



Partner

# Marketing Toolkit

This marketing toolkit is designed to ensure you have the right information about us and to help merchants clearly understand our collaboration.

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# Marketing material

Below are suggested newsletter content and a mock-up of a Svea Payments landing page for your website.

## NEWSLETTER



### Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum.



### Upgrade to Svea Checkout

A checkout built for Nordic commerce with all the payment methods your customers want.

[Read more →](#)

Banners and graphic material

Copy for newsletter

## LANDING PAGE



### Svea Payments

A checkout built for Nordic commerce

Selling in the Nordics means meeting customers where they are, with the payment methods they trust and the flexibility they expect.

With Svea Checkout, you can offer the payment options Nordic shoppers look for every day, including cards, Swish, Vipps, MobilePay, invoice, and instalments.

Nordic consumers shop frequently online and expect fast, mobile-friendly checkouts with their preferred payment method available. When those expectations are not met, many abandon their purchase.

Svea Payments helps ensure they complete it.

### Why merchants choose Svea Payments

**High converting payments** - expert when it comes to both low and high order values, with a high credit acceptance rate.

**B2B & B2C payments** - One integration, one checkout for consumers and businesses.

**Strategic growth partner** - beyond transactions, we work proactively with you to optimise conversion, expansion, and profitability.

**Local expertise, local presence** - in all the ways that matter. We know your market, know your customers, and build our products and features after local needs and expectations.

**Personal, 5-star customer service** - We are known for our famous merchant service, resolving issues quickly and proactively. The same goes for your customers - we strengthen both your brand and your customer relationships. Just ask our merchants!

### One integration. Multiple ways to pay.

Give your customers the payment experience they expect, and give your checkout the power to convert.

Enable Svea Payments on your store.

### About Svea Bank

Svea Bank is a corporate group with financial operations in several European countries. With 40 years of experience supporting businesses and private individuals with their liquidity needs, Svea is a natural choice when a financing partner is required. Svea's payment solutions were launched in 2007 and are now used by 15,000 e-commerce merchants across the Nordic region, serving 7.5 million customers. Svea's solutions meet consumers' expectations for an efficient and reliable customer experience, while supporting e-commerce merchants' need for high conversion rates.

Banners and graphic material

Svea Payments copy

Svea Payments URL for CTA

Svea Bank copy

# Banners & graphic material

## Banners

Use banners for newsletters, hero image, and social media.

→ [Download here](#)

## Brand Guidelines & Logos

Download our logos and read the guidelines for usage.

→ [Link to page](#)

## URL - Svea Payments

Please use the URL whenever possible for merchants to find more information.

→ [Link to page](#)

# EN - Landing page copy

Use the copy below and the Svea Bank copy on the next slide on your site to clearly explain who Svea is and what we offer to your customers.

## Svea Payments

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Svea Bank copy



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# SE - Landing page copy

Använd texten nedan och Svea Bank-texten på nästa slide på er hemsida för att tydligt förklara vem Svea är och vad vi erbjuder dina kunder.

## Svea Payments

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### Svea Payments

En checkout byggd för nordisk handel

Att sälja i Norden innebär att möta kunderna där de är, med de betalningsmetoder de litar på och den flexibilitet de förväntar sig.

Med Svea Checkout kan du erbjuda de betalalternativ som nordiska konsumenter använder varje dag, inklusive kort, Swish, Vipps, MobilePay, faktura och delbetalning.

Nordiska konsumenter handlar ofta online och förväntar sig snabba, mobilanpassade checkouter där deras föredragna betalningsmetod finns tillgänglig. När dessa förväntningar inte uppfylls avbryter många sitt köp.

Svea Payments hjälper dig att säkerställa att de slutför det.

### Därför väljer handlare Svea Payments

**Hötkonverterande betalningar** - experter på både låga och höga ordervärden, med en hög acceptansgrad.

**B2B och B2C payments** - en integration, en checkout för både konsumenter och företag.

**Strategisk tillväxtpartner** - mer än en betalösning, vi arbetar proaktivt tillsammans med dig för att optimera konvertering, expansion och lönsamhet.

**Lokal kompetens, lokal närvaro** - på alla sätt som räknas. Vi kan din marknad, förstår dina kunder och utvecklar våra produkter och funktioner utifrån lokala behov och förväntningar.

**Personlig kundservice i toppklass** - kända för vår merchant service, där vi löser ärenden snabbt och proaktivt. Detsamma gäller för dina kunder - vi stärker både ditt varumärke och dina kundrelationer. Fråga bara våra handlare!

### En integration. Flera sätt att betala.

Ge dina kunder den betalupplevelse de förväntar sig, och ge din checkout kraften att konvertera.

Aktivera Svea Payments i din e-handel eller butik.

Svea Bank copy



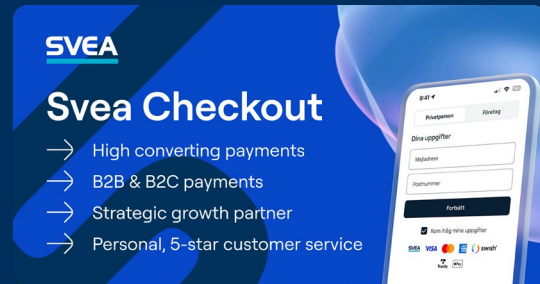
## Om Svea Bank

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Svea Bank är en koncern med finansiell verksamhet i flera europeiska länder. Med 40 års erfarenhet av att stödja företag och privatpersoner i deras likviditetsbehov är Svea ett naturligt val när en finansieringspartner behövs. Sveas betalningslösningar lanserades 2007 och används idag av 15 000 e-handlare i Norden, med totalt 7,5 miljoner kunder. Sveas lösningar möter konsumenternas förväntningar på en effektiv och pålitlig köppplevelse, samtidigt som de stödjer e-handlares behov av hög konverteringsgrad.

# EN - Newsletter copy

Below are a few suggestions of copy for you to use in your email send-outs to merchants. You will find banners to use [here](#).

A banner for Svea Checkout featuring the Svea logo, the text 'Svea Checkout', and a list of benefits. On the right, there is a smartphone displaying the checkout interface.

**SVEA**

## Svea Checkout

- High converting payments
- B2B & B2C payments
- Strategic growth partner
- Personal, 5-star customer service

## Upgrade to Svea Checkout

A checkout built for Nordic commerce with all the payment methods your customers want.

[Read more.](#)

A banner with a blue background and abstract shapes. It features the Svea logo followed by an 'X' and the text 'Your Logo'.

## New partner - Svea Payments

We're excited to introduce Svea as a new payment provider in our ecosystem.

Svea provides a strong B2C and B2B payments solution for online and instore with all the payment methods your customers want.

[Read more.](#)

## A checkout built for Nordic commerce

Find new updated information about Svea Checkout on our website.

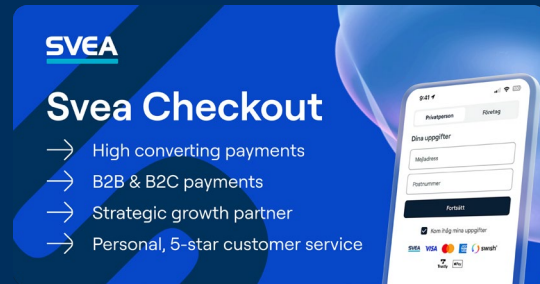
[Click here.](#)

A banner with a white background and abstract shapes. It features the Svea logo followed by the text 'Checkout' and a smartphone displaying the checkout interface.

**SVEA** Checkout

# SE - Newsletter copy

Nedan följer några förslag på texter att använda i era e-postutskick till e-handlare. Ni hittar banners att använda [här](#).



**SVEA**  
**Svea Checkout**

- High converting payments
- B2B & B2C payments
- Strategic growth partner
- Personal, 5-star customer service

## Uppgradera till Svea Checkout

En checkout byggd för nordisk handel med alla betalningsmetoder dina kunder vill ha.

Läs mer.



**SVEA** X **Your Logo**

## Ny partner - Svea Payments

Vi är glada att introducera Svea som en ny betalningsleverantör i vårt ekosystem.

Svea erbjuder en stark betallösning för B2C och B2B, både online och i butik, med alla de betalningsmetoder dina kunder vill ha.

Läs mer.

## En checkout byggd för nordisk handel

Nu finns uppdaterad information om Svea Checkout på vår hemsida.

Klicka här.



**SVEA** Checkout

**Don't hesitate to contact us if you have  
any questions.**

[sveawebpay@svea.com](mailto:sveawebpay@svea.com)