

BlueSnap Wins at the Card Not Present Awards

BlueSnap Recognized for its Subscription Billing Program and Alternative Payment Solution

ORLANDO, FL – May 21, 2015 – Global payment gateway BlueSnap announced today that its Subscription Billing Program earned Judges Choice and Customer Choice Awards at the 4th Annual Card Not Present (CNP) Awards. The company's Alternative Payment Solution also earned a Customer Choice Award. The winners were announced yesterday at the CNP Expo in Orlando, Florida. The Annual CNP Awards is the only awards program honoring the companies, programs and solutions that have distinguished themselves in the card-not-present space during the past year.

Judges and customer recognized BlueSnap for offering the best solution for automatic, recurring billing. Although 24% of BlueSnap merchants use subscriptions, 43% of total sales volume comes from subscription transactions and 21% comes from renewals. Indeed, merchants that use BlueSnap's Smart Subscriptions are able to convert 25% more shopper than average. BlueSnap is unique in its ability support subscription billing with *any* payment type – even those that do not natively support subscription payments, like wire transfers, purchase orders and e-checks.

In addition, customers recognized BlueSnap for providing the solution that most effectively facilitates CNP transactions without requiring the consumer to directly use a bank-issued credit card or debit card. Today, more than half of BlueSnap merchants offer alternative payment types, and they account for 10% of all sales. Moreover, 21% of subscription sales volume is paid via alternative payment methods. BlueSnap is unique in its ability to support subscription billing with any alternative payment type – even those that do not natively support reoccurring payments, like wire and bank transfers, purchase orders and e-checks.

Overall, BlueSnap's global capabilities and smart features made the gateway stand out from the competition. BlueSnap supports 180 countries, processing payments in 29 languages, 60 currencies and 110 payment types. The gateway drives high conversions through dynamic localization, a technology that recognizes IP addresses and automatically serves up local languages, currencies and payment types in the merchant's shopping cart. BlueSnap also increases conversion with Intelligent Payment Routing, a technology that directs transactions to the optimal acquiring bank and switches when needed to rescue sales that might otherwise be aborted.

90 companies applied for the 10 Customer Choice Awards, of which BlueSnap won two. At the CNP Expo, Ralph Dangelmaier, CEO of BlueSnap, participated in a keynote discussion with CardNotPresent.com Editor-in-Chief D.J. Murphy. Their conversation focused on the payment industry's current "college experimentation years", a time when merchants are willing to test mobile wallets, beacons, social payments and other new technologies – at least until the dominant technologies emerge.

"As e-commerce and mobile payments continue to grow, retailers are reaching beyond their borders to find new markets more often," said Steve Casco, CEO of CardNotPresent.com. "That evolution is reflected in this year's CNP Awards, which had a record number of nominations, a record number of votes for Customer Choice nominees and winners from around the globe. The CNP Awards have become the standard by which companies, programs and services around the world are being recognized and judged now and in the future."

“We are thrilled that our peers have recognized BlueSnap as a top payment gateway. We will continue to invest in our platform and develop products that help merchants grow their businesses globally,” said Ralph Dangelmaier, CEO of BlueSnap. “We’re proud of our team members for all their creativity and innovation, and we are grateful to the merchants who trust BlueSnap. Their ongoing support and feedback have helped BlueSnap evolve into an award-winning solution.”

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.