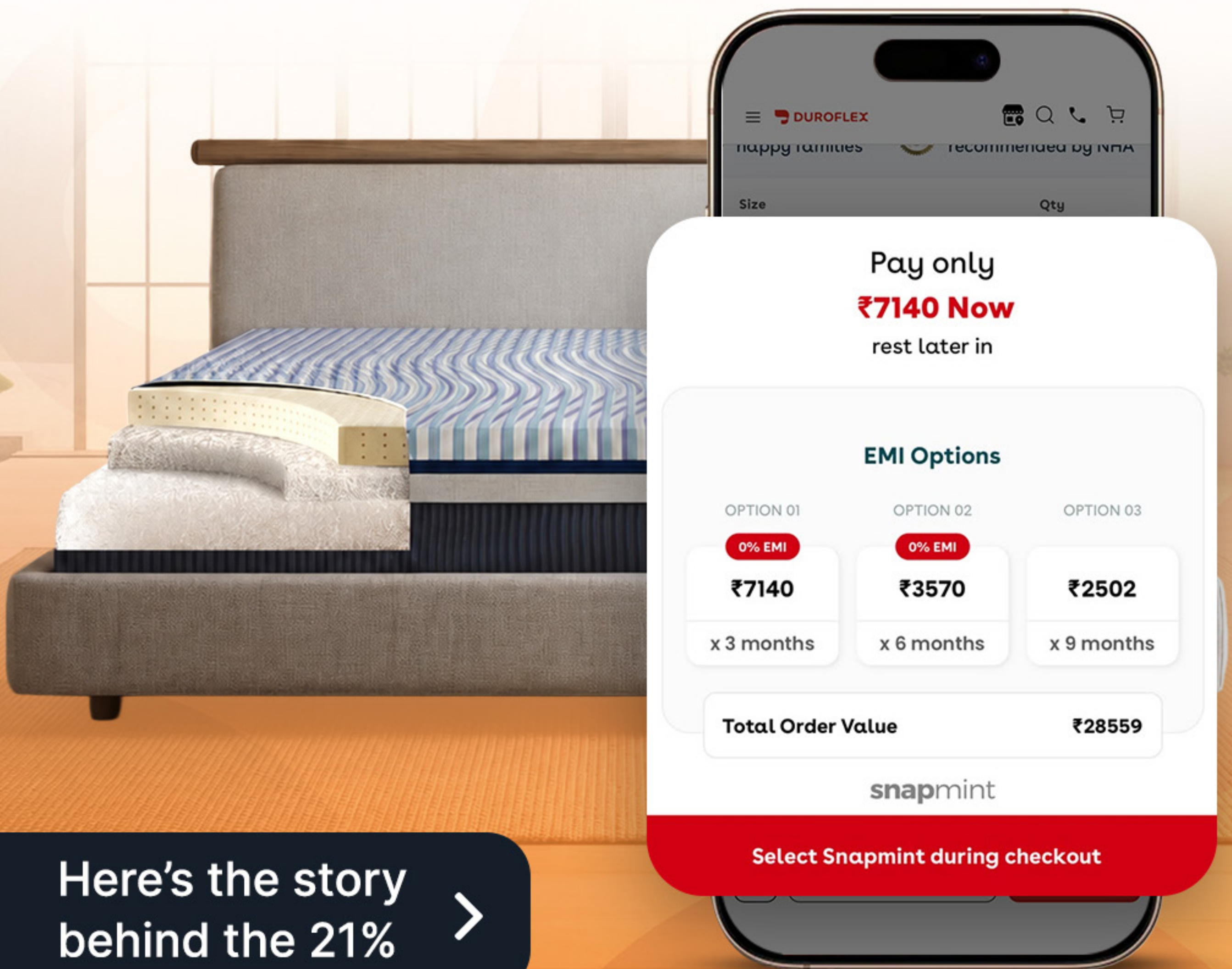


snapmint x duroflex

Duroflex Grew Conversion by 21% with Snapmint Pay in 3 & More



The background image shows a modern bed with a grey headboard and a blue and white striped bedsheet. A cross-section of the bed's internal structure is visible, showing layers of foam and springs. In the foreground, a smartphone displays the Duroflex app interface. A Snapmint overlay is shown on the screen, displaying the following information:

Pay only
₹7140 Now
rest later in

EMI Options

OPTION 01	OPTION 02	OPTION 03
0% EMI	0% EMI	
₹7140	₹3570	₹2502
x 3 months	x 6 months	x 9 months

Total Order Value **₹28559**

snapmint

Select Snapmint during checkout

Here's the story
behind the 21%



From the Team That Saw the Numbers Change



Snapmint integration was seamless and their team made the entire process hassle-free. Since then, we have achieved a **21% conversion uplift** on orders above ₹1,500 with **RTO reducing by 9%**.

As purchase confidence grew with flexible payments, **AOV rose by 10%** and we saw an **18% hike in monthly GMV**. Snapmint has become a real growth lever for us.



Anup Daware

Chief Technology Officer



What Stops a High-Intent Buyer at the **Final Step**



Upfront Cost
Hesitation

01



Checkout
Abandonment

02

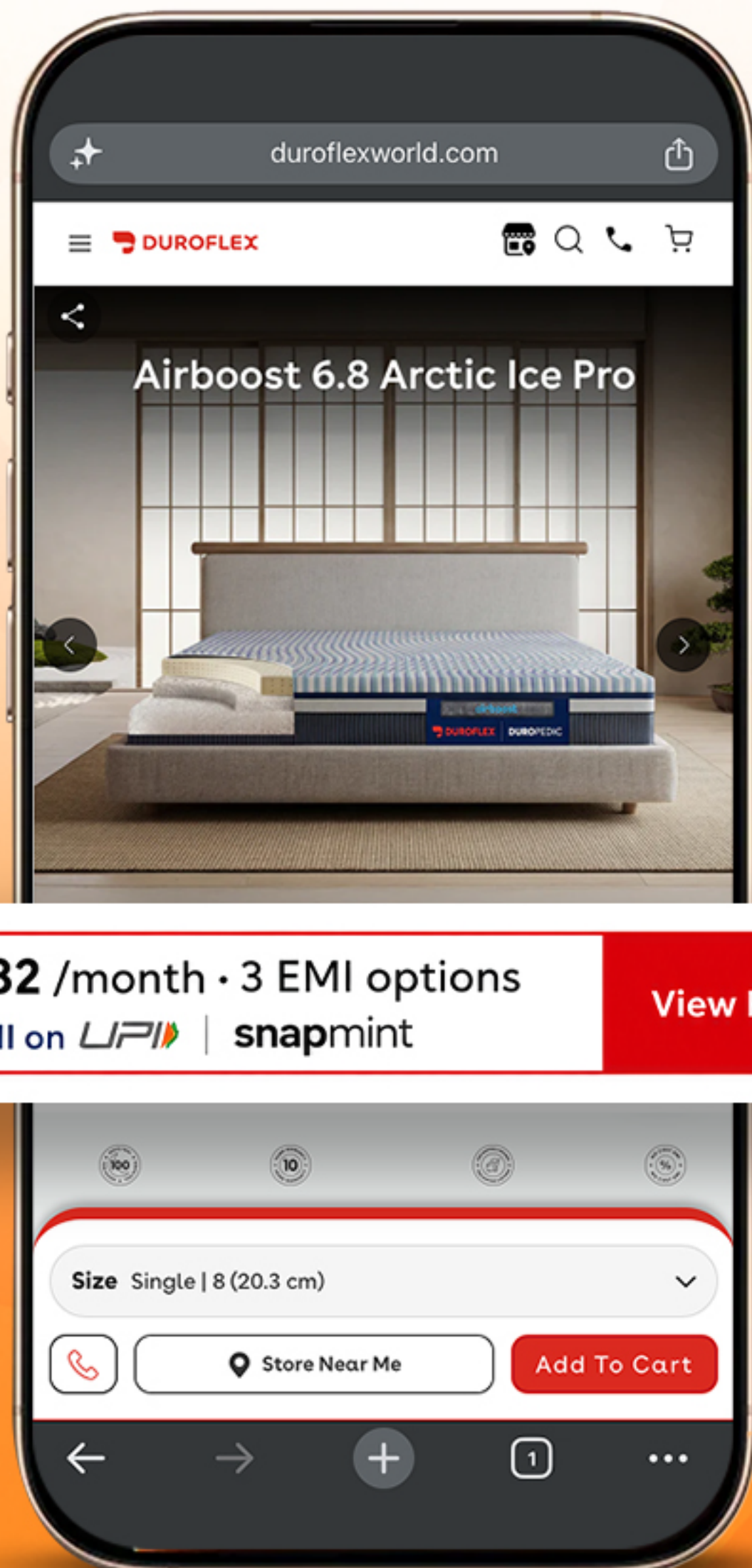


Overdependence
on COD

03



How Snapmint Closed the Flexibility Gap with **Pay in 3 & More**



**Pay in 3
& More**

0% EMI on UPI

+90%
Approval Rate

100%
Day-2 Merchant
Settlement



The Numbers **Pay in 3 & More** Moved for Duroflex

21%

Conversion
Uplift

18%

Growth in
Monthly GMV

10%

AOV Uplift

9%

RTO Reduction



Your Next **Conversion Lift** Could Start with One Integration

Activate snapmint Pay in 3 & More →

— TRUSTED BY 2,000+ LEADING BRANDS —

 TITAN

zepto

 NEEMAN'S

ixigo

 BLUE TYGA

 CASHIFY

district
BY ZOMATO

adani