

BlueSnap Gives Merchants a Boost this Holiday Season with New Coupon and Bank Transfer APIs

Merchants can create and manage their own coupon library and give shoppers flexibility to pay with any payment type

WALTHAM, MA – December 11, 2014 – Global payment gateway [BlueSnap](#) today released new Coupon and Bank Transfer APIs that will help merchants increase sales and convert shoppers this holiday season. The Coupon API allows merchants to manage their own coupon library while the Bank Transfer API will allow shoppers to pay for online goods by transferring funds directly from their bank accounts. The new APIs are added to BlueSnap's robust library as they continue to build the most comprehensive and flexible APIs in the market.

According to [Deloitte's Annual Holiday Survey](#), 73% of consumers say coupons and promotions will influence their holiday purchases. BlueSnap merchants will now be able capture more holiday sales and year-round conversions by issuing their own deals and promotions.

The coupons are easy to manage via the BlueSnap SnapConsole, and merchants can issue a variety of coupon types including percentage off order total or product, deal of the day, and seasonal and holiday promotions. BlueSnap's Coupon API validates a coupon code as it is entered on shopping cart page and immediately applies the discount to the cart total.

With the Bank Transfer API, merchants can now allow shoppers to pay for goods and services by directly transferring funds from their bank account. It is an ideal payment option for users with credit cards limits, or shoppers from countries like India and Germany, where credit cards are less commonly used for online purchases.

"Merchants need this functionality to reach shoppers this holiday season," said Ralph Dangelmaier, CEO of BlueSnap. "The ability to offer promotions and coupons and give shoppers payment methods they want will help merchants turn more shoppers into buyers."

BlueSnap has reinvented the checkout experience by combining intelligent payment routing, frictionless one-click checkout, cross-border payments, award-winning Smart Subscriptions, multiple integration options and dynamic ecommerce tools. With over 10 years of experience serving merchants around the globe, BlueSnap provides the most robust global gateway on the market, supporting shoppers in 180 countries with localization in 29 languages, 60 currencies and 110 payment types.

About BlueSnap

BlueSnap is a smarter payment gateway powering the checkout process for eCommerce merchants worldwide, and fueling growth for online businesses serving global markets. BlueSnap is fulfilling its promise to convert more shoppers to buyers worldwide. Learn more at www.bluesnap.com.

“BlueSnap” and its logo are trademarks of BlueSnap, Inc.

MEDIA CONTACT:

Amy Dardinger

adardinger@sspr.com

847-415-9321