

abbzorb®

Xpresslane

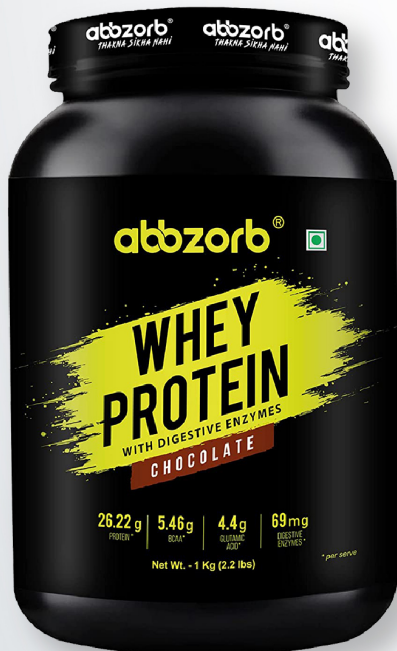


# CASE STUDY

[www.xpresslane.in](http://www.xpresslane.in)

## BACKGROUND

Abbzorb nutrition is focused on bringing affordable nutrition to every household. They have been helping people achieve their fitness goals with their high - quality manufactured nutritional supplements. They have amazing feedback for their variety of products.



abbzorb®

Lab tested  
with 30+ quality  
checks before  
delivering products  
to the customers.

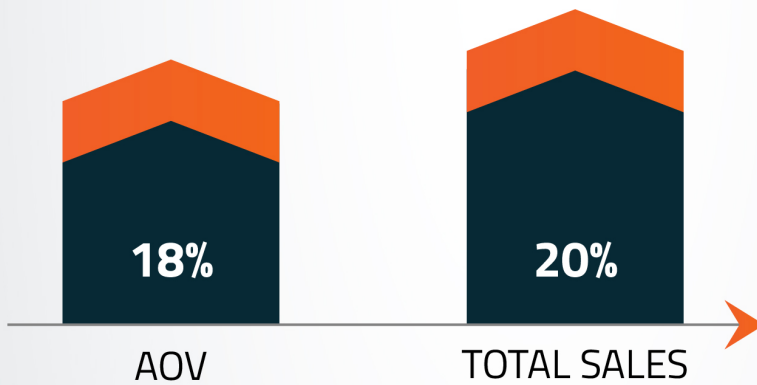
On the path to helping their clients achieve their fitness goals, Abbzorb integrated Xpresslane into their shopping website to deliver a seamless shopping experience.

## JOURNEY WITH XPRESSLANE

Abzorb believes in giving its customers hassle-free shopping experience with a simple checkout process. After integrating with Xpresslane, Abzorb has observed a significant improvement in the user journey.



## KEY METRICS



Average order value (AOV) increased by **18%** and total sales by **20%** in prepaid orders within a month.



The phenomenal growth of **60%** in prepaid transactions and reduced RTO's parallelly.

Xpresslane has played an important role in growing the business in terms of sales, order values, etc.

## CONCLUSION

We have made our customers happy by helping them make their customers happier. This success is paving our path for future journeys with more confidence. If you've also been chasing success in your online business, our one-click integration just might be the missing piece you need.



## ABOUT

Xpresslane is the best platform for faster and secure checkouts. Online shopping is made safer, easier, and quicker with one click as we ensure 100% smooth transaction for customers and merchant alike.

## CONTACT US

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