



## Boosting Growth & Average Order Volume

### SuperJeweler.com: Increasing Sales Opportunity and Customer Focus With Financing by Affirm

Since the late 1990s, SuperJeweler.com has had one goal – to become the number one online provider of affordable, ethically sourced, quality jewelry. Offering a vast selection of stock ranging from inexpensive fashion pieces to the finest conflict free diamond rings, earrings, pendants, and bracelets, SuperJeweler.com takes great pride in prioritizing the needs of its customers.

SuperJeweler.com's Director of Paid Advertising Josh Lucas says, "SuperJeweler.com has seen incredible growth, especially over the last five years. As a company, we understand the key to that growth has been a strong, satisfied base of customers returning

time and again to purchase from us. We're also aware that listening to the needs of those customers and providing them with as many purchase options as possible will be the key to future growth."

With an average order price of approximately \$50 USD, SuperJeweler.com caters to its demographic by providing affordability, selection, and stellar customer service. Over the course of time, however, customers have increasingly requested financing options for large ticket purchases like engagement rings, bridal sets, and wedding bands.

# Affirm's Impact on SuperJeweler's Business...

"Ideally," Lucas explains, "the purchase of an engagement ring or wedding set, for example, is a once in a lifetime purchase. What we were hearing from our customers was that they wanted options that would allow them to purchase the jewelry they actually wanted to wear for a lifetime, rather than settling for what was necessarily within their immediate budgets."

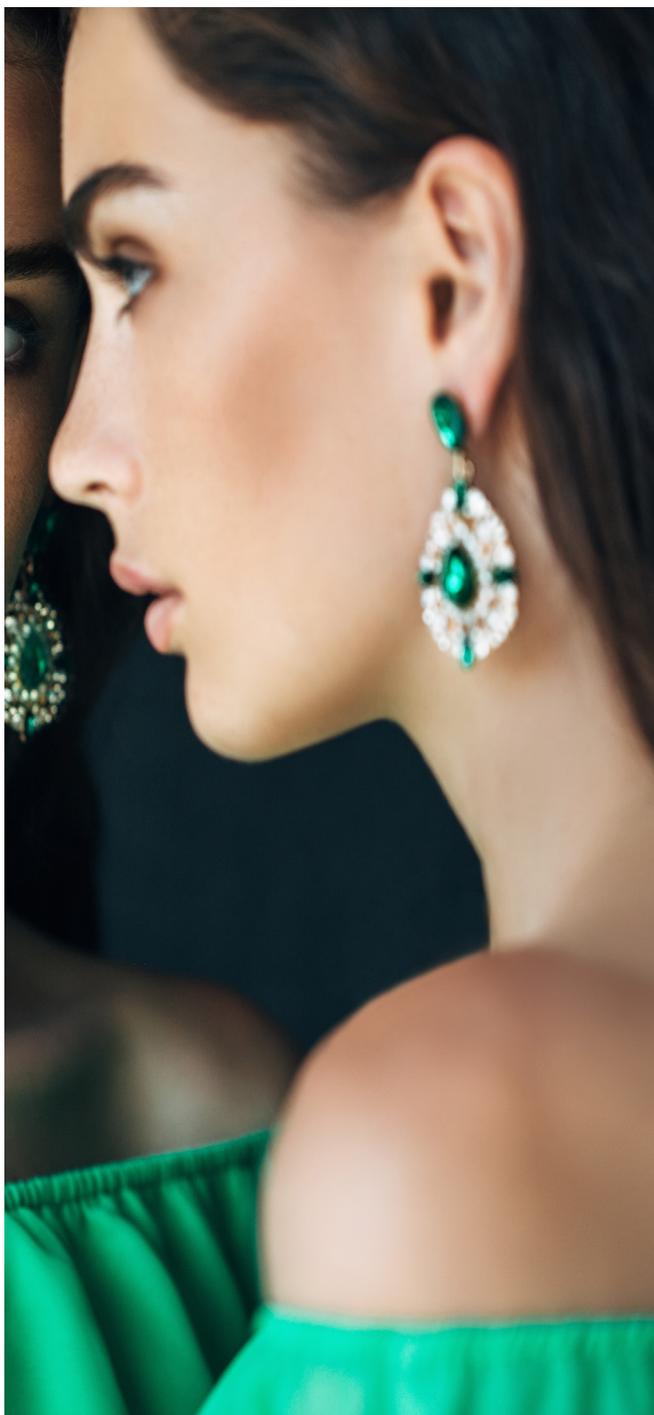


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SuperJeweler.com considered and tested several financing options. They found that the terms of many finance companies were simply not conducive to maintaining the company's high customer service standards. Other companies, like PayPal, required shoppers to leave the site to log in to a non-SuperJeweler.com branded third party site. This resulted in confusion, abandoned carts, missed sales, and unhappy customers.

<b>SuperJeweler</b>	With <b>affirm</b>
<b>GOAL</b> Give customers a financing option that was simple, straightforward, and would create top-line business results.	
<b>BUSINESS IMPACT</b>  <b>600%</b> Avg Order Value	
<b>PLATFORM</b> Custom E-Commerce Platform	

## Affirm Increases Sales & Revenue for SuperJeweler



Since launching Buy with Affirm in March of 2015, SuperJeweler.com has found the early results encouraging. Buy with Affirm provides customers with the opportunity to purchase jewelry items previously considered out of reach. This has resulted in an increase in large ticket sales at overall higher price points.

In fact, the average order value (AOV) of purchases using Affirm financing is six times that of purchases using other payment methods. Additionally, when combined with SuperJeweler.com's abandoned cart email notifications and professional sales staff, Buy with Affirm has contributed to sales leads and given the company a viable tool with which to save sales that might otherwise be lost.

As the company begins preparing for the upcoming Christmas season, it is optimistic about reaching its target objectives. Like with most retailers, business done in the final quarter is the key to success or failure, and the ability to utilize every available tool can make the difference between stagnancy and growth.

According to Lucas, "We are on track to see a record-breaking fourth quarter, and having a partnership with Affirm certainly contributes to our success. Affirm allows us, as the retailer, to push sales further, but most importantly, it provides our customers with more options than ever before. All in all, it's a win-win."