

BlueSnap Integrates Visa Checkout to Bring Frictionless Checkout to the Masses

Visa Checkout is now available in BlueSnap's Powered Buy Platform™ to give merchants the ability to solve checkout abandonment with higher payment conversions.

WALTHAM, MA – August 8, 2016 –BlueSnap, a global payments technology company, announced today that [Visa Checkout](#) 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.

Visa Checkout works with any major credit or debit card across smartphones, tablets, laptops or desktops. It makes shopping online easier and more convenient for consumers by reducing the number of forms a shopper has to fill out and shortening the checkout process to just a few clicks. These time saving steps are crucial when shopping on a mobile device and can increase conversions. In fact, according to [research from comScore¹](#), Visa Checkout significantly increases sales conversion when compared to traditional checkout. Enrolled Visa Checkout customers completed 86% of transactions from the online shopping cart. Moreover, Visa Checkout customers have a 51 percent higher conversion rate when compared to customers using a merchant's traditional online checkout.

With the BlueSnap and Visa Checkout 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.

“We are thrilled to make Visa Checkout available in our Platform to give our merchants the power to offer a frictionless online checkout experience for global, mobile shoppers. We think the wallets are critical for online merchants to capture the most mobile shoppers,” said Ralph Dangelmaier, CEO of BlueSnap.

“Visa Checkout is more effective than other checkout options at driving conversion for merchants, who are still losing valuable customer sales on the smaller shopping screens of mobile devices,” said Sam Shrauger, Senior Vice President, Digital Solutions, Visa. “We're thrilled to make it easier for merchants to integrate Visa Checkout across their payment platforms through BlueSnap's Powered Buy gateway.”

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.

¹ comScore 2015 Visa Checkout Study, commissioned by Visa. Based on data from the comScore research panel of one million U.S. PC/laptop users, April-October 2015.

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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