

Solutions in a Box – How Swyft increased revenue by 65% with ZOPA



Modular sofa brand Swyft started out with the belief that there was a better way to make a sofa. The business specialises in great design that's thoughtful, comfortable and that will last a lifetime.

The ultimate 'sofa in a box' with 24 hour delivery, Swyft's innovative model is taking the UK by storm. The business made the decision to offer finance to customers, both to ease the burden of spending over a thousand pounds on a debit or credit card, as well as to attract new customers and help them afford quality products.



“We were running a 12-month unregulated finance offer for customers with ZOPA. However, due to our higher order values, this meant they were still paying a minimum of £300 a month, and we wanted to get that down to around £50 to give our customers a better deal.

We were very excited when ZOPA launched their regulated longer term offers and were one of the first merchants to get on board. We wanted to keep interest free credit long term as our principle offer, but this meant we needed an uplift in revenue to offset the additional costs that came with this and make it profitable.

Geoff Bull,
CMO, Swyft

The Challenge

Swyft looked for a finance provider who could offer their customers a quality experience that aligned with its own. It also had several requirements which needed to be fulfilled by any potential provider who wanted to partner with Swyft to offer retail finance.

Approval rates:

Swyft wanted to offer finance on its full range of products, including high-ticket items. This meant it needed a provider who could safely approve as many customers as possible.

Lending capability

Many finance providers – especially those only offering interest free options – have limited spend amounts for credit. Swyft needed a lender who could support high average order values, while also offering longer term interest free lending to make it more affordable.

Insights and reporting

Understanding how customers were using finance, including preferred term lengths, interest free versus interest bearing options and more, was key for Swyft. It needed a retail finance partner who could provide data and insights quickly and efficiently.



“In our first month of launching longer-term interest free credit, we had a 65% YoY growth in revenue through ZOPA, which has had a considerable impact. ZOPA’s regulated finance journey is actually converting higher than the unregulated journey, which is exceptional. Their account management also provided us a significant amount of data, with a quick turnaround, to work out incrementality, which helped us move forward with regulated finance success.”

Geoff Bull,
CMO, Swyft

The Results

Swyft partnered with ZOPA to offer its original 3-12 month interest free finance option. Customers responded positively and uptake grew rapidly – with 87% of finance customers opting for ZOPA’s 12 month offer.

Increase in sales

ZOPA’s 24 and 36 month interest free credit options delivered a year on year uplift in revenue of 65% for Swyft in its first month alone. 54% of customers choosing finance at checkout opted for ZOPA’s regulated 24 and 36 month offers.

Insight for growth

Thanks to ZOPA’s dedicated account management team who provided regular reporting, Swyft was able to track incrementality to confirm the profitability of longer term interest free finance.

Approvals and conversions

ZOPA’s robust credit engine delivered high approval rates for Swyft, while its seamless credit journey of less than two minutes helped increase conversion rates.

↑ **65%** YoY Growth



▶ Watch the case study video

Main benefits of the Swyft / ZOPA partnership:

- 65% YoY growth
- High conversion rates
- Dedicated insights and reporting

