

BlueSnap Solves Checkout Abandonment with Global, Mobile Checkout

MasterPass by MasterCard is now available in BlueSnap's Powered Buy Platform™

WALTHAM, MA – May 16, 2016 –BlueSnap, a global payments technology company, announced today that MasterPass™ by MasterCard® is now available in its Powered Buy Platform to give merchants the frictionless checkout experience they need to reach global shoppers and solve checkout abandonment with higher payment conversions.

MasterPass by MasterCard is a global, digital commerce platform that connects consumers with merchants, enabling them to make fast, seamless and secure digital payments across devices, any way they want to shop.

With the BlueSnap and MasterPass integration, merchants have access to a robust, full feature global checkout experience. BlueSnap automatically routes transactions to multiple acquiring banks globally to ensure maximum payment success rates and [research](#) shows that reducing friction at checkout drives higher payment conversions.

“MasterPass gives our merchants the power to offer a frictionless online checkout experience for global, mobile shoppers. We are excited to help our merchants sell all over the world with the highest payment conversions,” said Ralph Dangelmaier, CEO of BlueSnap.

“We are happy to have BlueSnap on board and enabling its merchants to provide a safe and simple checkout for their customers,” said Michael Cyr, group executive, U.S. Market Development, MasterCard. “With MasterPass, consumers can go online, place their order and pay with just a couple of clicks. The burden of entering delivery and billing information is eliminated, further enhancing the shopping experience.”

BlueSnap's Powered Buy Platform provides flexible integration, empowering merchants to deploy the best checkout experience to engage their customers – from API to turnkey embedded checkout. Connections to multiple acquiring banks around the world are provided through a single integration along with failover capability to maximize payment authorizations. The Platform also offers value-added features such as dynamic ecommerce tools such as special offers and coupons, subscription billing, fraud prevention and chargeback management. This robust solution is designed to increase conversions by as much as 40 percent.

About BlueSnap

BlueSnap is a global payments technology company that optimizes global, mobile checkout and drives higher payment conversions by as much as 40 percent for eCommerce merchants worldwide. Their Powered Buy Platform fuels the growth for businesses eager to serve the global consumer and take advantage of the incremental sales opportunities that they represent. Learn how BlueSnap is fulfilling its promise to eliminate friction and convert more shoppers to buyers worldwide at

home.bluesnap.com

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