



Who is Relax the Back?

For 30+ years, Relax the Back has provided a holistic approach to sleep, recliners, massage, fitness, travel and office products in order to improve the quality of lives of customers with specifically designed wellness products. Relax the Back also provides spinal-health education to its customers and has 90+ retail stores throughout the US and Canada. Relax the Back chose Guidance, one of Klarna's leading e-commerce agency partners, to re-platform and design their current site on Shopify Plus.

Retailer

Relax the Back

Business Focus

Furniture

Klarna solution

Best-in-class partnerships

Re-platforming with Guidance

Relax the Back had a clear vision in partnering with Guidance. They wanted the website to serve as an educational resource and drive more traffic to franchised stores. Guidance created a custom pain relief center, a custom chair configurator, and a custom store locator to help Relax the Back achieve their goals. The website launch was a massive success, and Shopify Plus even recognized Relax the Back for being the top 2% of site launches with the most traffic.

Growing revenue with Klarna

Beginning in March 2020, with lockdown restrictions, Klarna saw a spike in usage for home furnishing. Customers were looking to purchase home office equipment and turning to alternative financing options to alleviate the friction of cost. As Relax the Back prepared to launch their new website, they were looking for more ways to attract and convert customers. Klarna was the obvious choice for a few reasons:



Klarna has flexible product options:

Relax the Back has a wide range of products and Klarna's suite of payment options is fit for a wide range of price points, making it simple for Relax the Back to keep alternative options under one roof.

Best-in-class Klarna x Shopify integration:

Through Klarna's partnership with Shopify Plus, Relax the Back was able to get Klarna up and running in a matter of days.

Klarna helps with customer acquisition:

Klarna runs co-marketing efforts with partners to drive 9MM US customers to merchant's websites, increasing sales.



Impact & Results

Relax the Back's customers love seeing Klarna payment options at checkout. In fact, we aren't sure who's happier with the partnership: Relax the Back or their customers.

149%

Since launch, Klarna has increased AOV by 149% on average.

670%

In June, AOV was driven up as high as 670%.