

MyLife Increases Payment Conversion Rates After Switching to BlueSnap

Leading privacy protection service increases revenue by switching to BlueSnap's global payment gateway

WALTHAM, MA – March 3, 2015 – Global payment gateway [BlueSnap](#) announced that MyLife, the leading service for protecting reputations and privacy, has increased payment conversion rates significantly since implementing BlueSnap in January 2015. The switch to BlueSnap has allowed MyLife to increase initial and recurring revenue.

MyLife empowers people to discover, remove and monitor private information that has been published on the web. The service helps users to protect their privacy, reputation and identity against stalkers, thieves and others with malicious intentions. Founded in 2002, MyLife has served over 60 million members and was recognized in the 2009 Deloitte Technology Fast500.

In order to expand business beyond the United States, MyLife sought a payment gateway that could power subscription sales around the world. BlueSnap's Smart Subscription Technology, capable of serving customers in 180 countries with support for 29 languages, 60 currencies and 110 payment types, was the ideal choice for MyLife.

Working with BlueSnap's dedicated project, implementation and support teams, MyLife made significant adjustments to its transaction process and settings. So far, the changes have produced a significant uplift in payment authorization rates, increasing both initial and recurring revenue for MyLife.

"We were impressed with BlueSnap's approach, expertise and modern payment technology," said K.C. Brotherton, VP of Product Management at MyLife. "The results we've achieved with BlueSnap have been truly game changing. We didn't realize that upgrading our payment technology could make such a difference in conversion rates and bottom line revenue until we saw the actual numbers."

"Our goal is to help merchants convert more shoppers into buyers, and we continue to see a 10 to 20 percent increase in conversions for our merchants," said Ralph Dangelmaier, CEO of BlueSnap. "MyLife provides an outstanding example of how our intelligent payment technology can drive increases in sales and revenue. We're very proud of the results they have achieved using BlueSnap."

About Mylife

MyLife.com, Inc. ("MyLife") is the leading service for protecting reputations and privacy for everyone in the United States. We help people monitor and control personal and private information that's exposed about them everywhere across the web. MyLife even monitors the illegal web to protect people from data breaches. Additionally, MyLife gives users the ability to

craft their reputation with the aim of helping them look good to the world, and positively impact their relationships, career, finances and other opportunities in their lives.

About BlueSnap

BlueSnap is a smarter global 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.

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