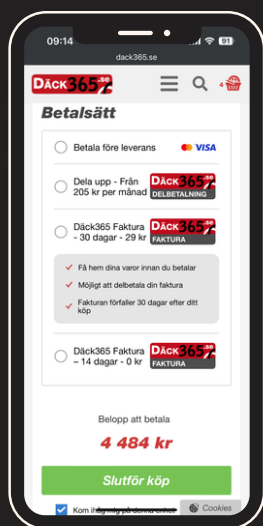




Däck365 & Avarda

- seamlessly integrated payments



Avarda Checkout+

Customized checkout



Buy Now Pay Later

Customized credit products



Remarketing

Full control of UX & touchpoints

About Däck365

Däck365 is one of Sweden's leading e-commerce companies specializing in tire and wheelrim sales. Their mission is to provide affordable products with the best delivery conditions through a user-friendly website and an easy-to-navigate online store. They offer a wide selection of tires and rims at competitive prices from the market's leading suppliers.



Challenge

As Däck365 began to outgrow its existing payment partnership, the company sought to take greater control of the customer experience. They aimed to find a payment partner aligned with their values, focusing on building a strong relationship to achieve mutual growth.

It was essential to partner with a company that understood their market and specific needs, prioritizing trustworthiness and long-term commitment. Additionally, they wanted to move away from payment solutions that drew attention away from their brand.



Solution

The transition from their previous partner to Avarda was seamless, empowering Däck365 to fully own their payment experience. Avarda's true white-label approach allowed, among other things, Däck365 to increase customer retention and loyalty by integrating payment solutions that seamlessly blend with their brand. Now, Däck365 controls the entire customer journey, utilizing Avarda to ensure a cohesive experience.



Despite many of Däck365's customers being new to online shopping, we receive remarkably few payment-related inquiries.

Says Steine Gretarsson, CEO at Däck365.

"That's why we believe Däck365 should always be the sender of invoices and other vital payment information."



Results

By partnering closely with Avarda, Däck365 has successfully achieved full ownership of the customer experience while offering flexible payment options, including buy now, pay later.

Furthermore, the close collaboration with Avarda has led to a reduced number of fraud attempts, showcasing their proactive approach to providing safe and secure payments.

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As an established brand, every e-commerce player should have the confidence to take control of their payments and customer journey. Our customers should always feel safe and secure within our channels.

Adds Steine Gretarsson.

- Complete ownership of customer journey
- Decreased fraud attempts
- Customized payment options to fit customer needs

