

## Media Alert

### Why Inbound Marketers Need to Pay Attention to Payments

*BlueSnap's payments solutions, integrated to Hubspot enables businesses to grow sales through unique workflows to capture lost shoppers*

**Boston, MA November 8** - BlueSnap, a global payments technology company has integrated with Hubspot to give eCommerce companies the power to drive more sales using the Powered Buy Platform™.

Payments alerts connected to HubSpot provide inbound marketers the ability to trigger marketing actions that sell. Real time connection of payment data to Hubspot can drive nurture flows, connect to CRM information and enrich campaign data. Using the integration of payments and marketing data, marketers can pick the right campaigns and messaging to drive more sales.

“By connecting the Powered Buy Platform to Hubspot we close the last mile for ecommerce marketers.” said CEO, Ralph Dangelmaier. “Now they see data from the first contact all the way through to closed opportunities – and can take the right actions all the way through.”

One use case is connecting BlueSnap's Payment Analytics and real-time alerts into a retailer's CRM tool with HubSpot and they will be able to segment their marketing messages with more knowledge than ever before. BlueSnap's reports will help them understand how people are buying, when they choose to buy, where they are buying from, and in some cases, why they are purchasing the product.

“We want to give our merchants all the tools and resources they need to sell into today's global, mobile marketplace. We built the Powered Buy Platform with flexibility, so that you can easily plug into the best software in the market, like Hubspot to deliver unique solutions for our customers,” said Ralph Dangelmaier, CEO of BlueSnap.

BlueSnap will be showcasing this functionality at Hubspot's INBOUND conference next week in Boston at the Boston Convention Center where they expect over

18,000 attendees. BlueSnap's Powered Buy Platform powers the payments for nearly 2000 online retailers worldwide and provides a frictionless checkout experience that maximizes payment conversions.

## **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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