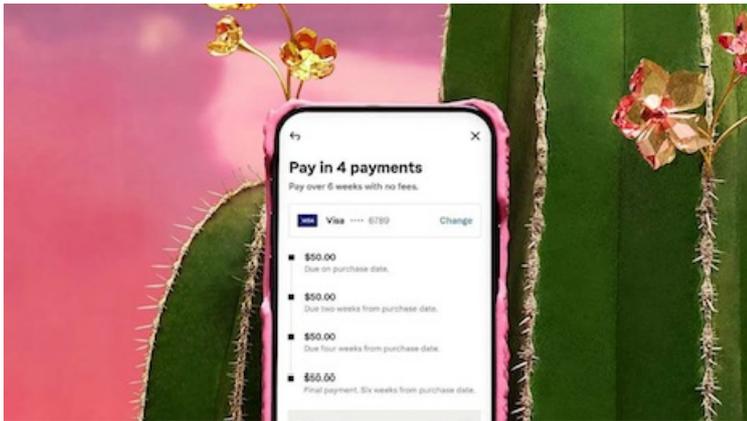


SOFTWARE AND TECHNOLOGY

Klarna elevates merchant marketing with new demand-generation services

March 9, 2021



The payment app has added AI technology to its repertoire of services. Image credit: Klarna

By LUXURY DAILY NEWS SERVICE

Payment provider Klarna is expanding its suite of marketing products and services designed to provide retailers with more tools to drive consumer demand and acquire, convert and retain customers.

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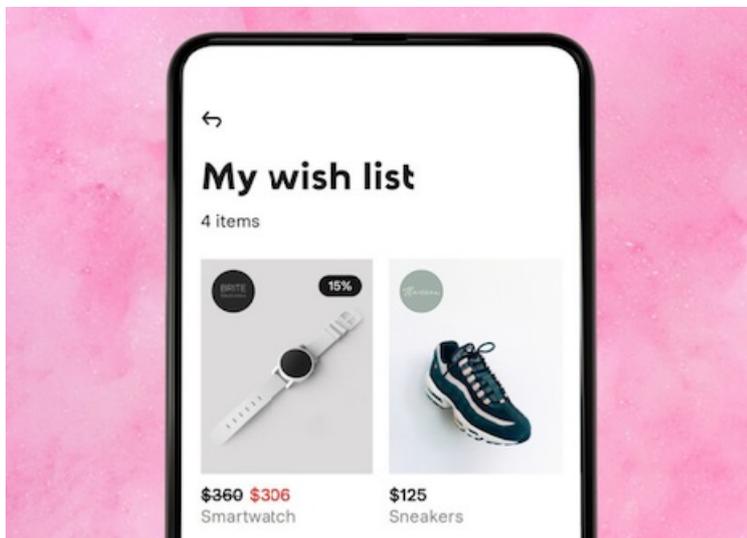
The new suite enables retailers and publishers to offer nearly unlimited shoppable content in native formats, on their own digital properties, through the Klarna ecosystem and across the internet. New enhancements also include AI-driven content creation tools to provide companies with personalization capabilities.

"The fundamentals of commerce are forever changed as more consumers forgo traditional retail store shopping for omnichannel commerce," said Sebastian Siemiatkowski, CEO of Klarna, in a statement. "Now, more than ever, it is important for retailers to create fresh, engaging and curated experiences to drive engagement and unlock growth with customers.

"With the introduction of our enhanced marketing services, we can help retailers implement impactful and actionable programs to better connect with consumers across all channels."

Digital commerce upgrade

Klarna's enhanced range of products and services can help retailers keep pace and reach the right customers without having to resource and create specialized content.



Klarna sends users price drop notifications on any item pinned to a Wish List. Image credit: Klarna

The retail solutions include the ability to promote pay later options throughout a customer's shopping journey on a retailer's own website or directly to Klarna's 87 million consumers worldwide, using sponsored placements, curated Wish Lists, featured articles and dedicated CRM channels.

Additionally, Klarna now provides AI-driven content creation capabilities, powered by Klarna's acquisition of San Francisco-based tech company **Toplooks**. Klarna also offers comparison shopping services (CSS) available through SemaTail/Shoptail, that enables merchants to list their Google Product Listings Ads (PLAs) more efficiently.

By utilizing Klarna and Toplooks' AI shoppable content engines, retailers have an opportunity to create high impact content from existing product imagery, implement dynamic pricing and customize promotional messaging that can be updated in 30-minute cycles.

LVMH-owned cosmetics retailer Sephora added Klarna to its payments options in the spring of 2020. Consumers shopping Sephora online or in the app can opt for Klarna's installment option, letting them pay in four equal payments with no interest ([see story](#)).

In October, Klarna launched in Italy, allowing Italian shoppers to make purchases from brands including Michael Kors and H&M and split their purchases into three interest-free equal payments ([see story](#)).

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