

Klarna

x Miravia



Elevating the shopping experience for a digital generation

Miravia, launched in Spain in late 2022, is an innovative e-commerce platform that blends global brands, local sellers, and lifestyle content in one digital space. With a focus on fashion, beauty and health, Miravia offers consumers access to top global brands alongside trendsetting local sellers. The platform enhances the shopping journey with influencer reviews, virtual beauty try-ons and exclusive loyalty programs. Since its debut, Miravia has attracted over 10,000 brands, including 800 official brand stores, offering a wide range of products from fashion to electronics, groceries and more.

Elevating the shopping experience

Case study

Spain

2024

Marketplace

"Klarna's flexible payments and marketing have helped us engage younger audiences and boost high-value sales, driving significant growth."

- Julián Martín, Head of Payments & Partnerships



The challenge

Miravia faced three major challenges as a new player in the competitive e-commerce market. First, they needed a partner that could address multiple business needs, from payments to marketing support.

Second, with Gen Z and Millennials as their core target group, it was crucial to collaborate with a partner who could resonate with this younger audience and strengthen Miravia's brand appeal. Finally, Miravia wanted to increase their average order value (AOV).

The solution

Klarna provided a comprehensive solution tailored to address these challenges. To meet Miravia's diverse needs, Klarna offered a range of flexible payment options, including Buy Now Pay Later (BNPL), Pay Now, and financing solutions, enabling Miravia to cater to different consumer preferences.

In addition, Klarna became a strategic marketing partner, executing campaigns like Klarna Deals to increase sales and AOV or driving qualified traffic through Klarna's affiliation program.

Klarna's strong brand appeal to younger audiences further helped Miravia connect with Gen Z and Millennials, enhancing the platform's relevance and positioning in this demographic. Lastly, Klarna's financing options and targeted marketing campaigns, such as focusing Klarna Deals on high-value products, specifically helped Miravia push for higher AOV.

The impact

The partnership between Klarna and Miravia delivered impressive results across all fronts. Klarna's flexible payment solutions and marketing initiatives drove significant sales volume, especially during Klarna Deals campaigns with avg **+76%** volume uplift, reaching outstanding **+179%** volume uplift during Black Friday 2023 campaign.

In addition, **62%** of Miravia's shoppers using Klarna were from the key Gen Z and Millennial demographics, validating Klarna's strong resonance with younger audiences. Miravia also saw an amazing **+57%** uplift in average order value. Finally, Klarna's financing solutions and targeted deals helped to convert higher-value purchases and boost overall sales.

79%

volume uplift with
Klarna Deals campaigns

62%

reach to Gen Z and
Millennial consumers

57%

increase on AOV