

SUCCESS CASE

en tu hogar by *Coca-Cola*

Refreshing Homes, One by One:

The Evolution of Coca-Cola's
E-Commerce with DEUNA

For a company like Coca-Cola, innovation has always been a defining strength

However, as commerce increasingly moved online, a key challenge emerged: physical reach does not automatically translate into digital performance. Driving demand was no longer enough. The experience itself needed to convert.

Coca-Cola en Tu Hogar was launched to bring the brand closer to consumers through e-commerce. While the initiative generated strong engagement, the purchasing experience revealed a critical gap. Payments were completed outside the platform, turning checkout into a disconnected step rather than a natural extension of the journey.

The diagram consists of two circles connected by a horizontal line. The left circle has a multi-colored border (red, orange, yellow, green, blue) and contains the text 'en tu hogar by Coca-Cola'. The right circle has a blue border and contains the text 'DEUNA'. A horizontal line passes through the center of both circles, connecting them.

en tu hogar
by *Coca-Cola*

DEUNA

CHALLENGE

Demand is lost at checkout

This fragmentation introduced friction at the most decisive moment and limited Coca-Cola's ability to control both conversion and customer experience. Checkout completion rates remained low, cart abandonment was high, and approval rates fell short of expectations.

The issue was not demand or trust. Customers simply could not complete their purchase within the same environment. What seemed like an operational detail became a structural limitation for scaling e-commerce across its bottler network.

OBJECTIVE

Turn e-commerce into a growth channel

In response, Coca-Cola set out to reposition e-commerce as a true growth channel. The goal was to keep users within its digital ecosystem, improve approval and conversion rates, and reduce reliance on cash, all while maintaining operational stability across its bottler operations.

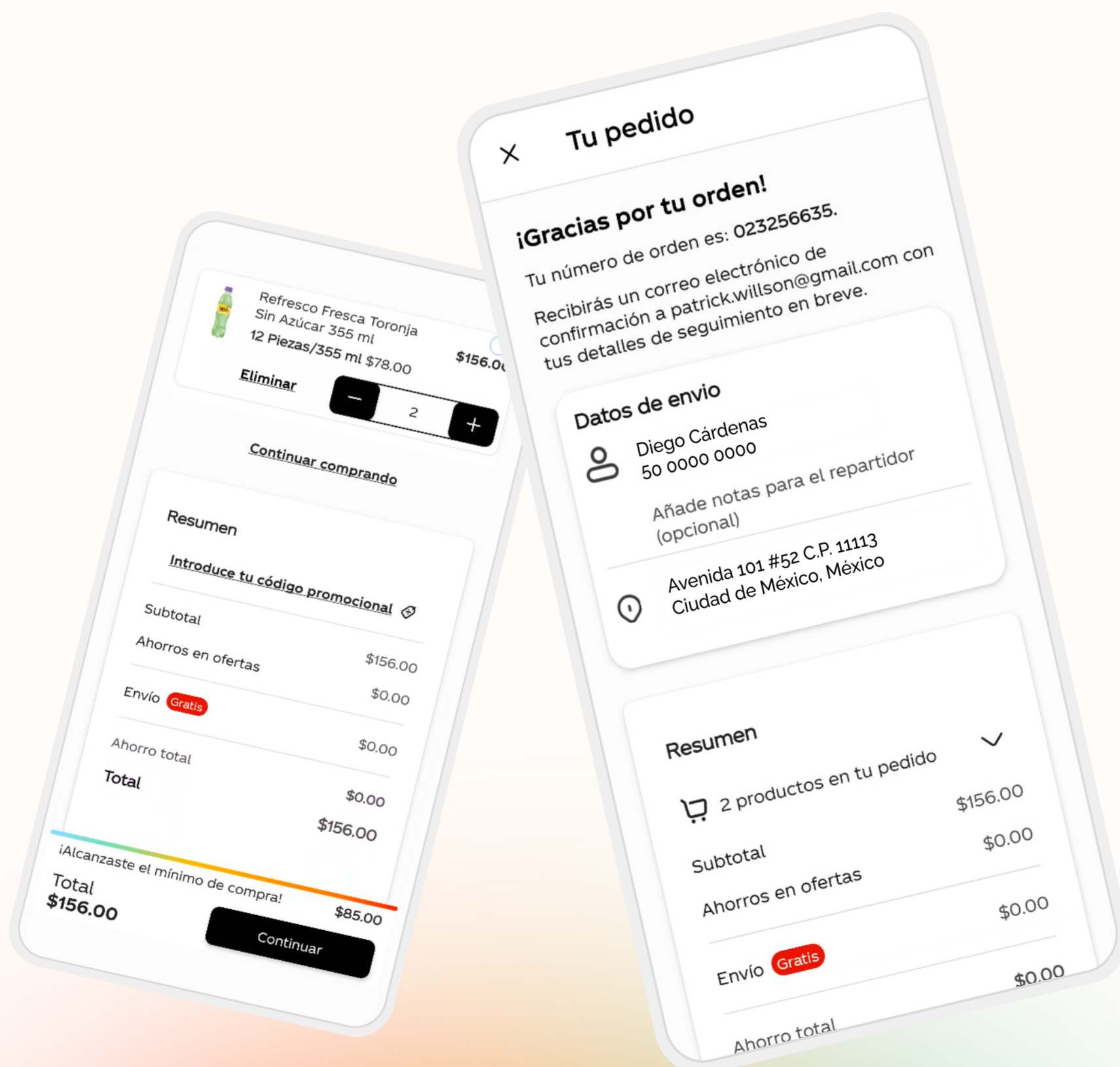
Achieving this required rethinking checkout not as a technical endpoint, but as a core part of the experience.

SOLUTION

Payments as infrastructure

Coca-Cola partnered with DEUNA to rebuild its checkout from the ground up. Payments were redesigned as integrated infrastructure rather than an external layer. The new experience eliminated redirects, optimized transaction routing, and connected directly with Coca-Cola's bottler logistics systems.

This approach allowed the company to improve performance while maintaining operational continuity at scale.



IMPACT

The results were immediate and significant

x2

Checkout success,
from 32% to 70%

37%

Decrease in cart
abandonment

96%

Payment acceptance
reached

15%

Increase in daily
transactions

OUTCOME

Control, scalability and future readiness

Beyond performance metrics, the transformation delivered long-term strategic value. The shift toward digital payment methods accelerated, supporting Coca-Cola's transition away from cash in one of its most important markets.

At the same time, the unified payment layer enabled bottlers to scale online sales without adding operational complexity. With a checkout designed to support evolving payment methods, Coca-Cola's e-commerce platform is now positioned to grow alongside changing consumer expectations.



TAKEAWAY

This case highlights
a broader reality of digital commerce:

Growth is often constrained not by demand, but by the systems designed to capture it.

By rethinking payments as a core part of its digital strategy, Coca-Cola transformed checkout from a point of friction into a source of competitive advantage.

The partnership between DEUNA and Coca-Cola En Tu Hogar shows how innovation rooted in closeness can transform markets.

By combining our payment infrastructure with their deep understanding of the Mexican consumer, we are helping redefine digital habits across the country.

We're proud to challenge conventions alongside them and bring purpose-driven technology into homes throughout Mexico.