

Lie-in king: Simba Sleep sees rise in conversion rates with ZOPA

Simba Sleep, a leading technology brand, started in the mattress industry in 1979, supplying the thread that went on to be used in over 50 million mattresses in over 35 countries

In 2002, Simba diversified into mattress design and supply, setting out to create the ultimate mattress that would trump all others. Consumers quickly jumped into bed with the Simba mattress, drawn in by the quality of the product. However, many could not afford to make a one-off payment, as mattresses ranged between £500 to £1000.

To combat this issue, Simba was using an interest free, instalment-based payment method but was not happy with the results being achieved. This is when ZOPA entered the room.

The Challenge

Simba was using an interest free payment solution but it found the conversion rate of customers to be low. Many customers using this method were abandoning their payments in the checkout and Simba had no visibility on why this was happening.

Simba needed to fix this problem, but their interest free credit provider at the time was not able provide the necessary data needed to fix the issue. This is when Simba was approached by ZOPA, who understood the problems it faced and presented them with an industry-best solution.



“ZOPA has a proven success with conversions, so we were convinced that its offering could solve the checkout problems we were experiencing and lead to a better ROI.”


Jon Moore,
Head of eCommerce, Simba

The Solution

ZOPA offered Simba a bespoke tool that not only provided the necessary interest free credit payment option, at an increased speed, but could also track the customer journey across its eCommerce website and discourage cart abandonment by providing an intuitive user experience.

Simba decided to trial ZOPA alongside its current provider and the results were outstanding, with conversions increasing against its competition. What was originally a two-week trial lasted nine weeks, and after that ZOPA was permanently on board. ZOPA achieved this increase by improving the customer conversion rate. Its quick and simple sign-up process worked to the customers benefit by retaining interest in the sale, and ZOPA's high rate of acceptance meant that more customers were able to take advantage of instalment-based payments. In addition, ZOPA showed customers the various options for splitting up their payments earlier in the process before making their purchase, which made the final check-out significantly easier and faster.

"We were supported by a lead developer throughout the entire process, with ZOPA's technology integrated directly into the Simba platform. This made the checkout process much easier than with our previous provider," Jon explained. "After nearly a year in partnership, Simba has tracked a noticeable improvement on both a product and a service level."

25%  **increase in orders**



Main benefits of the Simba-ZOPA partnership:

- **Increased order rate by 25% against the previous provider**
- **Higher rate of customer conversion**
- **Improved quality of customer service**
- **Enhanced checkout experience with reduced friction**
- **Customer tracking capabilities**
- **Ongoing support to further increase conversion rates**

"I would absolutely recommend ZOPA to other businesses looking to implement an interest-free credit solution. ZOPA will work directly with you to tailor a journey that works to your business' needs, like it worked with us to create a solution that helped us 25% hit our KPIs."

Jon Moore,
Head of eCommerce, Simba