



CREDIT KEY

HOW CREDIT KEY HELPED
KoiCBD TO INCREASE
AVERAGE ORDER VALUE BY
600%

Case Study:



Credit Key Business Impact Since Launch

KoiCBD is a market leader in providing a full range of products within the CBD & hemp space. They have the belief in the ongoing pursuit of “better.” Better practices, better prices, better education, better days, and better lives.

Being the proponents of quality, safety, and consistency with the CBD and hemp area, they are ambassadors of responsible farming extraction and distribution. Their ideal customers are business owners, and consumers looking for best-in-class products, education, and support with the CBD and hemp landscape.

KoiCBD was looking for ways to grow without hindering their customer satisfaction and cash flow. It is when they turned to Credit Key to manage their customer payment terms. By implementing Credit Key, KoiCBD was able to extend payment terms to business buyers without waiting for payment. It helped them mitigate the risk associated with lending to a business customer.

“Koi was simply looking for a B2B flexible financing solution for its customers. Credit Key supports our goals in these areas, while also making it easy so we do not have to worry about collecting payments from our partners. This helps us avoid unwanted conflict while providing financing solutions to our partners,” said Tod Campbell, VP of Sales, KoiCBD.

Credit Key’s fully automated process of approving, processing, and invoicing business customers significantly impacted KoiCBD’s Average Order Value. “We are excited to share that our AOV increased by 600% percent over traditional credit card orders,” added Campbell.

KoiCBD’s biggest challenge was to keep the inventory up and running without hampering the business growth and providing a flexible financing solution to their customers. He further added, “Credit Key is easy to work with which is why we can focus on building our business rather than managing accounts receivables. It also provides financing solutions that are easy and fair for our customers. Providing solutions that support our customers is key to our success and Credit Key offers great financial support that our customers appreciate.”

DECIDING FACTORS FOR CHOOSING CREDIT KEY :

- Maintaining Business Cash Flow
- Offering Credit To Business Buyers
- Increase in Average Order Value
- High Conversion Rate
- Exponential Growth
- Increase Revenue

RESULTS:

600%
Increase in AOV

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Credit Key Business Impact Since Launch

Later this year, KoiCBD plans to introduce new products that will drive sales and they are positive that offering flexible payment solutions to business buyers will produce significant results. "Continued customer satisfaction and growth are key areas for us and we are thankful for Credit Key and its offerings. It has added immense value to our business. Customer order size has increased as well as order frequency. Ultimately, customer satisfaction and retention are what is most important to us and Credit Key has helped us achieve these goals as well as many other intangibles. We highly recommend Credit Key as they are extremely helpful and easy to work with," added Campbell.

Credit Key ensures that each transaction is automatically financed, and provides payment to the supplier within 48 hours. KoiCBD company envisions twice the growth from last year and are on course to increase sales and Credit Key has facilitated this growth and ease of business.

More customers, higher average order value, increased revenue, and unmatched customer satisfaction. KoiCBD unlocked it all with a Credit Key. So can you.

Get in touch with our sales team at sales@creditkey.com or for more information visit us at www.creditkey.com

CREDIT KEY CAN DRIVE:

- More Customers
- Higher Average Order Value
- Increased Revenue
- Unmatched Customer Satisfaction

CREDIT KEY ENSURES:

48 hours

Each transaction is automatically financed, and provides payment to the supplier within 48 hours.

Deciding Factors For Choosing Credit Key

- Maintaining Business Cash Flow
- Offering Credit To Business Buyers
- Increase in Average Order Value
- High Conversion Rate
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Results

600%

INCREASE IN AOV