

Longer terms lead to higher ATV and customer loyalty.



+116%

ATV increase

77%

Repeat customers

Longer terms means a higher basket size

Consumers are more comfortable spending more when they have more time to pay and no interest.



ATV without Openpay



3 month plan ATV with Openpay



4 month plan ATV with Openpay

Openpay creates repeat customers who spend more

Offering a BNPL solution creates a loyal customer base who shop more frequently and spend higher amounts.

● New plans ● Return customer plans

