

Animail increases conversions by 44% through focusing on abandoned shopping carts

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The pet store Animail is the first online merchant to be part of the new partnership launch between Klarna and Ve Interactive Nordic; whose goal is to convert abandoned shopping carts. Ve Interactive's email remarketing solution, VeContact, combined with the payment solution Klarna Checkout and its one-click-buy has increased Animails conversion rate by 44%.

The solution tested in the Animail case is an integration of Ve Interactive's product, VeContact, along with Klarna Checkout. A customer who for some reason abandons a purchase will receive an e-mail, via VeContact, with their shopping cart details. The customer then clicks in the e-mail and is brought straight to Klarna Checkout where the shopping cart is reconstructed and the payment information is pre-completed. The purchase is thereafter just one click away in Klarna Checkout.

- We are glad to be able to optimise conversion rates and at the same time further improve the customer experience in our shop. We always strive to make it as easy as possible for our customers to shop at Animal.se, says Karl Prytz, CEO at Animail.

Among the customers who choose to return to the site through this application; Animail has achieved a conversion rate of 72% in Klarna Checkout, compared to a previous 50%.

- Ve Interactive is one of the leading providers within remarketing and this partnership is another step in our effort to continuously increase sales for Online-retailers, says Pontus Andersson, Country Manager at Klarna.

Moreover, it will be possible to integrate Ve Interactive's on-site remarketing solution VeChat to further simplify Klarna's payment solutions for the customer.

- Klarna, and their solution Klarna Checkout, has elevated the checkout experience to the next level and the performance of our case proves that this combination can take it a step further. We want this to both clarify and streamline the buying process for online-retailers and their customers, says Johan Hagenfeldt, CEO of Ve Interactive Nordic.

About Animail

Animail was founded in 2007 and has establish itself as the largest online pet store within the Nordic region. With a comprehensive product range and fast home delivery the aim is to shorten and improve the way pet owners shop. Today the staff consist of over 30 people and deliveries are made to Sweden, Norway, Finland and Denmark. Animail also operates the veterinary clinic Anivet.

About Ve Interactive

Ve Interactive has established itself as one of the leading providers within retargeting and remarketing. The Nordic section of the technology company is part of a multinational organisation based on 26 offices around the world, which delivers solutions to over 10,000 customers in 20 different languages.

The product suite of apps allows clients to actively increase the conversion rate in their digital sales channels. Since its establishment in 2009, the goal has been to become the driving force in e-commerce and in the development of online customer experience.

About Klarna

Klarna was founded in Stockholm in 2005 with the idea to simplify buying. Today, we are one of Europe's fastest growing companies.

In 2014 we joined forces with SOFORT and formed Klarna Group, the leading European payment provider. Klarna Group has more than 1200 employees and is active on 18 markets.

We serve 35 million consumers and work with 50 000 merchants. Our goal is to become the world's favourite way to buy.

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