



## AudioCityUSA increases revenue with Affirm while maintaining high-quality customer experiences

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[AudioCityUSA](#) has been serving customers for over 30 years as a leader in the aftermarket automotive accessory industry. Partnering with Affirm helps them maintain their high standard of high-quality customer experiences, while also driving incremental revenue and higher average order value for their business. Affirm has become especially valuable given rising costs and prices due to inflation. We spoke with Johnathon Kim, AudioCityUSA's Chief Operating Officer, to hear more.

**Affirm:** What do you like most about working for AudioCityUSA?

**AudioCityUSA [Johnathon]:** What I love most about working at Audio City USA is the amazing culture. We embrace change, support each other, and genuinely care about our customers. Our team consistently aims to set higher standards in the aftermarket wheels industry while having a lot of fun. Trust is at the core of our business, and we strive to provide a seamless wheel buying experience, ensuring customer satisfaction at every turn.

**Affirm:** What sets Audio City USA apart from others in your industry?

**AudioCityUSA [Johnathon]:** At AudioCityUSA, we provide an effortless and seamless wheel buying experience with over 100 years of combined fitment expertise and support available every day. Our extensive inventory and customization options ensure customers, whether enthusiasts or non-enthusiasts, get the perfect fit and style.

**Affirm:** Why did AudioCityUSA first add Affirm, and why do you think it's important to offer a pay-over-time solution like Affirm to your customers? Was there a challenge you were trying to solve?

**AudioCityUSA [Johnathon]:** We added Affirm to enhance our focus on providing an effortless and seamless wheel buying experience from start to finish. We wanted to solve the challenge of making high-quality wheels more accessible to our customers by offering flexible, pay-over-time solutions. Affirm allows us to cater to customers who value convenience, expert fitment advice, and extensive customization options, ensuring they can make purchases without financial strain. This aligns with our commitment to trust and customer satisfaction, making us the top choice for stress-free wheel shopping.

**Affirm:** Affirm drove a \$2,347 AOV this year which is 19.6% higher than AudioCityUSA's non-Affirm transactions last year. How significant is this lift for your business?

**AudioCityUSA [Johnathon]:** Affirm has made a big impact, with an average order value which is 19.6% higher than last year's non-Affirm transactions. This shows that customers using Affirm are spending more, and increasing our revenue. The higher AOV suggests that Affirm's flexible payment options help consumers fit larger purchases into their budget. This boost in sales not only enhances our financial performance but also strengthens customer loyalty by offering a convenient and appealing financing option.

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"Our partnership with Affirm has revolutionized our sales approach, significantly increasing both customer satisfaction and our overall revenue."

**Johnathon Kim**

Chief Operating Officer

**Affirm:** Who is your core customer? Does Affirm help you reach that demographic?

**AudioCityUSA [Johnathon]:** Our core customers at AudioCityUSA are people who value convenience, speed, and easy financing. They appreciate our expertise in ensuring perfect fitment without needing technical knowledge. Affirm helps us reach these customers by offering flexible, interest-free payment options that match their needs.

We also serve people with limited or no credit history, or those rebuilding credit. These customers value the ability to spread payments over time and prefer lease-to-own models for their flexibility. Affirm payment options are attractive to this group, making it easier for them to buy the wheels they want while managing their finances.

**Affirm:** 35% of AudioCityUSA purchasers reported that they primarily used Affirm to plan and/or budget their purchase. How important is it that your customers are using Affirm to pay over time responsibly?

**AudioCityUSA [Johnathon]:** At AudioCityUSA, we care about our customers' financial health, so it's important that they use Affirm responsibly to pay over time. We added Affirm to make high-quality wheels more affordable and to help customers plan and budget their purchases. With a significant portion of our customers using Affirm to manage expenses, it supports our goal of offering a seamless and stress-free shopping experience, ensuring customer satisfaction at every step.