

Ann Summers × Klarna.



Ann Summers hits sweet spot with Klarna.

Sexy and daring, Ann Summers pushes boundaries and buttons to give adventurous shoppers exactly what they want. For mobile and online customers that includes smoother payments with a naughty little threesome from Klarna Pay in 3.

The destination brand for must-have lingerie and pleasure innovation, Ann Summers has led the market for over 40 years. A passionate champion of female liberation and body diversity, it keeps its brand fresh and exciting with celebrity endorsements, targeted discounts, competitions and seasonal promotions.





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The Challenge

As a champion of female liberation, Ann Summers was eager to explore flexible payments to give its online shoppers even more confidence and control at the checkout.

With many products priced £50 plus, it wanted to help them to feel their sexiest by empowering them to buy the best they could comfortably afford. It was also looking to broaden its appeal, by offering interest free options to those who don't have, or choose not to use, credit.

The Ann Summers team explains, “85% of our customers are female, aged 18-35, with the vast majority accessing the website from their mobiles. They love to explore new trends like underwear-as-outerwear and look to us to help make their fantasies more accessible.”

The Solution

Klarna Pay in 3 offered a safe, simple and seamless way to extend the company's online checkout. Available on spends over £30, it lets users split purchases into three equal payments over 60 days. There is never any interest or fees added meaning the customer will pay the same product price as they would if they were to use a debit card. It is user friendly and shoppers can pay online or via the Klarna app which also lets them keep track of spend and payments.

“Our fans were already using Klarna for lingerie hauls on partner websites so we knew there was demand and that they were comfortable with it. From a merchant perspective, the implementation was part of a larger site migration, but adding the Pay in 3 element was actually very smooth, fast and presented no problems.”



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The Results

Ann Summers launched with Klarna in July 2020 with tongue in cheek 'Fancy a Threesome' online and social campaign. It also rolled out an exclusive promotion to Klarna's customer base taking its proposition to loyal Klarna shoppers.

In under two months 10% of Ann Summers checkout was through Pay in 3 and the average transaction value had increased. Customers were switching online to take advantage of Pay in 3 and mobile users rose by 10%.

"Success at the checkout is only part of the story. Klarna has also given us a great focus for customer outreach. A recent email blast to our entire database delivered one of the best responses we've had – comparable to a sales launch but with no need for a discount. It's also helping to drive up social media impressions, which is notoriously difficult within our adult-themed segment."

The Benefits

Ann Summers' shoppers are now spending 35% more with Klarna when compared to debit card and importantly it is clear that they are buying responsibly.

The Ann Summers team confirms, "With Klarna Pay in 3, our shoppers are still making considered purchases. They are not filling their baskets but rather spending just a little bit more, upgrading on quality, fabric or features. Rather than having to forego their preference for price, they're now able to express their individuality, exactly how they want to, safe in the knowledge that they can spread the cost in a way that works for them."

According to Ann Summers, customers have no regrets or second thoughts about buying better. "We can see they are happy with their purchases and to date had minimal impact on returns, which is good news. Klarna has been a real turn on for our customers. As a brand, it's not afraid to push boundaries or be a little bit cheeky, which hits the sweet spot for us too."

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35%

higher AOV for Ann Summers shoppers using Klarna vs debit card

10%

rise in mobile users as customers moved online to take advantage of Pay in 3

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