



**KNITROOT**

## Knitroot Increases Order Conversion rate by 100% With Razorpay Magic Checkout!

 **Razorpay**

 **KNITROOT**

**Knitroot**

### Meet Knitroot.

Knitroot Private Limited is an Indian origin company and had its inception in 2016-17. The founders' Ms Mitali Somaiya and Mr Sagar Sangani, started Knitroot to bring innovation, improvement, and development in textile products for children.

Knitroot offers garments that promote Indian culture and festivals, such as Holi, Diwali, Pongal, Lohri, Eid, etc. The company wants to spread awareness about Indian culture and festivals in India and across the globe as they export their baby clothes to multiple countries.

### The Challenges Faced by Knitroot

Knitroot operates online, and providing the best shopping experience to customers has always been their ethos. However, operating online did present them with some challenges.

#### High Cart Abandonment & Drop-Offs

The average drop-off is approximately 70% for most eCommerce companies, and the cart abandonment rate was equally high for Knitroot. Plus, long account creation forms were consuming customers' time, leading to drop-offs.

#### Lack of Seamless Checkout experience

The checkout experience Knitroot was providing to their customers was not very mobile-friendly. The contact details form, for example, had multiple fields to be filled, which was lengthy and increased drop-offs.

## Solutions Offered to Knitroot

With Magic Checkout, Knitroot's conversion rate doubled, and consequently, the cart abandonment rate went down by 100%!

### No More Lengthy Account Creation

Magic Checkout automatically and magically prefills personal contact and shipping details of millions of customers who've shopped on any of the Magic Checkout network powered stores, allowing even first time customers of Knitroot to enjoy a repeat-like shopping experience. This made the checkout experience 5X faster for end users!

### Mobile Optimised Shopping Experience

Magic checkout's UI (user interface) is mobile optimised and super-seamless, making it easier for shoppers to complete their purchase! No matter the customer's device, they enjoy a frictionless shopping experience.

## Impact of Magic Checkout on Knitroot

After integrating Magic Checkout, Knitroot's sales accelerated. The team at Razorpay integrated Magic Checkout with just one click.

- Magic Checkout improved the order conversion rate by 100%, leading to a massive bump in their revenue!
- Knitroot's customers are able to complete their checkout 5X faster, leading to increased customer satisfaction.

**100%**  
Improvement In  
Conversion Rate

Customers Can  
Checkout  
**5X Faster**

Just like Knitroot, Magic Checkout is the trusted checkout partner for many D2C brands. We feel immensely proud to share Knitroot's journey with everyone, and if you want to unlock growth for your Ecommerce or D2C business, don't hesitate to contact the Magic Checkout team.



### **Ms Mitali Somaiya and Mr Sagar Sangani**

"Magic Checkout has shown us incredible results by increasing our conversion rate by 100%, within 2 months of implementing it. It's literally MAGIC. Moreover, the integration got done in a few minutes - it was a simple 1 click activation on WooCommerce. Thanks to the Magic Checkout team for helping us grow our business!"

**Try Razorpay Magic Checkout [↗](#)**



### **For more details on Razorpay Magic Checkout:**

Email: [magic-checkout@razorpay.com](mailto:magic-checkout@razorpay.com)

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