

# A smarter payments strategy: How Zimpler strengthens Frank & Fred's iGaming offering.



## → The challenge.

Frank & Fred is one of Northern Europe's most dynamic and forward-thinking iGaming operators, known for delivering top-tier gaming experiences with a sharp focus on player engagement, trust, and innovation. They have built a reputation for combining premium entertainment with a seamless user experience. In a landscape where competition is fierce and player expectations are high, Frank & Fred continuously refines its offerings to stay ahead - and that includes optimizing every touchpoint, including payments.

Their key challenges included:

- **Risk of payment disruptions:** Relying on a single provider made transactions vulnerable to failures
- **Need for more proactive support:** They required a payments partner that was responsive, adaptable, and actively contributed to their growth
- **Lack of regional expertise:** Many providers offered generic, one-size-fits-all solutions that weren't optimized for Sweden and the Nordics
- **Overreliance on limited payment options:** Without a diversified setup, their payment ecosystem was exposed to unnecessary risk and inefficiencies

## → The Zimpler solution.

By integrating both Zimpler's A2A and Swish payment solution, Frank & Fred gained a reliable and efficient payments infrastructure designed for growth.

- **Consistency where it matters:** Zimpler's high acceptance and conversion rates ensured seamless transactions, enhancing the player experience
- **Proactive, personalized support:** With a dedicated team, Frank & Fred benefitted from a payments partner that listened, adapted, and responded quickly to their needs
- **Deep Nordic expertise:** Unlike global providers with a scattered focus, Zimpler's deep banking integrations and compliance expertise in Sweden and the Nordics provided Frank & Fred with a competitive advantage
- **A strategic payments approach:** By incorporating Zimpler as a core part of their payment strategy, Frank & Fred ensured a more resilient, optimized, and scalable payment ecosystem

## → The results.

### Acceptance rates

**96%** | **93.5%**  
record | average

### Conversion rates

**98.5%** | **96.5%**  
record | average

### Swish Acceptance rates

**95.5%** | **94%**  
record | average

### Swish Conversion rates

**99%** | **98.5%**  
record | average



"Zimpler delivers on every front. Their payment solution is not just reliable - it consistently stands up to, matches, and often exceeds the alternatives. Our players enjoy smoother transactions, and our team benefits from outstanding support. What sets them apart is their understanding of the bigger picture - helping us craft a balanced payment offering that drives both performance and security. With Zimpler, we're not just another merchant - we're a priority. "



Nicolas Lund  
COO Frank & Fred

## Ready to uncomplicate your payments?

Zimpler is redefining how payments power growth in iGaming and beyond. Let us show you how seamless, reliable payments can transform your business.

Get started today

