

# Klarna.



## Expedia x Klarna: Taking a travel partnership to new heights

Through ongoing collaboration and a coordinated affiliate strategy, Klarna closely partnered with Expedia Group to launch a campaign that significantly boosted both average order value and revenue. Taking advantage of continued travel recovery, Klarna tested new opportunities while maintaining Expedia Group's consistent exposure on the Klarna app.

# Taking a travel partnership to new heights

Case study

United states

Travel



*"Expedia Group is excited to see the expansion of the Klarna partnership through creative campaigns for travelers looking to book their dream trips. We're happy that our close collaboration has helped provide flexible, seamless experiences for the Klarna travel shopper."*

*-Ashley Barabas, Senior Strategic Partnerships Manager for Expedia Group*

## About Expedia Group

Expedia Group powers travel for everyone, everywhere through their global platform. Driven by the core belief that travel is a force for good, they help people experience the world in new ways and build lasting connections. Expedia Group provides industry-leading technology to fuel partner growth and success, while facilitating memorable experiences for travelers. The Expedia Group family of brands includes Expedia, Hotels.com, and Vrbo, trivago, Orbitz, Travelocity, Hotwire, Wotif, ebookers, CheapTickets, CarRentals.com, Expedia Cruises, and more.

## The challenge

Expedia, an Expedia Group brand, was looking at new ways to engage with travelers as demand surged after the pandemic.

## The solution

Through an affiliate relationship, Klarna placed Expedia on a variety of channels and placements including, email campaigns, ads, deal cards and dedicated collections to increase Expedia's exposure to Klarna's audience of high-intent shoppers. These channels provided strong messaging and enticing site-wide promotions based on seasonality and holidays to engage shoppers on a deeper level with unique opportunities through the Klarna Rewards program.

## The impact

Expedia experienced deeper engagement with Klarna shoppers, which increased their average order value by nearly 20% and resulted in a 45% year-over-year increase in revenue generated through Klarna. Given the results, Expedia continued to invest in the Rewards Club and other Klarna channels.

**20%**

increase in average  
order value

**45%**

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through Klarna