

BlueSnap & Kount Give Merchants the Data to Optimize their Sales Funnel

The new “Cleanse Report” allows merchants to understand what products, channels and regions are delivering the highest quality (or “clean”) transactions.

WALTHAM, MA – May 23, 2016 – Today, BlueSnap released the Cleanse Report to help merchants analyze their sales traffic and develop an action plan to optimize their sales funnel. So much effort goes into converting shoppers into buyers - advertising, marketing, website and checkout page localization, payments optimization – but it’s wasted when transactions are declined, refunded, charged back, or stopped for fraud. By combining payments data from the Powered Buy Platform™ and shopper data from Kount’s fraud engine, we are able to give merchants a much deeper understanding of the consumers they are attracting to their site.

With the Cleanse Reports, merchants can make sure they are always converting the RIGHT shoppers into buyers. With global ecommerce set to reach \$1 trillion by 2020, merchants need to know where their buyers are coming from, what devices they are using and what language they prefer for online shopping. More importantly, they need to understand which combination of these factors determine the most profitable customers – factoring in Marketing expense, Fraud, Returns and Chargebacks. The Cleanse Report equips merchants with the data to:

- Discover nascent market segments that can be monetized through product and/or marketing enhancements.
- Optimize inbound marketing budgets by prioritizing the highest quality countries, channels, and customer segments.
- Track progress against goals and benchmarks for mobile transaction volume.
- Reduce fraudulent transactions that look like good legitimate customers

“Teaming up with Kount we can now deliver a higher level of value to our merchants with these reports,” said Ralph Dangelmaier CEO, at BlueSnap. “A clean sales funnel is the goal of all our customers; now they have the tools to work toward eliminating fraud, chargebacks and returns and maximizing sales opportunities.”

“Anytime we can help merchants sell more things to more people in more places while reducing the risk of loss that is sometimes associated with increased sales, growth and expansion, everyone wins,” said Brad Wiskirchen, CEO, Kount. “The fact that BlueSnap has developed a report to assist their merchant base achieve these goals really shows the power of our collaboration.”

BlueSnap remains focused on helping merchants improve checkout conversions to help them sell more globally. The Cleanse Report is another tool to help merchants grow, identifying where they can improve the quality of sales. In March, BlueSnap released the updated Checkout Conversion Index (CCI), in collaboration with PYMNTS.com, which measures how well merchants are doing at converting online

shoppers to buyers at checkout. Combining insights from the CCI report and the Cleanse Report can help merchants identify the best strategies to grow their business and grow it profitably. The next (CCI) index will be released on June 7th.

About BlueSnap

BlueSnap's Powered Buy Platform™ is a next-generation global payment gateway that solves checkout abandonment by providing frictionless mobile checkout for consumers and simple integration to the platform for online merchants. A year ago BlueSnap and Kount partnered to provide award-winning technology to help online sellers protect their revenue, defend their reputation and increase payment conversions when transacting in any of the 180 countries, 29 languages, 100 currencies and 110 payment types supported by BlueSnap. *Learn how BlueSnap is fulfilling its promise to eliminate friction and convert more shoppers to buyers worldwide at home.bluesnap.com*

About Kount

Kount helps businesses boost sales by reducing fraud. Our all-in-one, SaaS platform simplifies fraud detection and helps online businesses accept more orders. Kount's turnkey fraud platform is easy-to-implement and easy-to-use. Kount's proprietary technology reviews billions of data points and provides maximum protection for some of the world's best-known brands. Merchants using Kount can accept more orders from more people in more places than ever before. For more information about Kount, please visit www.kount.com.

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