

Consumer Electronics Retailer sees a Significant Lift in AOV, Conversion Rates and Revenue by Partnering with Katapult for Lease-To-Own Financing Options.

Maxandfix saw powerful results when they partnered with Katapult to provide a lease-to-own (LTO) solution to their customers. After offering Katapult at checkout, the retailer saw AOV increase by 30% and a 2X increase in conversion rates. Katapult also helped to contribute to over \$1M increase in annual revenue and a positive impact in overall customer satisfaction.





The Opportunity:

Maxandfix, an e-commerce company specializing in the resale of refurbished Apple products, was committed to providing customers with high-quality, reliable, and affordable Apple devices. However, due to the high upfront costs associated with these devices, purchasing refurbished electronics was a challenge for customers who were not approved for traditional financing. The absence of financing options limited the accessibility of Maxandfix's products for potential customers, especially those with lower disposable income or tight budgets or who are credit-challenged. Maxandfix recognized they could significantly improve the purchasing experience for many of its customers and widen the range of potential buyers by offering LTO at checkout.

The Solution:

Maxandfix sought out Katapult, a leading LTO provider, and decided to partner with them to offer flexible financing options to its customers. This allowed customers to spread the cost of their purchase over a specified period, making high-quality refurbished Apple products a more viable option for those who might have struggled with the initial costs or who were not approved for traditional financing options.

The Impact:

The integration of Katapult's payment solution into Maxandfix's sales process had a measurable impact on the business. The average order value (AOV) went up around 30% to an average of \$1000 per order. Additionally, there was a 2X increase in conversion rates. The partnership was a significant factor in the retailer's growth and helped to contribute to a revenue increase of over \$1M in 2021. Furthermore, the partnership likely led to an increase in customer satisfaction and sales, as potential buyers found the purchasing process more accommodating to their financial needs.

By partnering with Katapult, Maxandfix was able to enhance the overall customer experience, make its refurbished Apple products more accessible to a wider range of customers, and differentiate itself from competitors in the market.



By integrating Katapult's lease-to-own solutions into our sales process, we were able to make our refurbished Apple products more accessible to a wider range of customers. This strategic partnership ultimately contributed to our growth and reputation as a customer-friendly and environmentally conscious e-commerce platform for refurbished Apple products,

– Michelle Pena,
CEO, Maxandfix

30%+
AOV
increase

2X
increase in
conversion rates

\$1M+
annual revenue
increase contribution

To learn more about Katapult visit katapult.com/katapult-for-business/