

BlueSnap Supports the Growth of the Subscription Economy with Zuora Partnership, realizing over 50% annual growth in subscription sales

BlueSnap CEO, Ralph Dangelmaier to Speak at Zuora's Subscribed Conference with Autodesk

WALTHAM, MA – April 11, 2016 –BlueSnap, a global payments technology company, is a proud sponsor of the 2016 Subscribed conference produced by Zuora®, the world's leading provider of subscription billing, commerce and finance solutions. As an integrated partner with Zuora BlueSnap is exhibiting and speaking at the only conference of its kind about the "Subscription Economy".

BlueSnap's CEO, Ralph Dangelmaier will be speaking at the show with Dave Desimini from Autodesk about the challenges merchants face with checkout abandonment and the challenges and opportunities of building a global subscription/SaaS business.

"The Subscribed show gives us an opportunity to collaborate with some of the brightest minds in SaaS and subscriptions. We bring to the community our expertise of turning more shoppers into recurring customers," said Ralph Dangelmaier, CEO of BlueSnap. "We have had great success supporting subscription and SaaS customers over the past year and we expect this rapid growth to only accelerate."

BlueSnap will be speaking in two sessions

- Tuesday April 12 3:30pm - How Autodesk solved checkout abandonment on their journey from downloadable software to a subscription model
- Tuesday April 13 1:30pm - You have a BIG checkout abandonment problem and you may not know it. (And the cookbook to solve it)

Global eCommerce is set to grow 25% this year and merchants need to sell internationally to reach more global shoppers. With the BlueSnap and Zuora integration, merchants have access to a robust, full feature global checkout experience to increase their conversions by up to 40%. With BlueSnap, transactions are automatically routed to multiple acquiring banks globally to ensure maximum payment success rates.

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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