

## Case Study Kiwi.com



### The Company

An international travel hub, (formerly known as Skypicker.com), Kiwi is a low-cost flight booking engine with an extensive database of budget flights in Europe. Founded in 2012, the company has since grown to a global low-cost travel engine power house.

### Opportunity

- Kiwi is working in multiple countries with many payment providers.
- This causes a challenge to consolidate reports and get a high-level view.
- Growing to process hundreds of thousands of monthly transactions requires a scalable system.
- Global businesses face low local approval rates, resulting in many lost transactions.
- A growing need to optimize global approval rates.

### The partnership with ZOOZ

- Kiwi's partnership with ZOOZ has allowed them to manage their payments from a centralized, scalable platform, and to enable them to double their annual turnover in 2018.

### Adding Providers to enable growth and scale

- Kiwi works with 5 processors
- 5 APMs are through ZOOZ
- They are able to add providers to support specific local markets and utilize a flexible payment-routing solution.

### Increased Revenue by Optimization

By delving into the data, Kiwi were able to find specific areas to focus on, which led to a 5% increase of the overall approval rate.

### Growing with ZOOZ

↑  
**5%**

Increase in overall approval rates

✓✓  
**5+**

5 Processors through ZOOZ

✓✓  
**5+**

5 APMs through ZOOZ

Grew by   
**4000%**

**x2** ANNUAL  
TURNOVER  
in 2018



"ZOOZ helps us to handle payments more effectively and with better results. Its sophistication and scale goes hand in hand with Kiwi's growth."

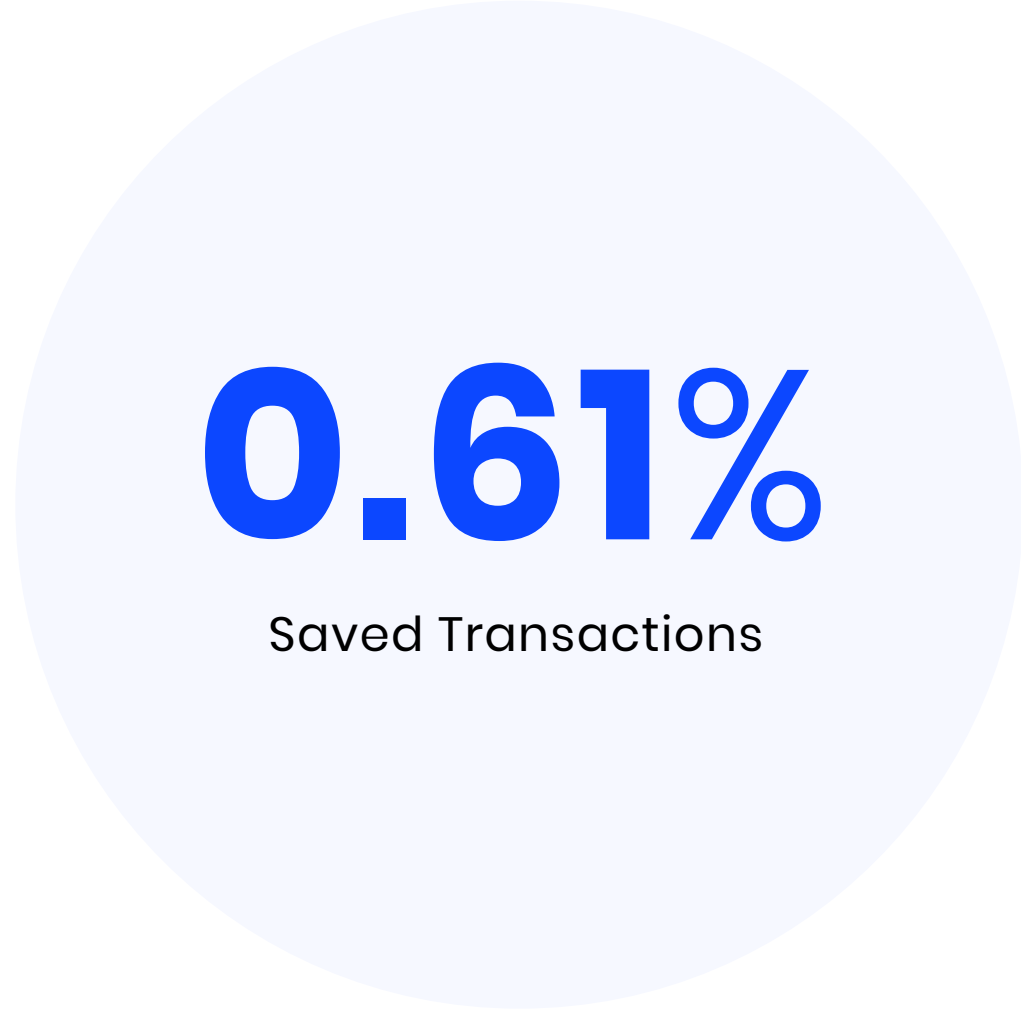
**Oliver Dlouhy** CEO – Kiwi.com

# How Kiwi saved Millions of \$\$ with the Instant Retry feature

Transactions fail for many reasons (insufficient funds, provider outages, etc.) – resulting in millions of dollars' worth of lost revenue. As a global brand that processes Trillions of \$ yearly, Kiwi decided to fight back and to send a portion of the declined transactions to an alternative payment provider via the Instant Retry Feature.

The results were stunning.

Kiwi sent a mere **13.18%** of the failed transactions to the Instant Retry feature and managed to save **4.6%** which equaled **8.3MUSD** that would have otherwise been lost.



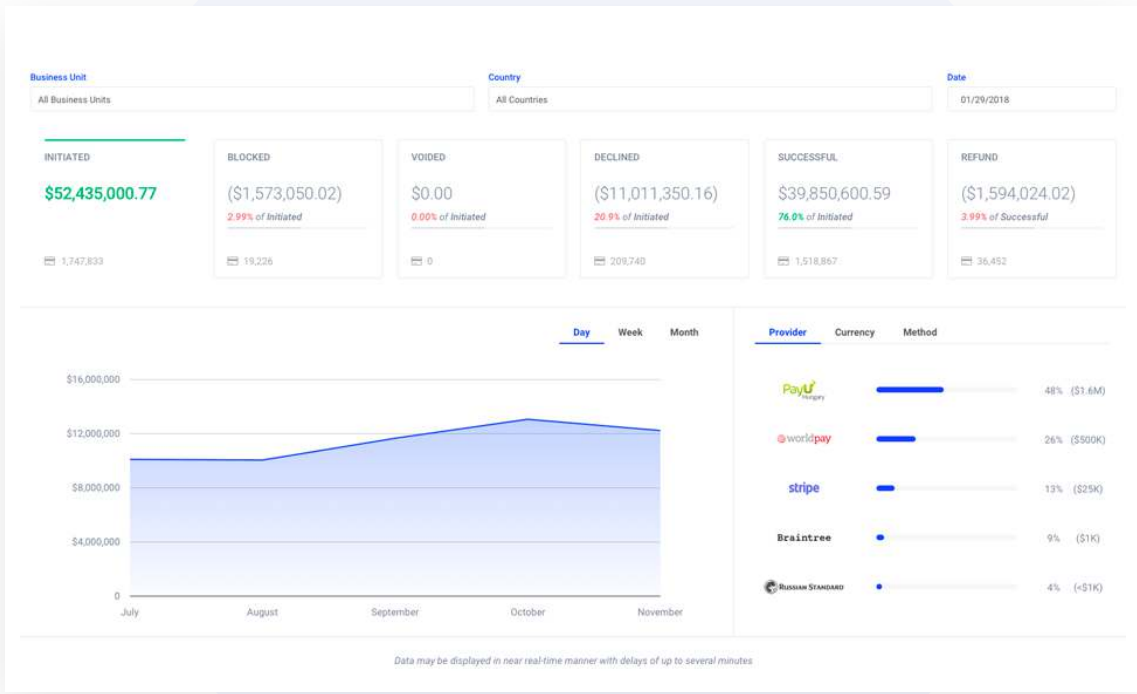
=



## About ZOOZ

The ZOOZ open payments platform helps merchants manage and optimize their global payments operation. The platform enables ecommerce merchants to add payment providers with a click, and route transactions to specific providers based on their business needs.

For more information visit us at [www.zooz.com](http://www.zooz.com)



Visit [ZOOZ.com](http://ZOOZ.com)

© 2019 ZOOZ®. All rights reserved.

