

ESTO and Mobipunkt Unleash Collaborative Power for Remarkable Results

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Tallinn, Estonia – [ESTO](#), a leading non-bank financial institution in the Baltics, proudly announces the successful collaboration with Mobipunkt, marking a year of dynamic marketing activities that have produced outstanding results.

The partnership between ESTO and [Mobipunkt](#) exemplifies the strength and potential that collaborative efforts can bring to the business landscape. In just one year of dynamic marketing activities, the results have surpassed expectations, showcasing the impactful outcomes that arise from synergistic collaboration.

"At ESTO, we thrive on joint activities and collaboration with our partners," said **Mikk Metsa**, CEO of ESTO Group.

ESTO and Mobipunkt Make a Dynamic Duo

Mobipunkt and ESTO share a goal to make Apple devices more accessible and affordable for all. Collaboratively they developed successful 0% interest campaigns and captivating marketing strategies, resulting in increased sales and heightened satisfaction for Mobipunkt.

The 0% interest campaigns gained tremendous success, allowing customers to spread payments over 3-12 months, without extra cost.

"ESTO offers innovative and personalized payment solutions that are convenient and loved by our customers. ESTO's services help to automate and increase sales in the e-store, as well as facilitating installment processing in the physical store," said **Michael Sander**, Sales Manager at Mobipunkt OÜ.

ESTO is dedicated to helping partners boost their sales. In collaboration with Mobipunkt, ESTO developed an annual marketing plan to introduce pay later payment solutions to a wider customer segment.

A stalwart in the non-bank financial sector, ESTO has been reshaping the e-commerce landscape since its inception in 2017. With a focus on innovative payment solutions and customer loyalty, ESTO has emerged as a household name in the Baltics.

The Collaborative Success Story

The partnership between ESTO and Mobipunkt has not only met but exceeded expectations. Dynamic marketing activities have contributed to remarkable outcomes, showcasing the effectiveness of strategic collaboration in achieving shared goals.

The collaboration between ESTO and Mobipunkt brought impressive results throughout the year, with the execution of four impactful 0% interest campaigns. For example, during the “Back to School” campaign lasting two weeks, over 300 installment agreements were signed at Mobipunkt, showcasing great success and customer satisfaction.

For detailed insights into the collaborative success story, you can explore the Mobipunkt x ESTO case study [here](#).

About ESTO

ESTO is a leading non-bank financial institution in the Baltics, committed to reshaping the e-commerce landscape. With a focus on technology and customer loyalty, ESTO offers financial solutions that suit both consumers and sellers.

About Mobipunkt

Mobipunkt OÜ is an Estonian company that sells and repairs new and pre-owned iPhone, iPad, MacBook, iMac, and Apple Watch devices. The company’s mission is to make Apple products available for every person, offering new and used devices and fixing broken Apple devices.

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