



Kustom

The checkout playbook

Kustom is the most-used checkout in the Nordics, trusted by over 24,000 businesses. See the four main principles that guide every pixel in our checkout.

Protect the shopper's focus

When a shopper is ready to buy, the worst thing a checkout can do is distract. With two layout choices, you can avoid it:

1 Keep it to one page

A single-page layout keeps the entire transaction visible so shoppers can see what's next and move faster. By cutting layout friction, this framework delivers up to 35% higher conversion* than old-school multi-page checkouts.

2 Place it at the very top

Burying the checkout under extra steps, legal terms or forced sign-ups causes drop-offs. Place the module at the very top of the page where it belongs so customers can finish in a simple flow.

Your information

Change

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Odengatan 101, 111 35, Stockholm

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Delivery

Change

pn

Pick-up point • 1-2 business days

ICA Nära • Odengatan, 101, Stockholm

Payment

Change

Klarna

Klarna • Pay now

Total

1 329 SEK

Including taxes & shipping

Show details

Buy Now

By clicking "Buy now" I approve the [terms](#) for the Kustom Shopping Service. I agree to the [terms & conditions](#) of Merchant.

Klarna

Apple Pay

MasterCard

VISA

Swish

pn

Gift card

b

Kustom

Your information

Email

Postcode

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Continue

Delivery

pn

Pick-up point
1-2 business days

From 0kr

Pick-up locker
1-2 business days

From 0kr

b

Pick-up point
1-2 business days

From 0kr

Put your forms on a diet

Forcing shoppers to manually type address details slows down the sale. There are two simple design choices to speed up the process:

1 Bake delivery right in

With Kustom, 91% of your shoppers skip forms and instantly see relevant delivery choices. Showing shipping methods and pickup points directly inside the core checkout frame creates a true, one-click purchase experience.

2 Make your add-ons work harder

Mandatory checkboxes and newsletter sign-ups should be very concise and live entirely inside the checkout — not scattered around it. This keeps the visual flow clear, reduces customer confusion and helps them stay on track.

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Delivery

Change

pn

Pick-up point • 1-2 business days
ICA Nära • Odengatan, 101, Stockholm

Free

Payment

Change

Klarna

Klarna • Pay now

Total

1 329 SEK

Including taxes & shipping

Show details

Buy Now

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Klarna

Apple Pay

VISA

swish

pn

b

Kustom

VISA

Klarna's [terms of use](#) apply

Apple Pay

Fast & secure

Swish

Fast & secure

Credit / debit card

Visa, Mastercard

☐

Join the family and subscribe to our newsletter

☐

I accept the [terms and conditions](#) *

Total

1 329 SEK

Including taxes & shipping

Show details

Buy Now

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Klarna

Apple Pay

VISA

swish

pn

b

Kustom

Design for instant familiarity

Late-stage hesitation kills momentum when it matters the most. Here's how to build immediate consumer confidence:

1 Offer native payments

Let your customers choose their preferred payment method and review order details in one flow. Keeping all options in a single view removed redirects that trigger drop-offs.

2 Match your store's look and feel

A sudden design change at checkout acts as a red flag for shoppers. Keeping your colors, typography and buttons consistent all the way gives them the confidence to complete the purchase.

Payment

 Klarna
Pay now, later, or financing

 Apple Pay
Fast & secure

 Swish
Fast & secure

 PayPal
Fast & secure

 Credit / debit card
Visa, Mastercard

Total1 329 SEK

Including taxes & shippingShow details

Buy Now

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Your information

Change

Delivery

 Pick-up point
1-2 businessFree

 Pick-up locker
1-2 business daysFree

Payment

 Klarna
Pay now, later, or financing

 Apple Pay
Fast & secure

Total1 329 SEK

Including taxes & shippingShow details

Buy Now

Unify the flow for every customer

Your commercial momentum shouldn't stall just because a buyer happens to be purchasing for a company instead of themselves.

*Source: Baymard Institute

1 Easy business checkout

An integrated framework that toggles smoothly between private individuals and companies allows business buyers to instantly auto-populate their details using a quick organization number lookup. This eliminates administrative friction and allows them to check out on their own terms.

Private

Business

Your information

Business name

Organization number

Address

Delivery

Please enter your billing address details first

Standard

3-4 business

59 SEK

Express

1-2 business days

99 SEK

Payment

Resurs

Resurs