



Small Screen, Big Impact

In 2005, Kiva set out on a mission to empower individuals by connecting people through crowdfunded microloans. The unique crowdfunding platform has allowed more than 3.6M entrepreneurs and small business owners to receive loans funded by nearly 2M individuals worldwide. Kiva continues to push the envelope on how to connect individuals and enable greater financial access globally.

Challenge

Prior to 2020, Kiva was solely a desktop-based platform. With consumers continually raising expectations on convenience and security, Kiva knew it was essential to optimize its presence on mobile. "We're trying to meet Kiva's lenders and potential lenders where they already are. With new and younger audiences, that's more and more often mobile," said Kiva's Principal iOS Software Engineer, Eric Jensen.

Solution

Kiva wanted to reach new audiences, create a new type of user experience for lending and design new patterns of interaction with their users. Thanks to a seamless Braintree integration, the Kiva mobile app was able to give lenders choice in how they'd like to pay and power frictionless payments. "This crowdfunding platform is now, quite literally, in the hands of the general public," said Doug Seckinger, VP Strategic Partnerships Communications for Kiva. "It's making it even easier for small change to be a part of big impact."

Outcome

Since the app's debut, Kiva has seen an astounding 43,000 users download & launch the application. Notably, up to 75% of those users were new to Kiva. Of all mobile app transactions, more than one third utilize the PayPal payment method. Checkout conversion has increased by 5% since the introduction of PayPal through Braintree. "Braintree in general has been fantastic for the app, giving lenders the ability to quickly deploy money," said Jensen. The ease and reliability of PayPal helps increase conversion, ultimately accelerating the funding of small businesses worldwide. "Braintree is pivotal for the success of our app and builds on the foundational partnership with PayPal and 15 years of collaboration and impact together," added Seckinger.

SUCCESS METRICS

 **43K+**

Users downloaded & launched the Kiva app¹

 **4.9**

Out of 5 star iOS app rating on App Store¹

 **5%**

Increase in conversion with PayPal²

Note: Results are based on internal PayPal data from 2019-2020. Results may not be typical and may vary substantially by business.
1. Kiva data March 2020-October 2020
2. From A/B testing during 7/20/2020-9/11/2020

“Anything we can do to provide more accessibility to our lenders and increase the opportunity to make more loans is always going to be a big ‘yes’ for us. We’re grateful for the opportunity to do this in new ways through the PayPal partnership.”

Louisa Daly

Director of Strategic Partnerships
Kiva, www.kiva.org

