We team up with the world’s biggest brands

Now, you’re invited to tap into the fastest growing network of shoppers in the US. These are people who love to shop and engage with the brands that inspire them.

macy’s · H&M · SEPHORA · Foot Locker · Etsy · asos · Abercrombie & Fitch Co. · adidas · Timberland

Huge network and still growing

20M

shoppers in the US

122%

growth in US shoppers YoY

Massive retailer adoption

24

of America’s top 100 largest retailers live

60K

physical stores live in the US

Recognised as the industry leader

#1

in PYMNTS app ranking

#5

2020 CNBC Disruptor 50 List

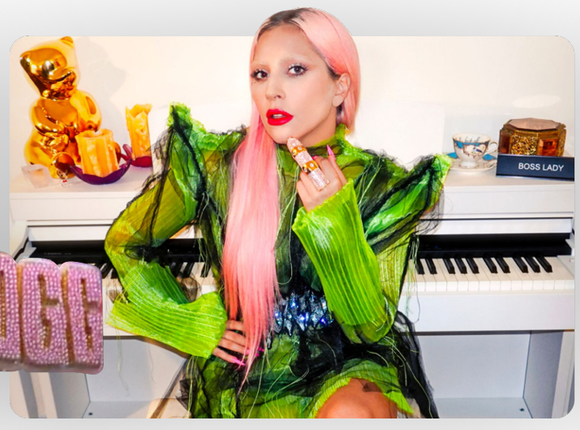
At Klarna, we make shopping *smoooth*.

And here's why people select us at checkout

Our engaging brand

We speak to shoppers in a way they can relate to. We say things as they are without complex terminology, and we do it with a Smoooth flair. To top it off, our mostly millennial and gen z shoppers get to engage with our services and retailers through some of our many influencer partners and campaigns.

Smoooth Dogg



Lady Gaga

Heartbeats4sneakers

Super Bowl

Our superior product

We offer so much more than a payment method. Instead, we elevate the full shopping experience. Here are just some examples of how:

Before checkout	During checkout	After checkout
Co-marketing campaigns	4 interest-free payments	Automatic payments
On-site messaging	Pre-filling	24/7 support
Personalized experience	No re-directs	Klarna shopping app

And the fact that it's available everywhere

In the Klarna shopping app, shoppers can use Klarna at any store. When shoppers browse, wishlist and buy directly through the app, we get insights into their preferences and future purchase intent. These insights are used to target, inspire and engage shoppers to make their next purchase with you.

1M
Daily leads to retailers

4M
Monthly active users in the app

13M
Wishlisted items in the app

2M
Transactions per day