



Klarna. For Business

A sparkling success.

Capitalizing on peak shopping moments, KAY and Zales, two of Signet Jewelers' premium brands, utilized an affiliate partnership with Klarna to grow traffic, conversion, and sales.

About Signet Jewelers.

Signet Jewelers is the world's largest retailer of diamond jewelry, featuring renowned brands like KAY and Zales, among others, and operating approximately 2,800 stores in the US, Canada, UK, and Ireland. Zales, the Diamond Store, is the go-to place for fine jewelry that reflects style. And for over 100 years, KAY Jewelers has helped millions of people express their love and celebrate meaningful moments through the gift of fine jewelry.

SIGNET
JEWELERS

KAY
JEWELERS

ZALES
THE DIAMOND STORE™

The challenge

Having leveraged affiliate partnerships previously, Signet was looking to diversify its publisher mix outside of traditional models to increase site traffic and sales, particularly ahead of peak jewelry shopping moments.

The solution

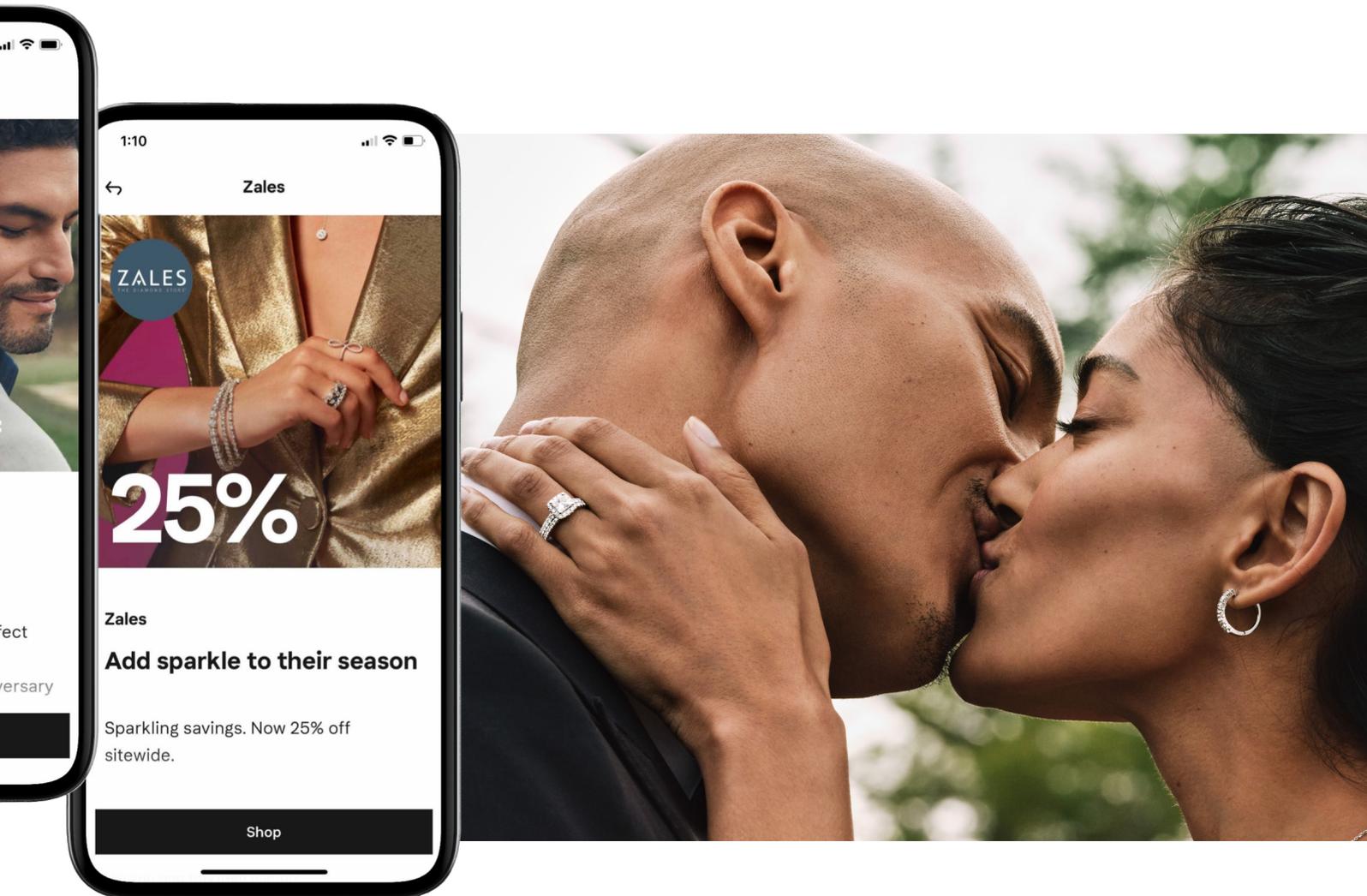
Signet noted how Klarna has invested in creating new products, turning the brand into a premium publisher. The rapid growth of Klarna's app to over 24 million U.S. shoppers signified a great opportunity and Signet entered into an affiliate marketing partnership to tap into Klarna's large and loyal audience of engaged shoppers.

The Klarna team began by developing impactful and timely campaigns for KAY, one of Signet's premium brands, including them in prime placements across various owned channels.

The campaigns strategically launched in tandem with two seasonal shopping moments, Mothers' Day and the winter holiday season, to capitalize on increased interest in the jewelry vertical around those times.

Within the Klarna app, KAY was featured through the *Sponsored Placements* (premium ads in different spots in the app), *Deals* (highlighting specific brand deals), and *Collections* (lists of products, brands, or other content native to the app). KAY was also included in a *Deals Email* sent to Klarna's opted-in customer base.

Having seen impactful results and fast success with KAY, Signet expanded its affiliate partnership to include another of its priority brands, Zales. Kicking off ahead of Q4 and the holiday shopping season, Zales similarly was featured in the Klarna app through the *Deals* and *Collections* email promotions and also in the *Deals Emails*.



The impact

By highlighting Signet brands at the most active jewelry shopping and gifting moments, Klarna-driven web traffic at KAY **increased 203%** in Q4 2021 compared to the previous year.

Meanwhile, Zales saw an immediate **uplift of 125% in Klarna-specific web traffic** during the first quarter of its partnership.

Beyond increasing traffic, KAY saw a **296% increase year-over-year** in Klarna-specific online sales revenue during Q4 2021, and Zales saw a **176% quarter-over-quarter increase** in Klarna-specific online sales revenue.

The affiliate partnership results were so impactful the brand has increased its investment with Klarna and expanded the relationship to additional brands in their portfolio.

“We are thrilled with the results of our partnership with Klarna—so much so that we are investing further in Klarna marketing solutions. Getting in front of their audience has been extremely valuable in driving new customer acquisition and helps us reach precisely the shoppers we most want.”

– Signet Jewelers

296%

YoY increase in Klarna-specific online sales revenue to KAY

125%

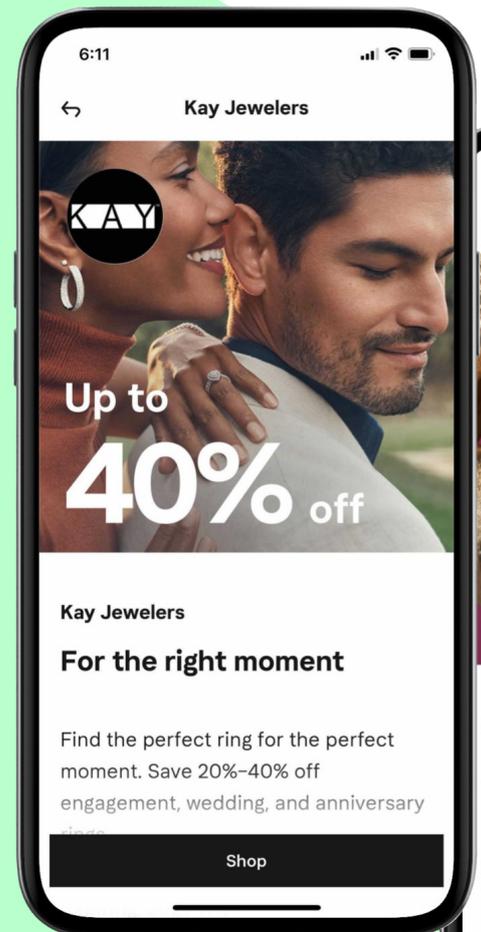
QoQ increase in Klarna-driven web traffic to Zales

203%

YoY increase in Klarna-driven web traffic to KAY

176%

QoQ increase in Klarna-specific online sales revenue to Zales



Ready to give your business a boost?
Check out [Klarna's Marketing & Ad Solutions](#)

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