



Plum partnership with active play specialists

With a strong brand and substantial traffic to its website, active play specialists Plum Play was in a position for growth.

But healthy online visitor numbers were not translating into sales.

The benefits of DivideBuy's approach

Unbranded DivideBuy
payment option

Extra value for
Plum customers

51% increase in conversions

600% increase in sales of
key high-value product



Enter DivideBuy

Within a short time of implementing our interest free credit option, Plum was enjoying a 51% increase in conversions and a 600% increase in one of its flagship high-value products.



“I was amazed at the ease of installation and how well the DivideBuy API integrated with our Magento platform. The results speak for themselves”

Chris Conway
Plum eCommerce Manager



Plum's problem

Plum Play has been keeping little minds occupied for more than three decades, since being set up by husband and wife team Jonathan and Diane Schaffer. From swing sets to trampolines, climbing frames to scooters, Plum aims to inspire creativity, imagination, understanding and, most of all, fun, in children of all ages.

The company's products are available on the high-street via Tesco, Mothercare and John Lewis, as well as online retail giants such as Amazon and Very. It also has its own website which attracts substantial traffic, but Plum realised that visitors' interest was not converting into sales.

Digging down into the data revealed the low conversion rate was due to customers seeing products on other sites and only browsing Plum's site to find more detail on the specific products they were interested in.

Although this confirmed there was significant interest in Plum's products — and also that their SEO team were doing a great job — it was clear that, to increase online sales, Plum needed to add value to its online store's sale proposition without jeopardising their margin. In short, it needed to make it more attractive for customers to buy direct, rather than from a third-party website.

“When considering interest free credit, I looked at all options available and decided that DivideBuy was by far the most suitable solution”

Chris Conway
Plum eCommerce Manager

Solution

How DivideBuy boosted sales

Plum recognised the value of offering customers an interest free credit payment option, both as an added USP and as a useful up-selling tool. At the same time, it had worked hard to build a strong brand identity and was reluctant to dilute it, or to potentially confuse customers, by having third-party branding on the site.

DivideBuy's bespoke solution involved the seamless integration in just a few days of an unbranded, interest free credit platform on the Plum site. This enabled Plum to add value for its online customers — making it easier for them to pay — without compromising its brand.

Plum's mouth-watering results

Thanks to DivideBuy's interest free credit platform, Plum has been able to convert far more browsers into buyers, with an increase of 51% in online sales since the partnership began.

It is also now selling more 'big ticket' items, such as its complete playground range, which can sell for up to £3,500. Previously, the company would expect to sell three of four of these a year, but since introducing an interest free credit option, it has sold 18 — **an increase of 600%!**



51% ↑