

Sensibo Chooses BlueSnap to Process Global eCommerce Payments

Smart A/C company reaches shoppers in 35 countries within first month of selling

WALTHAM, MA – June 17, 2015 – Global payment gateway BlueSnap announced today that Sensibo, maker of a smart air conditioning system, has chosen BlueSnap to process eCommerce payments globally. In the first month with BlueSnap, Sensibo has already accepted orders from customers in 35 countries.

Sensibo is a device that connects air conditioners to the Internet allowing owners to control their “smart” A/C unit from any mobile device. Sensibo can automatically cool or heat a home based on an individual’s daily habits and lifestyle. The device saves energy, reduces the electricity bill and ensures that users always come home to the perfect temperature.

An Indiegogo success story, Sensibo launched in 2014 and crowdsourced its funding goal of \$70,000 within just 10 days. Ultimately, the company raised over \$170,000 to manufacture the first batch of Sensibo devices, which began shipping in May 2015.

With a pure e-tail model and global customer base, Sensibo needed a way to serve shoppers from around the world. After implementing BlueSnap’s BuyNow Hosted Checkout pages, Sensibo can now sell to consumers in 180 countries, serving up 29 languages, 60 currencies and 110 payment types, all localized according to the shopper’s location.

“BlueSnap was the obvious choice for our company,” said Omer Enbar, CEO and Co-founder at Sensibo. “Their global focus, easy implementation and back-end bells and whistles are helping us reach the highest conversion rates possible in 35 countries and counting. We’re equipped to grow our business at a pace and scale that wouldn’t have been possible otherwise.”

For Sensibo, a key consideration was BlueSnap’s Intelligent Payment Routing. This technology automatically switches transactions between acquiring banks when needed, fails over to alternate acquirers in the event of a transaction failure, and automatically retries failed recurring charges several times. Intelligent Payment Routing can raise payment conversion rates by as much as 10 to 20 percent, rescuing sales that would otherwise be aborted due to different acquirer policies or processing snags.

“Sensibo’s success on Indiegogo was extraordinary, and it positioned the company to have a global customer base right off the bat,” said Peter Caparso, Chief Commercial Officer. “With BlueSnap, they’re processing payments from thousands of worldwide consumers that discovered them through the campaign. It’s a great model for other tech startups that need to seamlessly transition from crowdfunding to selling.”

About Sensibo

Sensibo makes your remote-controlled air conditioner smart. The device connects A/C units to the Internet and allows you to control them from a mobile device. Sensibo pays attention to your habits and the weather to automatically reduce the electricity bill and make your home the perfect temperature at all times. The company is based in Tel Aviv, Israel and sells worldwide at www.sensibo.com.

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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