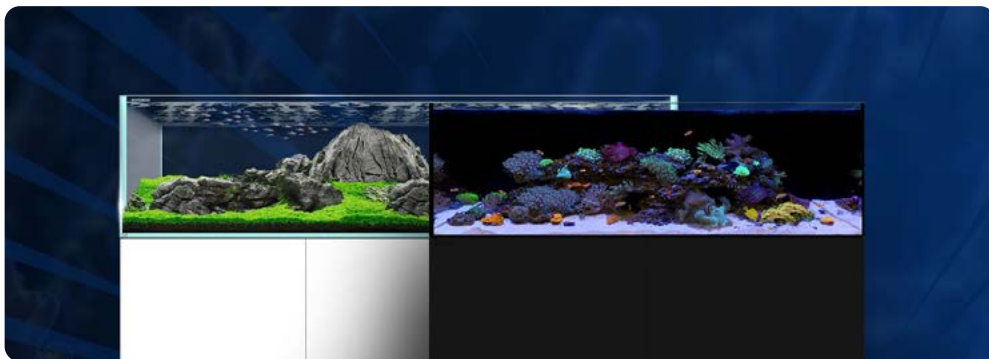


# Swimming in success: How Waterbox Aquariums increased sales with retail finance

Waterbox Aquariums has been designing aquariums since 2016, and officially launched as a brand in 2018. With distribution to over 30 countries, the company prides itself on making the highest-quality aquariums possible. It's also committed to supporting customers, both through educational and promotional content on its YouTube channel, and through offering affordable finance options for its product range.



## The Challenge

Waterbox Aquariums wanted to provide flexible finance options at checkout, which would allow customers to spread the cost on its high-quality products and accessories. However, they were concerned about finding the right finance provider to meet their needs:

### Low credit limit:

The company needed a finance provider who could offer interest free credit options that covered its higher-ticket items to boost sales.

### Short-term lending:

Due to the high average order value of some items, the company wanted a provider who could offer longer-term interest free options, so customers could spread the cost affordably.

### Approvals and conversions:

As a customer-centric business, the company focused on finding a finance provider with ethical lending practices, who could deliver high approval and conversion rates.

69% ↑  
Approval Rates

## The Solution

Waterbox Aquarium's search for a finance provider that aligned with its needs led them to ZOPA. With option to spread the cost up to 60 months, a checkout journey of less than two minutes and a credit appetite that aligned with the company's needs, ZOPA helped Waterbox Aquariums achieve its goals.

### Increased sales

Thanks to ZOPA's flexible finance options and upper credit thresholds, Waterbox Aquariums increased its revenue by 34% from January to September 2023.

### Increased conversions

Offering ZOPA's retail finance solutions at checkout and throughout the customer journey saw Waterbox Aquariums increase conversion rates by 17% from January to September 2023

### Strong approval rates

ZOPA's Eligibility Checker tool, which lets customers run a soft credit check ahead of applying for finance, helped deliver approval rate averages of nearly 70%.



### Main benefits of the Waterbox Aquarium's-ZOPA partnership:

- Increased GMV by 34% year to date in 2023
- 17% increase in conversion in 2023 to date
- 69% approval rate

**“From our roots to our current success, Waterbox Aquariums has always been a customer-centric business – with a focus on delivering added value alongside high-quality products. Factoring this into our search for a finance provider was key to partnering with ZOPA, who are delivering a service that aligns with our own values of putting the customer first – while helping us reach our sales goals.”**

**Richard Gilliland,**  
CEO, Waterbox Aquariums