

# Driving customer loyalty for Haypp Group



## About Haypp Group

Haypp Group is a pioneer in promoting smoke-free alternatives globally, and is committed to revolutionizing the way people enjoy nicotine products. With a strong presence in Scandinavia and a portfolio of eleven e-commerce brands spanning seven countries, Haypp Group is dedicated to inspiring healthier lifestyles worldwide. Haypp Group operate the following websites: Snuslageret.no, snushjem.no, snus.com, snusmarkt.ch, Snusbolaget.se, nettotobak.com, nicokick.com, snusnetto.se Haypp.com, Northerner.com & Vapeglobe.de



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- Carl Lind, Head of Stores at Haypp Group

# 11 %

increased retention rate,  
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## Challenge

Haypp Group aimed to deliver an outstanding shopping experience to its customers while simultaneously leading by example in the market of selling age-restricted products. As a dedicated advocate for responsible online sales of nicotine products, Haypp sought a payment partner capable of constructing a safe and secure payment infrastructure that adhered to the stringent regulations of the Norwegian market, ensuring 100% age validation.

Finding a partner well-versed in the significance of local payment options within Norway was paramount. Moreover, navigating the Norwegian market posed unique challenges due to regulations prohibiting marketing activities beyond organic search. Thus, Haypp was looking for a payments partner equipped to adopt a 360-degree approach to the customer journey fostering loyal customers.

## Solution

Recognizing the need for a payment partner in Norway that prioritized reliability and flexibility, Haypp Group turned to Avarda. Avarda's established reputation and successful collaboration with leading e-commerce players like Boozt instilled confidence.



*The collaboration with Avarda has been fantastic. Together, we have created a payment solution and age verification system that works excellent in our business. By offering flexibility and tailored technology, Avarda has been a key factor in differentiating us in the Norwegian market and strengthening our brand and loyalty. We look forward to continuing our successful journey and building upon the strong partnership with Avarda.*

Says Carl Lind, Head of Stores at Haypp Group.

# Results

Since integrating Avarda's solution into the Norwegian market, Haypp Group has witnessed tangible results. Notably, there has been a significant increase in returning customers by 11%, translating to tens of millions in sales revenue. The implementation of Avarda's age validation solution has further bolstered Haypp as a prominent example, ensuring trust and security in online transactions in the industry, guaranteeing 100% age-validated customers.

# 11 %

Increased  
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# 100 %

Age validated  
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Avarda Checkout+  
Customized checkout



Buy Now Pay Later  
Customized credit products



Remarketing  
Full control of UX & touchpoints