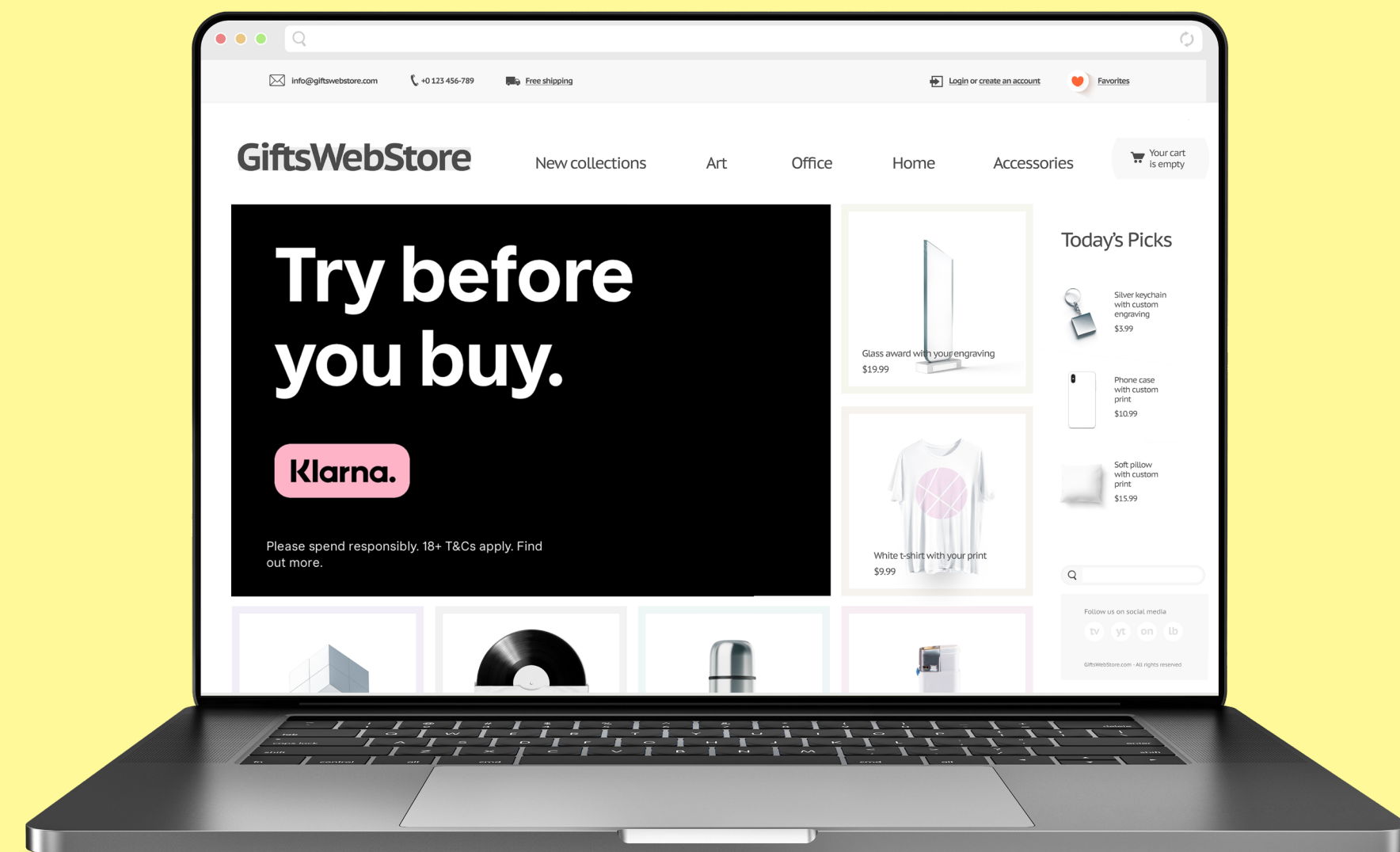
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- | | | |
|--|---|--|
| ● Before the store.
Every marketing touchpoint before their visit. | → | Leverage your webshop and social media to change purchasing power before they step foot in your store. |
| ● Store entrance.
Doors, windows and entrance area. | → | Explain flexible payment options and turn visitors into shoppers. |
| ● Product section.
Product browsing sections. | → | Drive upsell by explaining the opportunities of Klarna payments. |
| ● The checkout.
The queue and cashier. | → | Make it easy peasy! Give clear instructions early on in the checkout. |

Before the store.

Your customers will buy more with flexible payments.
So shout it from the rooftops.

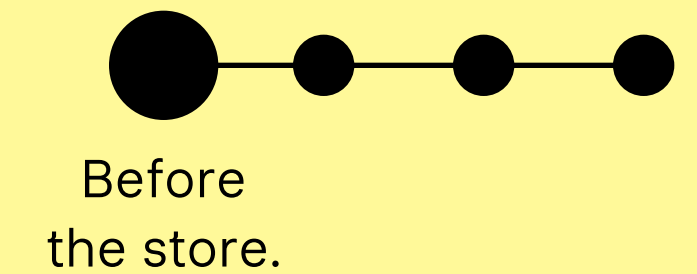
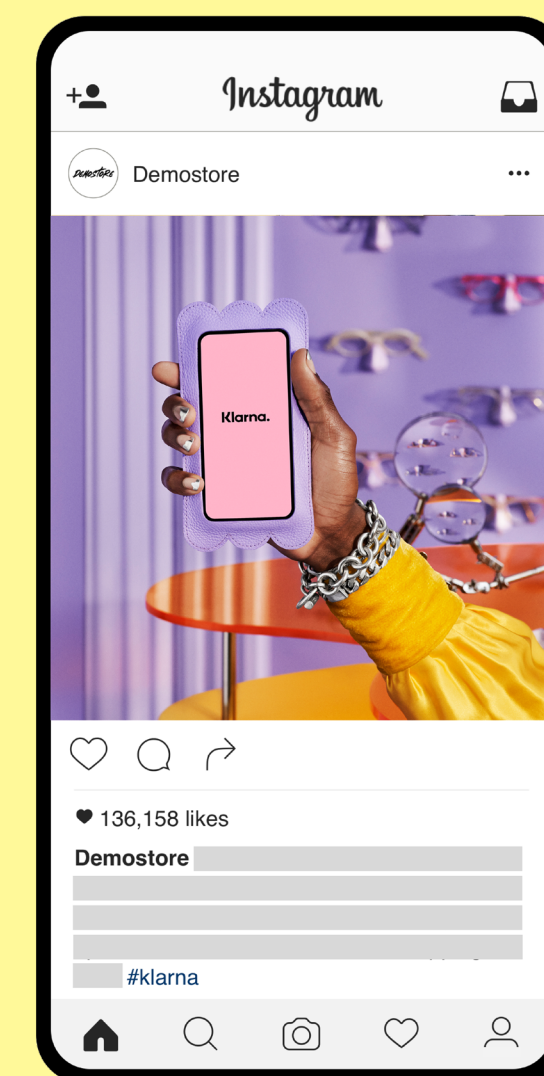
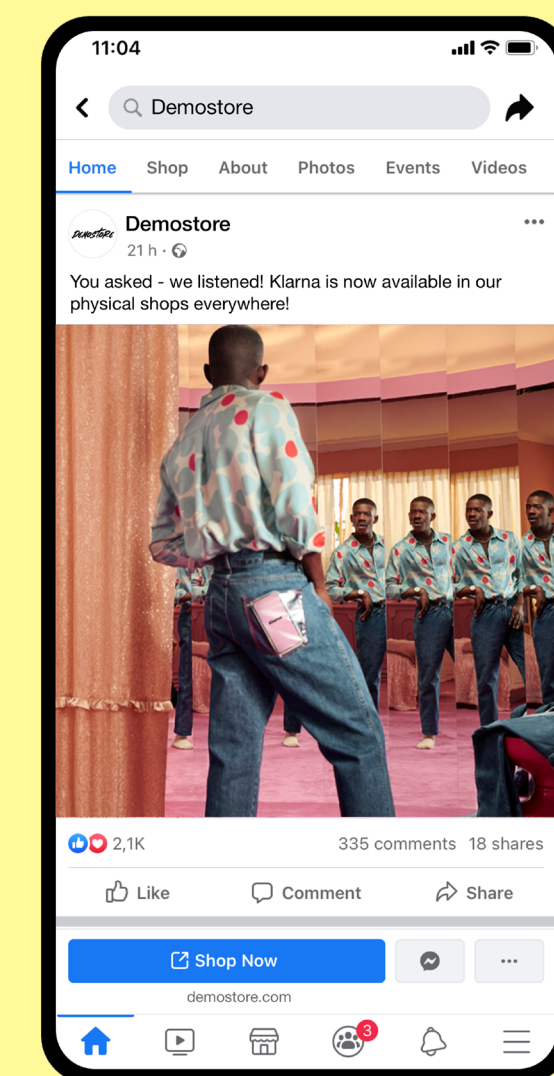
Take it to the web.

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

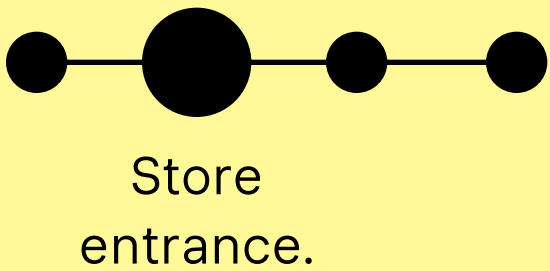


Spread the word.

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



Store entrance.



Turn window shoppers into buyers with informative storefront marketing.

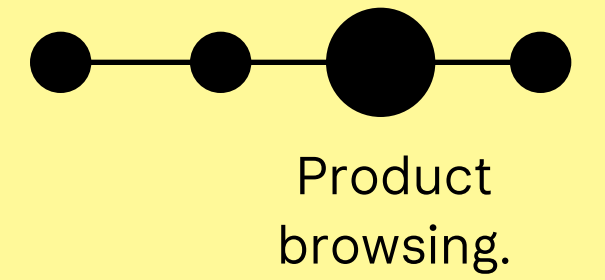
Door wrap:



Window decal:

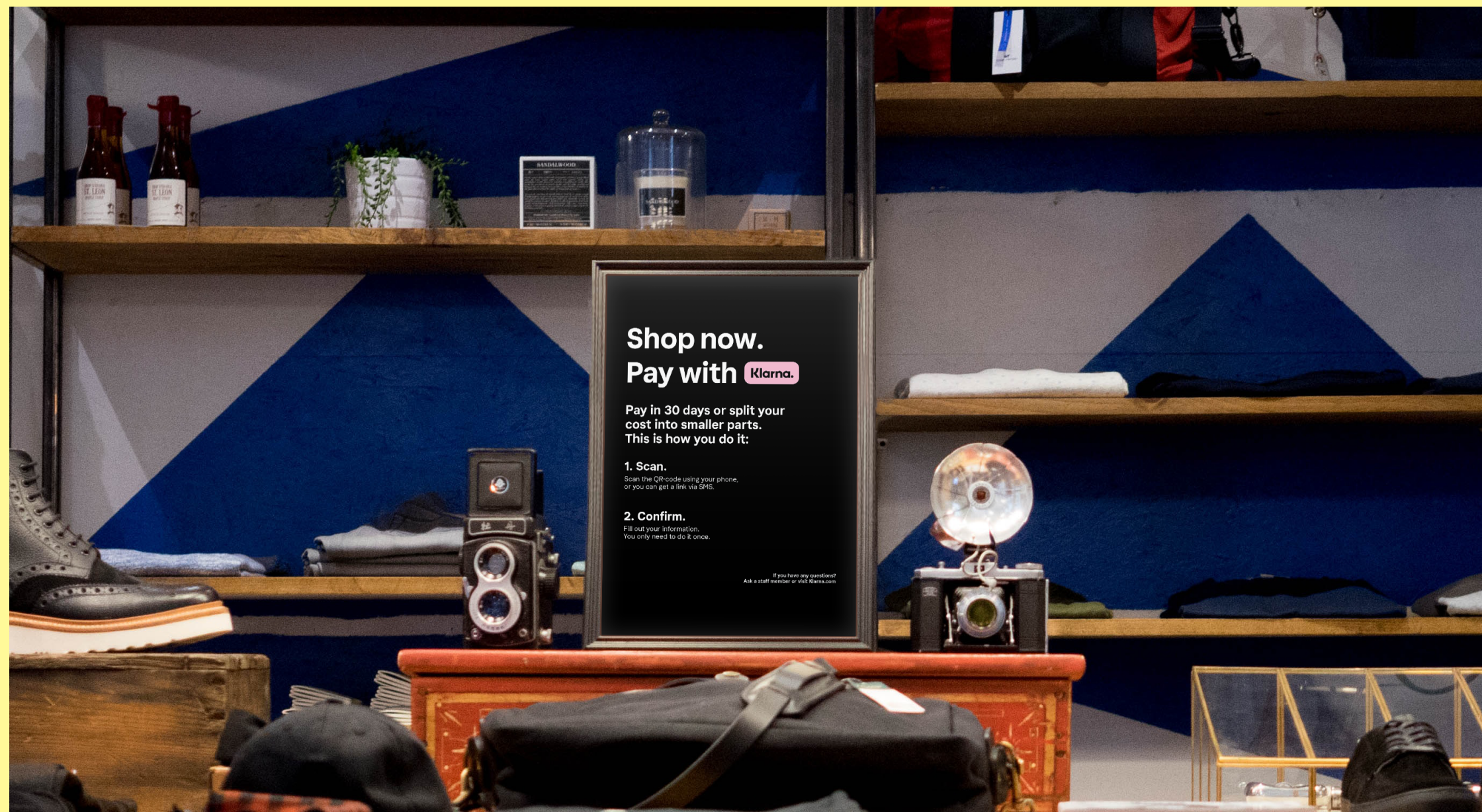


Product browsing.

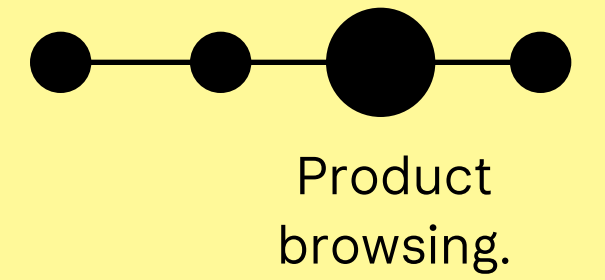


Drive upsell throughout your store by showcasing the compelling messaging at the right place and time.

Browsing areas:



Product browsing.

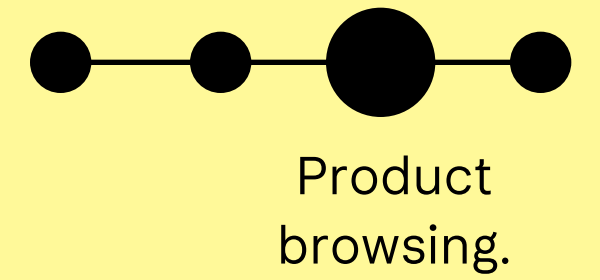


Pro tip: put your Klarna info near ticket prices. That way your customers know that they can split their payment if the price tag is hefty.

Browsing areas:



Product browsing.



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

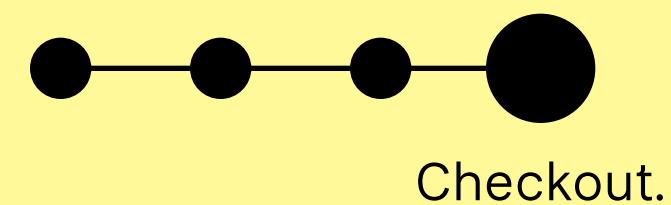
Changing rooms:



Floor vinyls:

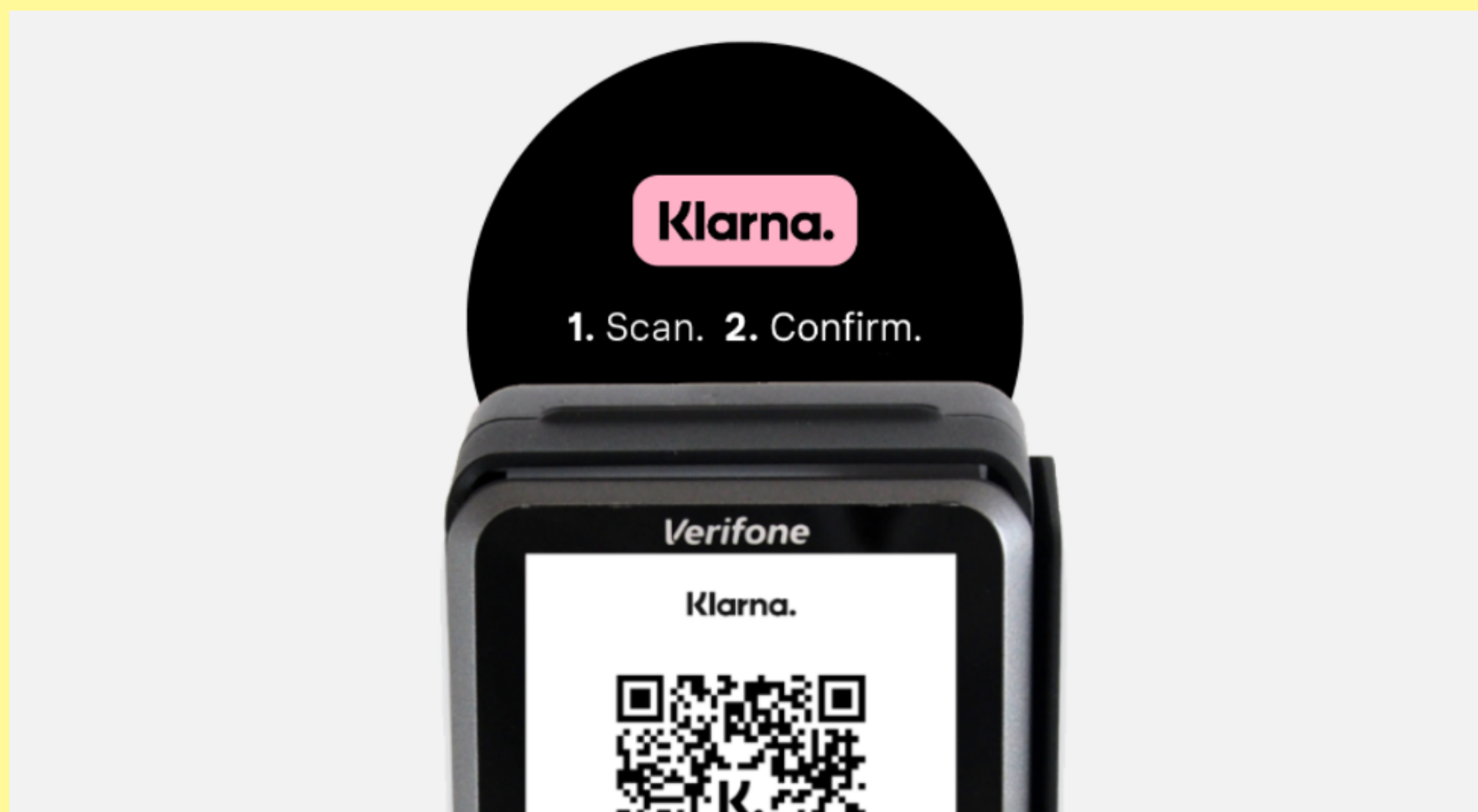


Checkout.



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

Terminal:



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](#) in your respective region.

We're standing by to help you with any and all questions.

