



## Retailer Drives \$46M Global Revenue Through Buy Now Pay Later Partners

### THE CHALLENGE

A large global retailer looked to expand their customer base to target millennial and Gen Z women, a previously unengaged demographic. Engaging these demographic groups could drive tremendous growth for the retailer, opening a powerful new market segment and increasing revenue.

Market opportunity data points:

- According to research, Gen Z have an estimated purchasing power of **\$140 billion**, versus Millennials with a purchasing power of **\$2.5 trillion**
- Millennials also have influence over more than **\$600 billion** in household purchases
- Female buyers account for **85%** of all consumer purchases

### OUR APPROACH

The dedicated client services team recommended that the retailer pay affiliates not just from a traditional percentage-based affiliate commission model, but also offer the option to pay flat fees for certain placements and engage with 10 Buy Now Pay Later (BNPL) enabled partners. **Why? Because nearly 75% of BNPL (45 million users in the US) are millennials or Gen Z; and globally, 80% of BNPL users are millennials or Gen Zers, ages 14+.**

The team also worked with BNPL partners to negotiate placements, maximizing both potential opportunities and partnership marketing spend. **The team negotiated 800% increase of media in Q3, 50% in Q4.**

The partners helped drive additional purchases through their BNPL solutions, which enable a more seamless and easier shopping experience that required fewer clicks. The biggest win has been their ability to implement a one-time card, which allows users who are in the BNPL app to break up their payment into 4 or more payments without these partners being implemented as a payment solution on the global retailer's website.

### RESULTS

**\$46M**

Revenue Driven by all BNPL Partners

**49%**

of Revenue came from Millennials<sup>1</sup>

**\$1.3M**

Revenue Driven from a Single BNPL Partner<sup>2</sup>

**37%**

Revenue Increase in Placements with one U.S. BNPL Partner



**THE ONE-TIME CARD FEATURE ALLOWS ALL TYPES OF CLIENTS TO UTILIZE THESE PAYMENT INSTALLMENTS WITHOUT HAVING THESE PARTNERS INTEGRATED ON SITE.**

- ACCELERATION PARTNERS

**LET'S CONNECT**

<sup>1</sup> in one particular BNPL partner's demo, <sup>2</sup> in the first week alone