

Qliro launches Upsell 2.0 – the next-generation solution for more effective upselling

Qliro AB (publ) (“Qliro” or the “Company”) today announces the launch of Upsell 2.0 – the next-generation tool for driving upsales directly within the checkout flow. The new version provides merchants with greater flexibility and expanded payment options and is the first of its kind on the Nordic market. The launch is carried out in close collaboration with Lyko, and the product will be made available to all SME and Enterprise merchants.

Since its introduction in 2020, Upsell has generated more than SEK 100 million in additional sales and is now used by several leading e-commerce retailers, including Lyko, Nelly, and Parfym. Through Upsell, merchants can offer relevant add-on products directly within the checkout flow, increasing both upsales and average order value.

With the launch of Upsell 2.0, the feature takes its next major step forward. The new version enables all payment options to be available across all of Qliro’s markets, along with improved technical performance. This means that popular payment methods such as Swish, Apple Pay, Vipps, and MobilePay are now available directly within the Upsell 2.0 flow.

The product has been developed in close collaboration with Lyko, which has already seen strong results following implementation. Upsales have increased by +88% in Sweden and by more than +110% in Norway, Denmark, and Finland during the first weeks after launch.

This summer, Qliro introduced its new product strategy for Flywheel Commerce, with the ambition not only to increase merchants’ conversion rates but also to maximize their margin per order and create a post-purchase “wow” experience that drives customer loyalty. As part of this model, Upsell 2.0 is now being launched to strengthen Step 2 – Maximize – in the Company’s Flywheel framework. Earlier this year, Qliro introduced its next-generation checkout (Generation 3) to enhance Conversion (Step 1), as well as new CRM and loyalty integrations supporting Wow (Step 3).

“The results from the launch of Upsell 2.0 demonstrate the impact that the next generation of upselling solutions can deliver. The new version is built on a more modular architecture with improved performance and full support for all payment methods across our markets - from Swish, Trustly, and Apple Pay to Vipps and MobilePay. This makes it easier for merchants to seamlessly integrate Upsell 2.0 into the checkout flow and thereby increase their average order value. We continue to develop our products in line with our mission to deliver a world-class experience for both merchants and their customers,” says Evelin Kaup, Chief Product & Technology Officer at Qliro.

“Qliro has been a close and innovative partner throughout the entire development of Upsell 2.0. The new version has already shown clear results, and we have seen a significant increase in upsales across all markets. For us, the product enables us to maximize the value of the customer journey and increase sales in a way that feels natural to our customers. The collaboration with Qliro has worked very well and allows us to stay at the forefront of the e-commerce experience,” says André Ihlar, Head of Online Sales at Lyko.

Upsell 2.0 is being rolled out to merchants across the Nordics over the coming weeks and will be available for integration for all SME and Enterprise merchants.

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About Qliro AB

Qliro is a leading fintech company offering safe and simple digital payment solutions, including a complete check-out to e-merchants. Qliro is a credit market company under supervision of the Swedish Financial Supervisory Authority and has its registered address in Stockholm. Qliro's shares are listed on Nasdaq Stockholm under the ticker "Qliro".

For more information, please visit <https://www.qliro.com/en-se/investor-relations>

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[Upsell](#)

[UpsellFlow2 0](#)

[Flywheel 1080pw](#)

Attachments

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