

Australia's new love affair with Pokémon GO increases click-and-collect sales for online retail Giant Klika- "catch 'em all" at Klika

Online Retailer Klika is all over the next wave of augmented reality to boost customer engagement

MELBOURNE – 19 JULY 2016 – KLIKA, one of Australia's top 20 online retailers, has seen a 20% uplift in its click-and-collect sales in the last week alone since the Pokémon GO sensation has enveloped the country. With Pokémon PokeStops and characters spotted around Klika's Melbourne showroom and premises, customers are going Krazy not only for Klika deals but also to be part of the latest scavenger hunt around Klika's premises.

"Seeing a sharp spike in sales is always a great thing, but finding customers in our showroom looking to catch Pokémon characters, takes customer engagement to another level," Klika's Director of Commercial Operations Leo Zaitsev said in amazement.

"Who would have thought that we would be seeing adults arriving to shop or pick up their shopping from our showroom and then finding them chasing virtual cartoon characters? It's incredible". Zaitsev continues

With the game only available on a limited number of continents at the moment, Australia has a chance to be ahead of the pack on Pokémon GO marketing and tourism.

"There are rumours on Chinese social media app WeChat that Pokémon fans are flying into Australia from Asia to be part of the latest scavenger hunt. It would be great to drive that interest straight to our online store". Said Zaitsev

Klika has always been at the forefront of innovation and its ongoing hunt for ways to enhance and simplify the online shopping experience for their customers. In 2015, Klika was the first major online retail shop in its space to partner up with an interest free payment platform to offer customers a "shop now and pay later" concept. It is no surprise that the dynamic team at Klika is looking at creative ways to cash in and make the most of the "Pokémon effect".

Zaitsev said, "We will be engaging our customers further by setting up PokeStops and offering iTunes vouchers to pay for Pokémon Lure Modules. We like to keep things fresh, interesting and relevant at Klika and there is no better way and time to make the Pokémon Craze more accessible to our customers."

Founded in 2005, Australian owned and operated Klika, has grown to become one of Australia's leading online department stores. Awarded as Top 20 Online Retailers in Australia,

Klika offers over 1,500 products to shoppers covering everything from fitness equipment, tools, home living, music instruments and outdoor furniture, with a flat shipping rate nationwide for \$9.95. It operates out of 15,000 sqm central warehouse in South Oakleigh, Victoria with satellite offices in two other countries.

Klika customers are not only spoilt with a wide range of product categories to shop from, but also with Klika's range of private labels and well sought for brands such as Sunbeam, Breville, Apple iPhone, Huawei, Jason, educational toys from Colorific, Disney licensed toys and bedding, , VTech, Uniden, Belkin, Oricom, to name a few.

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