



Fundiin Split Payment Price-tag Case study

Mar 2024

DOTTIE INCREASE OFFLINE CONVERSATION RATE WITH FUNDIIN SPLIT PAYMENT PRICE-TAG

dottie

Fundiin
Pay Later



I only have budget 500K for Clothing this month...

This Dress is too costly!

Offline sales play a significant role in Dottie's overall Gross Merchandise Value (GMV). Unlike online channel, where shoppers can visit the site multiple times, physical stores have a limited window of time to capture and convert price-sensitive shoppers. Hence, it is crucial for Dottie to **find effective methods to engage and convert these shoppers during their brief in-store visits.**

Solution: Fundiiin Split Payment Price-tag

Current: Original price is displayed

1.000.000 VND

Revise: Split payment is displayed

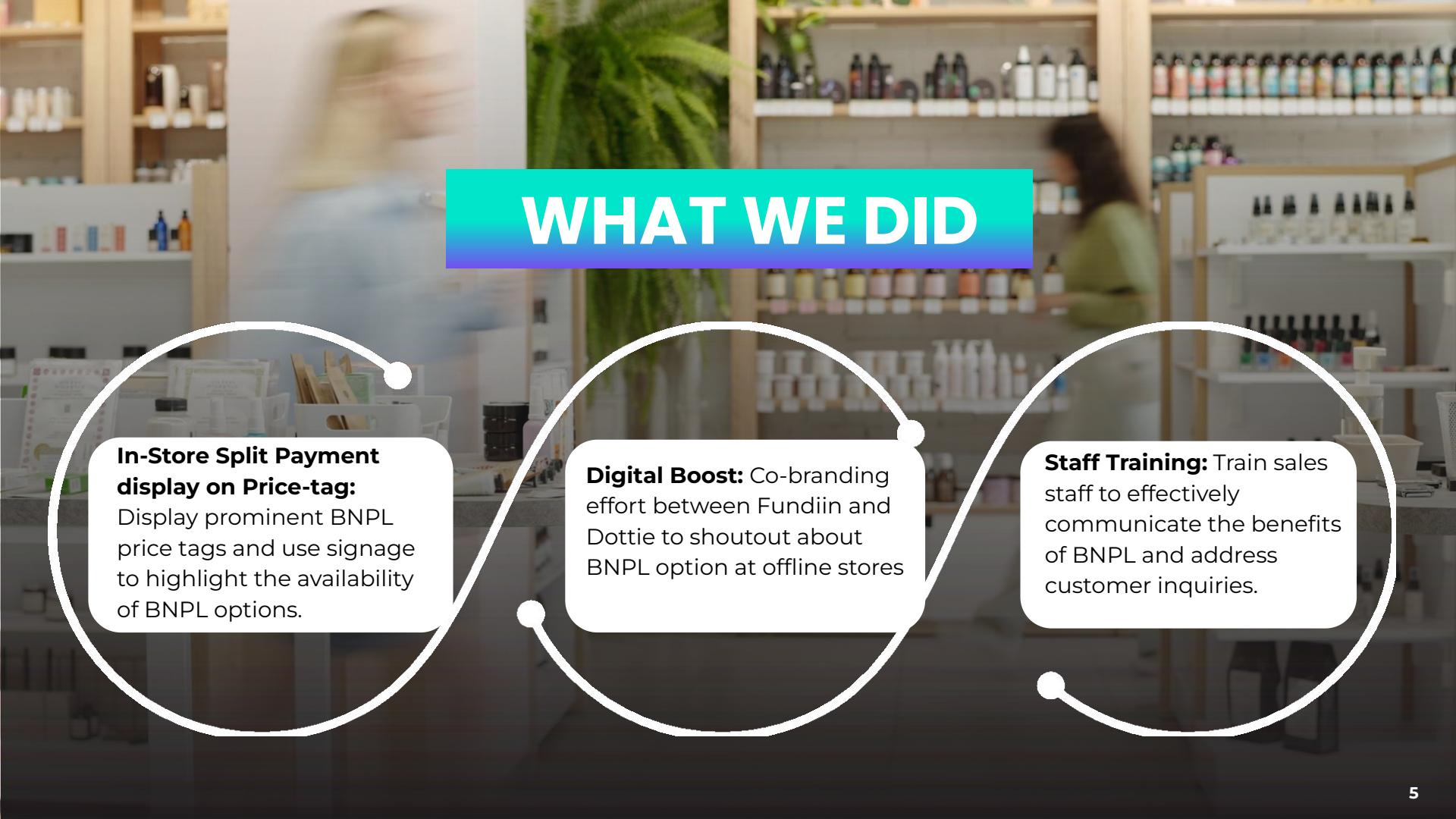
1.000.000 VND
Hoặc 500.000 VND
x 2 kỳ thanh toán Với Fundiiin

**DOTTIE CHOOSE TO PILOT FUNDIIN
SPLIT PAYMENT PRICE-TAG**

**AT SELECTED STORES AND AIM TO
SCALE AS A GROWTH HACK
SOLUTION**

dottie

Fundiin
Pay Later



WHAT WE DID

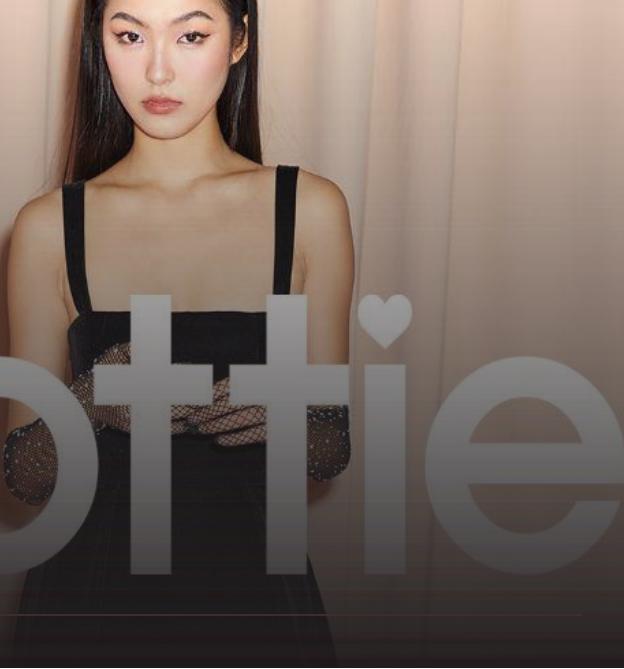
In-Store Split Payment display on Price-tag:

Display prominent BNPL price tags and use signage to highlight the availability of BNPL options.

Digital Boost: Co-branding effort between Fundiin and Dottie to shoutout about BNPL option at offline stores

Staff Training: Train sales staff to effectively communicate the benefits of BNPL and address customer inquiries.

Implementing a price tag solution that offers Buy Now, Pay Later (BNPL) options can have a **significant impact on the conversion rate** of a fashion brand. By prominently displaying the BNPL option on price tags or product descriptions, customers gain a clear understanding of the affordability and flexibility associated with purchasing fashion items without immediate payment. This particularly appeals to budget-conscious shoppers who might have been hesitant to make a purchase otherwise. The transparency of pricing and the ability to spread payments over time address financial concerns and greatly increase the likelihood of completing a sale. **Consequently, the fashion brand can enjoy higher conversion rates, as customers feel empowered to make purchases without the burden of upfront financial obligations.**



With the implementation of Fundiin split payment price-tag, Dottie witness various uplift

2x

Offline store GMV

Doubled GMV & transaction in offline pilot stores

1.4x

Offline AOV

Consumers are open to purchase higher AOV once offered BNPL

2x

Conversion Rate

Increased chance of converting offline buyers to purchase



Detail Execution

Mar 2024

OFFLINE IMPLEMENTATION

Fundiin split payment display on all Dottie's price-tag

Due to tight space constraints, Dottie chose to implement a more compacted version of Fundiin split payment price-tag to raise awareness and convert to sale with the help of store staffs.



OFFLINE IMPLEMENTATION

Additional POSM at every touchpoint to increase Fundiin awareness

Wobbler



Tentcard



Door Poster



ONLINE CO – BRANDING | SMS & SOCIAL POST

Send to

Send from

Ema DOTTIE

Message type

Advertising

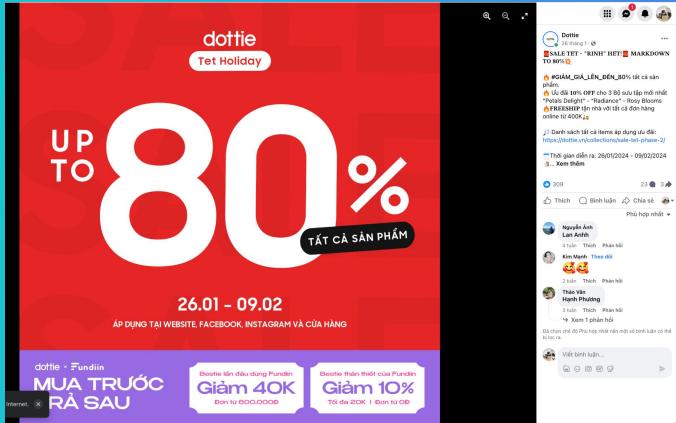
Phone

@Mobile

Message content

DONG GIA Dottie chỉ từ 99K - Extra 10% hoa don 700k. Nhan them uu dai len toi 40K khi thanh toan cung Fundin (ap dung tai Dottie 26 Ly Tu Trong, Q1). LH: 0908048734

Sms count: 2 165 characters



Send to

Send from

Ema DOTTIE

Message type

Advertising

Phone

@Mobile

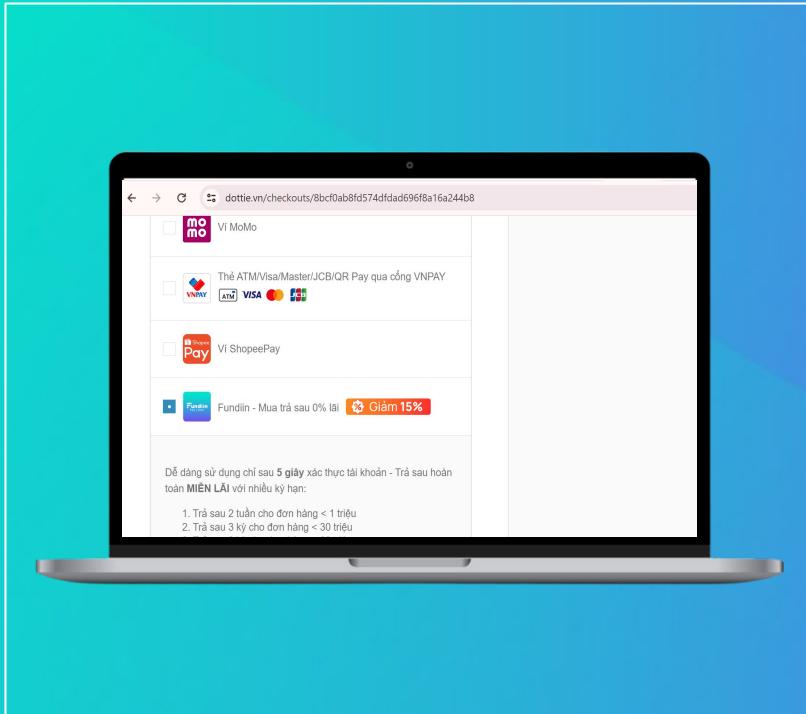
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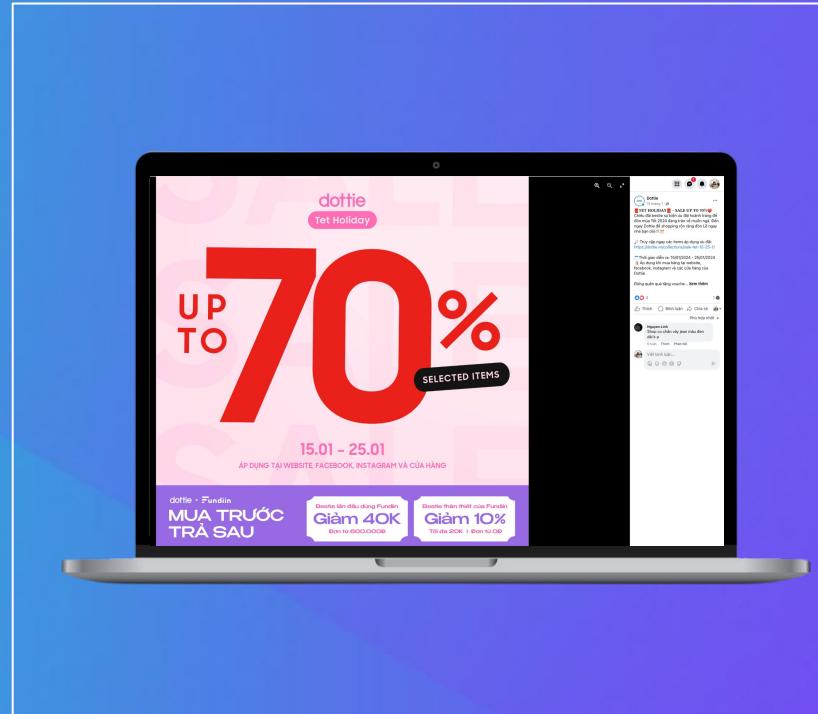
Sms count: 2 165 characters



ONLINE CO – BRANDING | DOTTIE'S PLATFORM



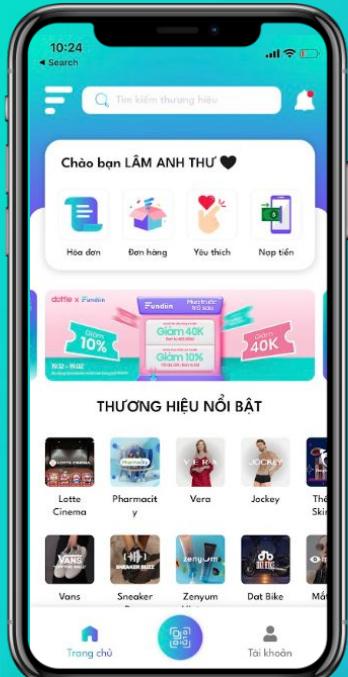
Check out page



Dottie's Fanpage

ONLINE CO – BRANDING | FUNDIIN 'S PLATFORM

Banner App



Notification



Pop up



Facebook Post



Exclusive Partnership Marketing Plan



Provide better promotion

Fundiin Sponsor

Dottie Sponsor

Scheme 1: Discount **50% max 40k for min order 0đ** - Apply for **New Users**

Scheme 2: Discount **10% max 20k** - Apply for **Current users**, twice a month

Deal **99k, 129k 149k ,...**
Extra discount for min order **700k**
Member 's Day
Season sale up to **80%**

DOTTIE 'S GMV Increase

X2 GMV



Business
as usual

Applying
Fundiiin
split
payment
price-tag

RESULTS

2X GMV

Doubled GMV & transaction in offline pilot stores

1.4X Offline AOV

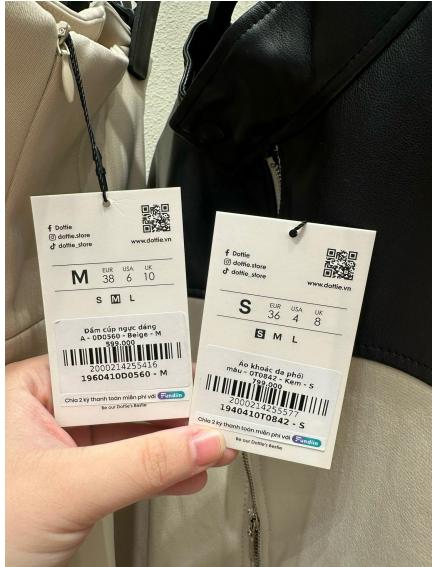
Consumers are open to purchase higher AOV once offered BNPL

2X Conversion Rate

Increased chance of converting offline buyers to purchase

IMPLEMENTATION SCALING

Fundiin's price-tag display idea gained widespread adoption among various merchants.



Merchants have embraced the concept, recognizing its value in enhancing the shopping experience and driving higher conversion rates.



Thank you!

Mar 2024