

How Klarna built a customer-centric organisation based on a CDP

CDP DAY | FEBRUARY 2023



Meet your speakers!



Gaia Del Mauro

Product Manager,
CRM Klarna



Satrajit Basu

Engineering Manager,
CRM Klarna



Henry Church

Senior Director of Sales
mParticle



#1 AI-powered Customer Data Platform

- Founded in 2013
- Headquartered in NYC with 40+ Team members in EMEA and office in London, UK.
- Invented Data Automation space for Mobile + Web Applications
- **\$270M+** in Funding
- **800+** Integrations Supported
- **400B+** API Calls per month
- **650B+** Events Forwarded per month



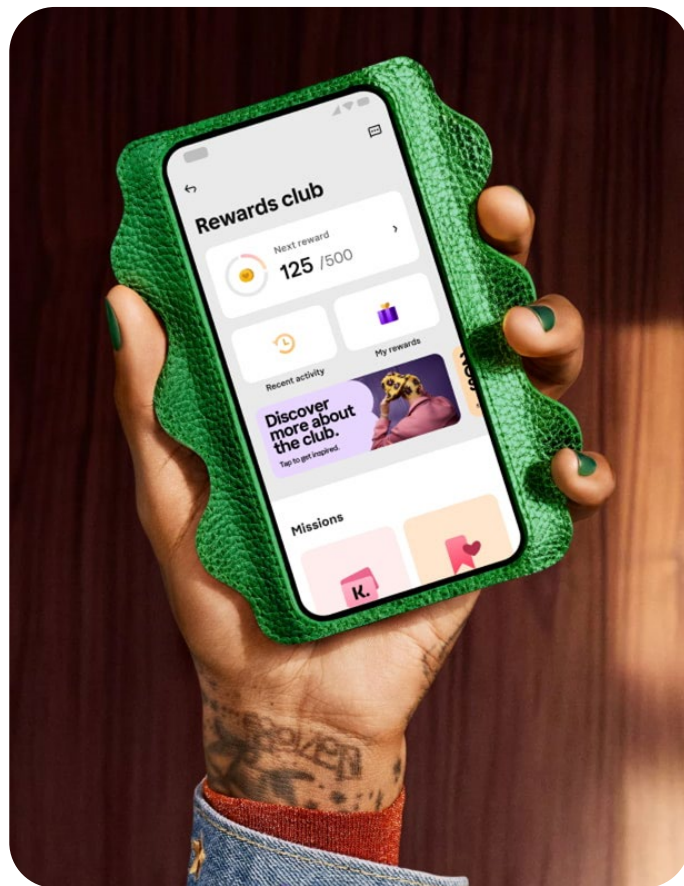
SØSTRENE GRENE



Klarna.

Making payment as simple, safe and above all, smooth as possible

- Founded in 2005 in Stockholm, with the aim of making it easier for people to shop online.
- Went through a large brand overhaul in 2017
- With the launch of Search & Compare in the App, it is today a global destination for Smart Shopping
- **150 M active customers**
- **450 K integrated merchants**
- **Over 300 B data points processed each year**



How is Klarna using mParticle today?



Unified user profiles

Create a unified user profile by collecting data from Klarna's website, apps and other touch points based on consent status



Personalised journeys

Personalise experiences by forwarding data to downstream tools and multiple channels in real-time

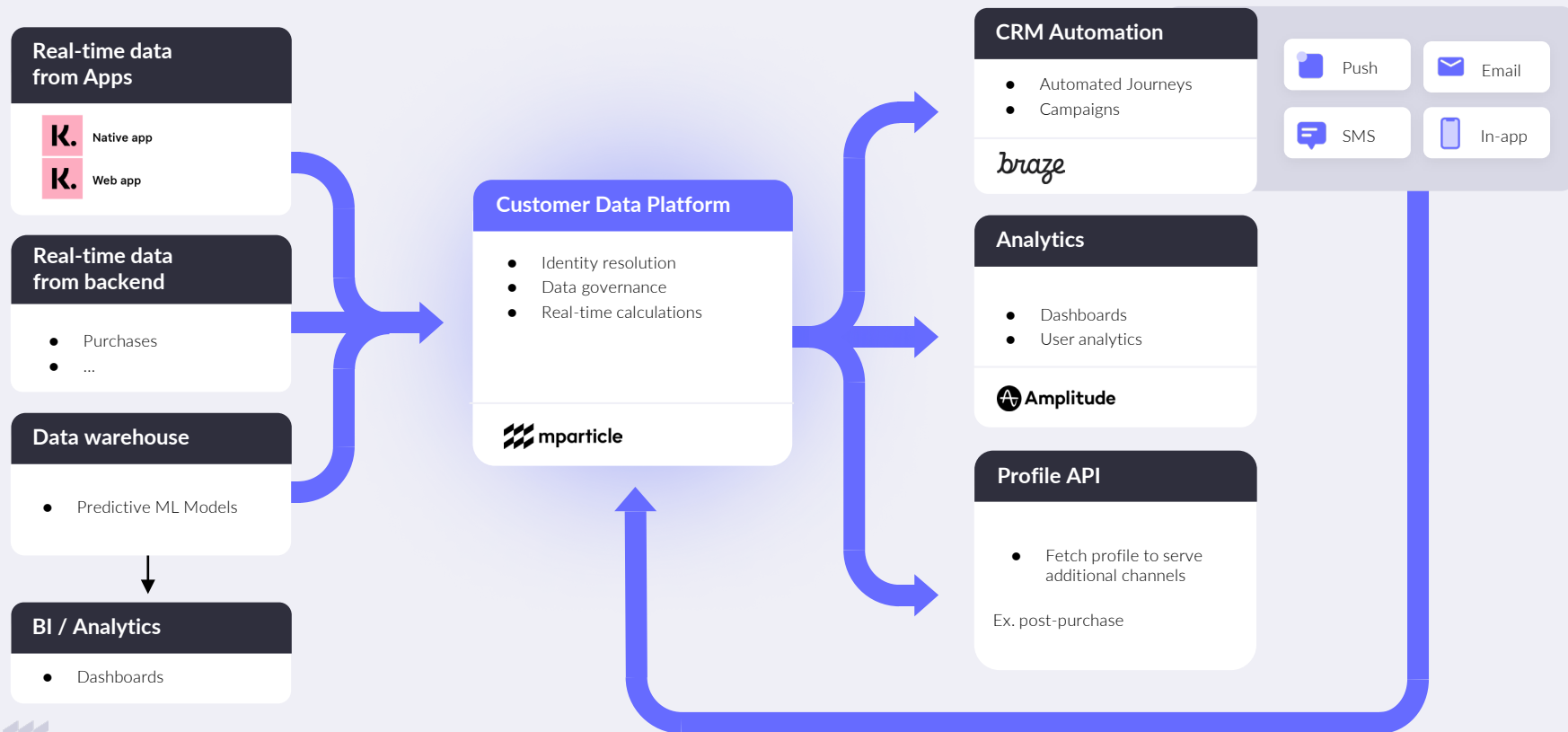


Data governance

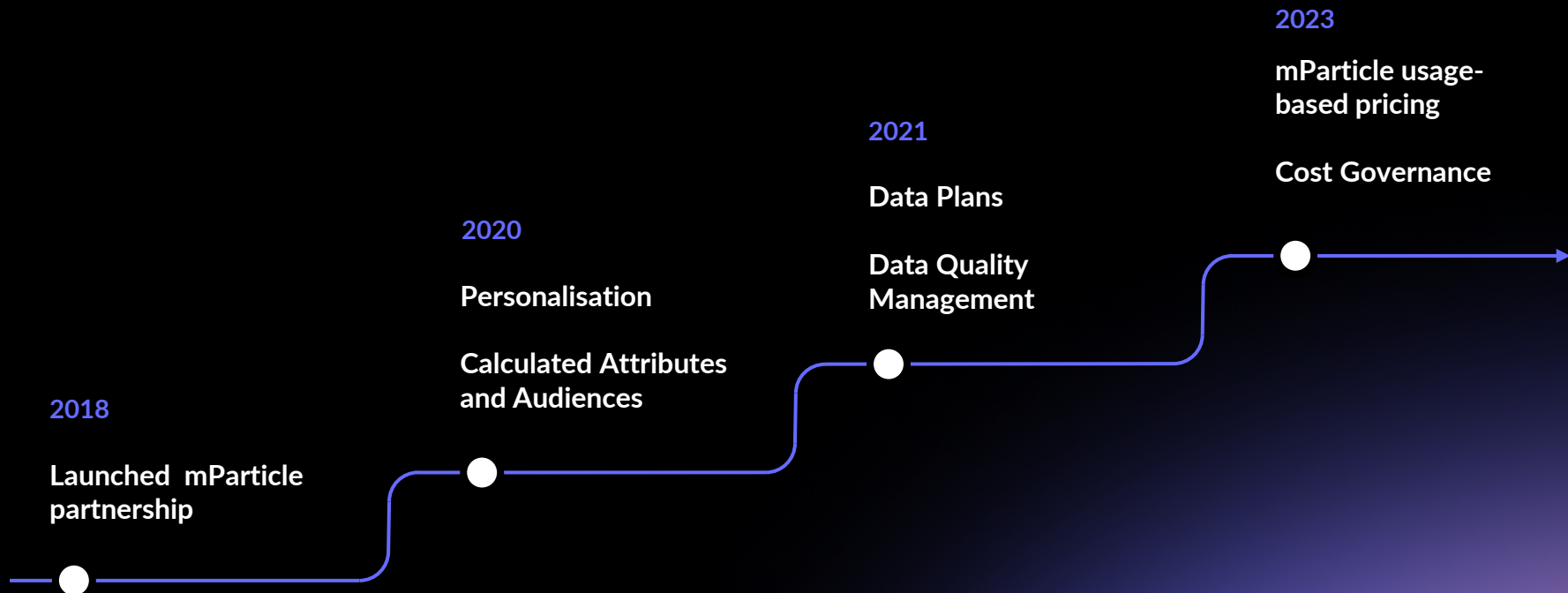
Control access to customer data through roles and permission structure



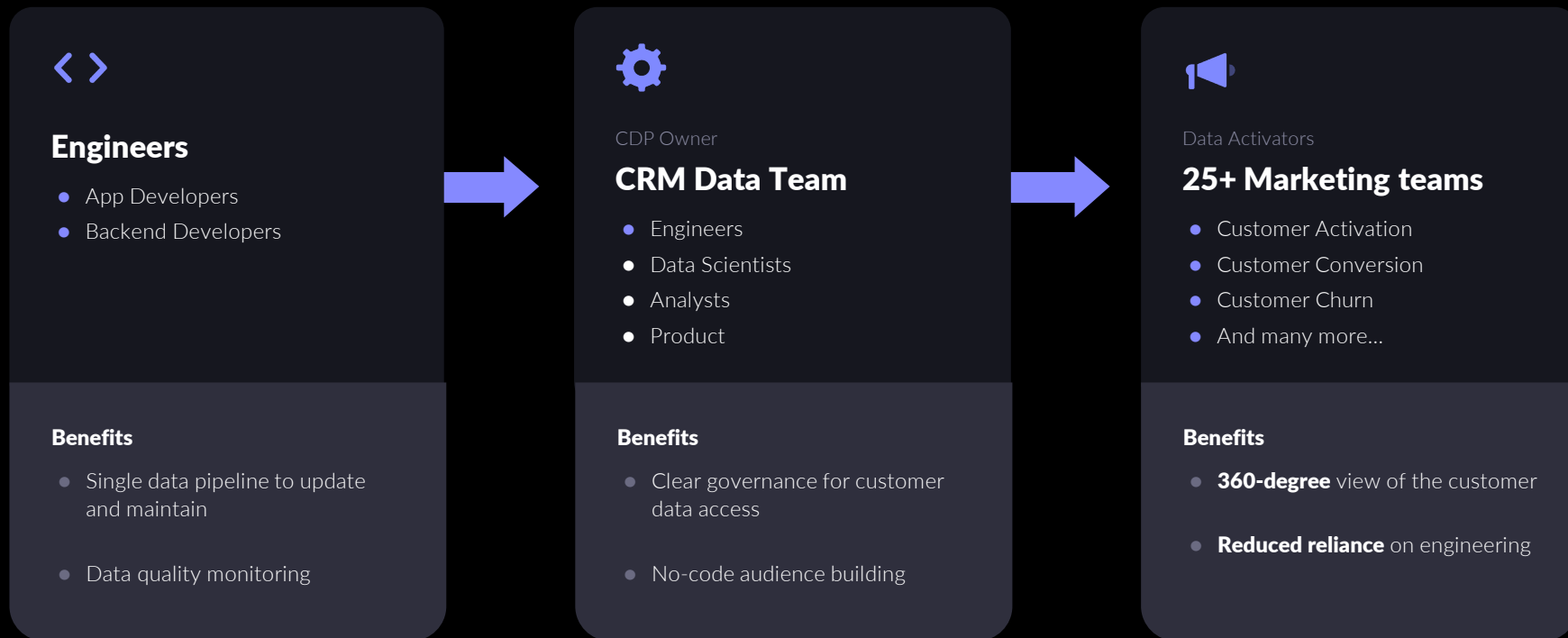
Klarna's Customer Data Architecture



Klarna's Customer Data Evolution



CDP organizational structure



Increase Klarna Card sign-ups



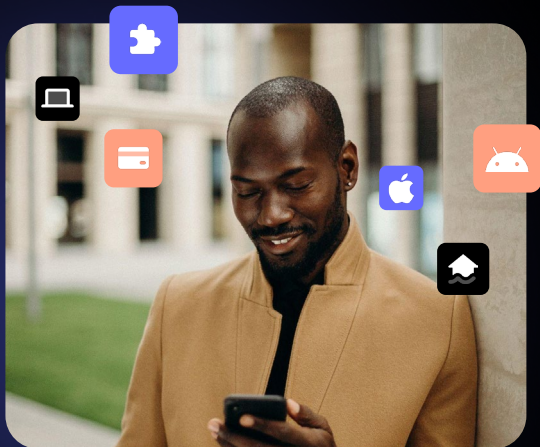
Increase Klarna Card sign ups and purchase frequency through personalised communication



Leverage internal ML to **target the right customer** with Klarna Card signup communication



Increase Klarna Card sign-ups



Step 1

Meet Francis

Francis downloaded the Klarna App and he is using it to buy with Klarna, online.



Francis does not have the Klarna Card.



Step 2

Francis' Profile

Behavioral + Predictive attributes

"has klarna card" and "best action to recommend"



Step 3

Get the Klarna Card!

Francis receives a smart communication:

Sign up for the Klarna card and start using it at any time!

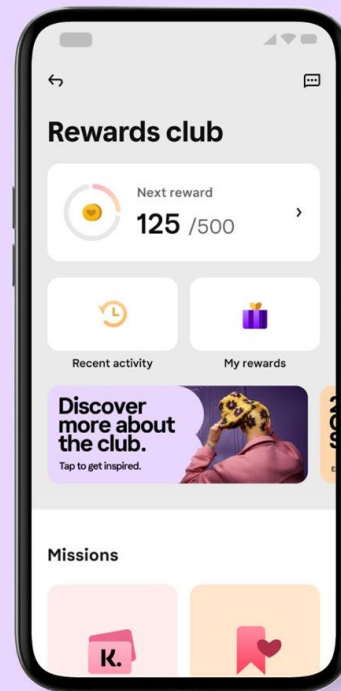
Repeat purchases of replenishment products



Increase engagement and repeat purchase



Leverage internal ML predictive models to determine the **right time for engagement**



Increase repeat purchase



Step 1

Meet Melissa

Melissa is loyal Klarna customer.



She made a purchase at her favourite beauty store in the US

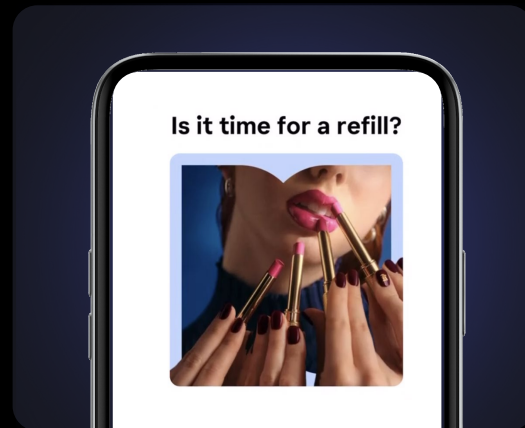


Step 2

Melissa's profile

Purchase history + Predictive attributes

"best time to repeat purchase"



Step 3

Time for a refill?

Melissa receives a reminder: it is time to buy your favourite beauty products again!

Results

Significant

Sessions increase

Over next 3 days vs. users not
targeted with CRM

Significant

Purchase Rate increase

Over next 3 days vs. users not
targeted with CRM



Thank You and Questions

2023
Intelligent attributes