

Qliro enters a partnership with the AI platform Sift Lab to increase conversion

Qliro has today entered a partnership agreement with Sift Lab, one of Sweden's leading players in personalized e-commerce experiences through AI technology for increased revenue growth. The partnership gives Qliro's merchants access to the latest technology for conversion improvement. The collaboration is a result of successful customer tests and strengthens Qliro's position as a leading provider of safe and simple payment solutions that grow e-commerce sales.

"Competition in e-commerce is becoming increasingly fierce and optimizing the customer experience and increasing the average order value is a business-critical issue today. By combining Qliro's leading checkout solution with unique upsell features and Sift Lab's innovative conversion tools, significant added value is created for our merchants, which is in line with Qliro's vision to offer safe and simple payment solutions that drive profitable growth for merchants", says Christoffer Rutgersson, CEO, Qliro.

"We are happy to work closely with Qliro as we complement each other well and strive for the same goal - to create a better customer experience and contribute to profitable growth for our customers. By implementing Sift Lab's solution in Qliro's customer optimised checkout, we can through data and AI, among other things, contribute with better adapted product recommendations that lead to an increased average order value and thus increased sales", says Linda Hellström, CEO, Sift Lab.

The partnership between Qliro and Sift Lab follows successful customer tests where data-driven product recommendations resulted in a significantly increased conversion rate. The initiative is part of Qliro's product strategy that aims to increase e-commerce sales by optimized checkout conversion, upsell and customer loyalty through innovative digital payment solutions.

"Our partnership with Qliro and Sift Lab has shown clear commercial synergies. Through business development and optimization of the checkout process, we have in a short time increased additional sales through up-sell by as much as 100%, driven by AI personalization and Qliro's checkout solution with built-in upsell technology. The technology has not only improved our gross margin, but also compensated for costs. Since the last customer interaction happens at the checkout, offering a seamless and tailored customer experience is crucial to maximize order value", says Jonas Häggqvist, CEO, Parfym.se.

About Sift Lab

Sift Lab helps e-commerce and retailers become truly customer centric and data-driven using AI. The platform scales analysis, segmentation and personalization by combining data and AI. Getting started is easy and cost-effective - Sift Lab helps its customers grow their business with a focus on profitability. Sift Lab is trusted by e-commerce and retail players such as NetonNet, Nordic Nest, Rusta, Caia Cosmetics, Parfym.se and Stronger.

For further information, please contact:

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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 solution to e-merchants. The company also provides digital financial services to consumers in the Nordic region. Qliro is a credit market company under supervision of the Swedish Financial Supervisory Authority and has its registered address in Stockholm. Qliro's shares is listed on Nasdaq Stockholm with the ticker "Qliro".

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

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