

# Listrak + Afterpay: Delivering a flexible buying experience

"Buy Now, Pay Later" increases conversion rates and greater CLV while providing instant gratification to shoppers.

Retailers and brands are finding that interest-free payment plans deducted in equal amounts from bank accounts are an attractive option for shoppers who may have their eye on a large purchase or simply want the ease of checkout without having to search for their credit card. And in many cases, these shoppers may not own a credit card which is another benefit of BNPL reaching a new audience.

Over the last few years, BNPL has been predominant with Millennial and Gen Z buyers, however, recently the trend has become more mainstream as consumers look for ways to soften the rising costs of a wide range of goods and services with monthly installment plans.

Listrak/Afterpay clients are seeing the results of this trend. During an A/B split test, one client experienced a 2.5x revenue lift over the control group when a BNPL message was included in a Shopping Cart Abandonment Campaign.

## 2.5X

Revenue Lift over Control Group when BNPL was included in a Cart Abandonment Campaign



**The Afterpay/Listrak partnership provides flexible purchasing options, meeting the client wherever she is and further personalizing her shopping experience."**

Amyn Jivani, Global Head of Channel Partnerships, Afterpay

## BNPL Usage Forecast in 2022 by Generation



44%

Gen Z



37%

Millennials



23%

GenX



9.4%

Baby Boomers

**“According to Juniper Research, BNPL payments are expected to account for nearly a quarter of all global ecommerce transactions by 2026, up from just 9% in 2021. It’s a payment type that attracts all audiences, particularly Gen Z and millennials.”**

Globalpayments.com

Adding Afterpay to your Listrak campaigns offers convenience and flexibility at checkout improving conversion in cart abandonment campaigns and AOV. Introducing BNPL options in welcome series and broadcast campaigns will alert buyers of the service as more and more customers will come to expect flexible payment options.



### Boost conversion, ROI and AOV metrics

Increase conversion and AOV by offering payment options throughout key points in the customer journey.



### Drive total value of shopping cart

Payment options aren't limited to a specific item and can be broken down across the entire cart purchase.



### Offer financing before discounts

Rather than cut into AOV, offer an interest-free payment plan early in the customer journey.