



Vaimo chosen by Kustom to elevate Adobe Commerce & Magento Open Source checkout experiences



Stockholm, Sweden, 4 July 2025 – Vaimo, one of the world’s most respected experts in digital commerce and customer experiences, is delighted to announce that it has been selected by Swedish fintech innovator, Kustom, to drive the next wave of enhancements for Kustom’s Adobe Commerce and Magento Open Source checkout solution. The collaboration will focus on continuous optimization of speed, usability and omnichannel capabilities, helping merchants convert more shoppers in every channel.

Founded in 2024 when Klarna Checkout spun out as an independent company, Kustom today powers over 24,000 merchants across 46 markets with its fully customizable, mobile-first checkout solution. Recent product launches such as Kustom Mobile POS, which turns any smartphone into a card terminal, underline the company’s mission to unify digital and in-person payments for seamless customer journeys.

“Kustom is reshaping how merchants engage shoppers at the point of purchase,” said **Robin Carlsson**, Managing Director Nordics at Vaimo. *“Our team’s deep Adobe Commerce pedigree combined with Kustom’s visionary platform will translate into even faster checkouts, richer*

payment options and measurable uplift in conversion for global retailers.”

Jesper Eriksson, Chief Commercial Officer at Kustom, added: *“Vaimo’s reputation for delivering award-winning commerce solutions made them the natural choice. Their proactive, data-driven mindset aligns perfectly with our roadmap of continuous improvements to the shopper experience, both online and, increasingly, in-store.”*

Elevating conversion through relentless optimization

The partnership will see cross-functional Vaimo specialists working alongside Kustom’s product team to:

- Iterate on UX and performance of the checkout module, leveraging A/B insights from Kustom’s vast merchant base.
- Expand payment flexibility by integrating new local methods and accelerating support for Kustom Mobile POS.
- Ensure long-term scalability on Adobe Commerce and Magento Open Source through architecture reviews and code quality initiatives.

[About Vaimo - vaimo.com](https://vaimo.com)

Vaimo is a full-service digital experience agency helping brands, retailers and manufacturers accelerate growth across Digital Commerce, Content Management, Data Management and Insights & Activation. With 600+ experts in over 15 markets across EMEA, APAC and North America, Vaimo is recognized as one of the world’s most respected specialists in digital commerce and customer experiences.

[About Kustom - kustom.co](https://kustom.co)

Kustom is Europe’s leading independent checkout provider, born from the global success of Klarna Checkout. With a merchant-first approach, its 90-strong Stockholm-based team delivers unmatched control, flexibility and scalability for businesses of every size. More than 24,000 merchants rely on Kustom to process payments in 170 markets worldwide, and its recently launched Mobile POS makes it the first Nordic provider to unify online and in-person payments in one platform.

Contact

Ella Molin
Head of Marketing
ella.molin@vaimo.com