



CREDIT KEY CASE STUDY: OLAM SPECIALTY COFFEE

Case Study:



How Credit Key helped Olam Specialty Coffee perk up conversion rates by 250%

Thoughtfully sourced and meticulously curated, Olam Specialty Coffee is committed to providing exceptional coffee and driving sustainable change. The coffee company is also dedicated to spreading its exceptional coffee through growth, expansion and new customer acquisition.

Olam turned to Credit Key to ease the burden of approving, processing and following up with in-house credit, and got an unexpected perk:

A triple-digit improvement in customer conversion rates.

By running digital ads that promoted Credit Key's "buy now/pay later with in-cart approval" benefits, Olam Specialty Coffee attracted and converted new customers.

The lift was significant. Ads with Credit Key messaging increased conversion rates by 250%.

More customers. Higher average order value. Increased revenue. Unmatched convenience. Olam Coffee unlocked it all with Credit Key. And so can you.

RESULTS:

250%

Increased conversion rates

DECIDING FACTORS FOR CHOOSING CREDIT KEY :

- High conversion rates
- Ability to grow customer base
- Potential to increase revenue
- Speed to launch

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Credit Key made it easy to offer our customers instant credit, while attracting new customers. It was truly a win-win.

- Bryan Sorensen, eCommerce Marketing Director, Olam Specialty Coffee

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Ready to take the grind out of credit processing and pour on results?

Contact us at creditkey.com for a demo.