

BlueSnap BuyNow Builder Allows Merchants to Customize Global Hosted Checkout Pages

Merchants Can Now Create Branded Skins Without Any Development

WALTHAM, MA – January 28, 2015 – Global payment gateway [BlueSnap](#) today launched BuyNow Builder, a tool that allows merchants to customize the settings and appearance of their global hosted checkout pages. Merchants can now provide a consistent, branded shopping experience without any development.

BuyNow Builder gives merchants greater control over the look and feel of their checkout process in a hosted environment. Using BuyNow Builder, merchants can configure payment methods, soft descriptors, callback URLs (the URL the shopper is redirected to post purchase) and other settings. They can also generate custom product links for use in emails, social posts, web copy and other marketing materials.

In addition, BuyNow Builder allows merchants to create, edit and manage checkout page skins. Merchants can upload their logos and select custom colors, fonts, fields and menu options for a consistent, branded look. Overall, these improvements aim to help merchants get up and running faster and achieve a professional appearance without the typical investments in design and development.

BlueSnap's BuyNow hosted checkout pages reduce the scope of PCI compliance and give shoppers access to 110 payment methods, 60 currencies and 29 languages. Hosted checkout pages are a popular integration option for merchants that want to be up and running quickly with no development. Merchants can also integrate with BlueSnap through a vast and growing library of APIs. New additions such as BlueSnap's Coupon and Bank Transfer APIs help merchants grow sales and convert more shoppers.

“Merchants need flexible ways to integrate with BlueSnap, so we offer hosted checkout pages and an extensive library of APIs that help merchants convert more shoppers into buyers,” said Faouzi Kassab, SVP Engineering & Development at BlueSnap. “The BuyNow Builder was developed with cutting edge technology to provide hosted merchants with a simple, self-service tool.”

Learn more about www.bluesnap.com

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.