

## Press Release

### **BlueSnap expands international coverage to empower merchants to convert more.**

*BlueSnap announces local processing capabilities throughout the US, Canada, the EU and LatAM – with easy integration through one API, one merchant account and one underwriting process.*

*The Powered Buy Platform™ has new features that uniquely allow it to solve Online Checkout, Invoice Payments and Marketplace use cases through one API.*

**WALTHAM, MA – October 21, 2016** BlueSnap has built a unique solution to help merchants graduate from the API-based gateways that only connect you to a single acquiring bank and can only take your business so far.

The BlueSnap Powered Buy Platform™ gives merchants the ease of integration of a flexible, consolidated API enhanced with the power of the industry's leading global acquiring bank network. Built into this feature-rich platform are all the payment technology a merchant needs to sell globally.

With the most recent release, BlueSnap enhanced local acquiring into Latin America and Canada to give international merchants the global payment processing they need to maximize conversions. In Latin America the cost to sell locally can be cost prohibitive with up to 30% of a sales going to processing fees, taxes, etc – but BlueSnap's processing lets merchants sell into LatAm at a 1/3 of the cost, while maximizing conversions and coverage of Alternative Payment types and local cards.

Canada can be the forgotten market for many online merchants but payment conversions can suffer by as much as 30% without local processing. BlueSnap has announced local Canadian acquiring to solve these challenges.

The latest additions to the Powered Buy Platform allowing merchants to sell around the world – connecting them to 20+ acquiring banking relationships across the US, EU, Canada and LatAm all through a simple, consolidated API and single underwriting process.

“We have worked hard to build the most robust global payments platform for eCommerce merchants to convert more shoppers to buyers,” said, Ralph Dangelmaier CEO of BlueSnap. “We see a big opportunity to leverage our global processing network to solve business needs for traditional eCommerce checkout, B2B invoice payments and emerging Marketplace models.”

#### Platform Enhancements

- The latest release delivers functionality that uniquely powers Online Checkout, Invoice Payments and Marketplace functionality through One API and with a consolidated merchant account.

- The platform supports a wider array of 100 Alternative payments than most API-based gateways, critical in a world where Alternatives are set to take up more than 50% of eCommerce by 2020.
- The Powered Buy Platform™ API delivers digital wallets for merchants; allowing them to easily add emerging wallets like Visa Checkout, MasterPass, Apple Pay and more.

Autodesk, Instra and Parapharma Tech are just three examples of how the Powered Buy Platform has helped them expand globally with higher conversions.

“Since we have implemented BlueSnap, we’ve seen an increase in our online sales by about 35%. Basically – the new BlueSnap checkout experience had a direct and immediate impact on our sales growth,” said Melissa Malone, COO Parapharma Tech

“We wanted a platform or website that could easily adapt,” said Desleigh Jameson, CEO Instra. Jameson cites tech team efforts to reduce payment failure issues and new ways to recognize outdated expiries on cards as tangible evidence of the partnership’s success.

Since Autodesk began working with BlueSnap in 2014, they have experienced incredible growth thanks to a frictionless marketplace checkout which increased conversions 20% and allows them to reach shoppers in over 131 countries.

## **About BlueSnap**

*BlueSnap is a global payments technology company that optimizes global, mobile checkout and drives higher payment conversions 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](http://home.bluesnap.com)*

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Media Contact:

Kimberly Rowell, BlueSnap  
(781) 790-5014(o) (617) 816-5774 (m)  
[Kimberly.Rowell@bluesnap.com](mailto:Kimberly.Rowell@bluesnap.com)