

# All decked out – Charles and Ivy

Charles and Ivy have made it their mission to create a stylish, durable, low-maintenance modular fencing system that enables people to transform and personalize their gardens. As their range of superior products took the market by storm, their offer has evolved to products that elevate interior spaces as well.

The company wanted to offer retail finance so customers could access their full range of products in an affordable way.



**“Charles & Ivy began with a simple observation: conventional fencing and screening is unremarkable, dull and maintenance-heavy. The same applies to finance provision with long application processes and poor user journeys that make customers walk away. ZOPA’s agile finance solution caters perfectly to our customers’ needs and appetite. We’re glad to partner with them on our mission to make high-end products affordable.”**

Alexander Dobson,  
Head of Commerce

## The Challenge

Having never offered credit in the past, Charles and Ivy began their search for a provider, when they encountered some concerns.

### Credit limits

The company’s initial offering was up to £6,000. However, customers were eager to purchase their higher-ticket items, which exceeded this amount, while spreading the cost.

### Approval rates

Charles and Ivy wanted a provider who would safely approve as many customers as possible for finance, which could be complicated with such high order values.

### Conversion rates

To make offering finance profitable, Charles and Ivy needed a provider who could convert customers successfully from browsers to buyers.

## The Solution

ZOPA acted quickly to meet the needs of customers based on feedback, offering Charles and Ivy a seamless finance solution which yielded strong results, including:

### High approval rates:

ZOPA's tech-based lending engine, along with its Eligibility Checker tool, delivered approval rates of 82% for Charles and Ivy's customers

### High conversion rates:

Thanks to a sub two-minute credit journey, from application to approval, 86% of customers approved for finance with ZOPA went on to complete a credit purchase.

### Higher credit limits:

ZOPA was able to increase its spending limit for £6,000 to £12,000, meaning customers could access Charles and Ivy's full product range on finance.



## The Results

### Main benefits of the Charles and Ivy / ZOPA partnership:

- 82% approval rates
- Higher conversion rates
- Higher spend limit



# 82%

increase in approval rate

