

Top 10 Smart Steps to Maximize Revenue



GET STARTED GUIDE



1. Completely branded checkout

Full customization for a seamless shopping experience.

Our tests show that **branded checkout has a 30% higher conversion rate than generic checkout.**



2. Fully localized

Customers prefer to use their native language and currency. BlueSnap automatically detects the user locale by IP and customizes checkout to the buyer's native language and currency.

Localized checkout can improve closure rates by more than 20%.



3. Local payment options

Unlike US shoppers who primarily use credit cards and PayPal™, most international customers prefer local payment methods.

BlueSnap allows you to accept more than 110 local payment methods around the world without worrying about local merchant accounts or taxes.

Localizing payment options can improve conversion by more than 25%.



4. Up-sells at checkout

Our suite of eMarketing add-ons **can increase the average order value by at least 25%.**

Extras like extended warranties, special promotions or product upgrades can be added to the checkout process in one click.



5. Fast checkout

Online shoppers want to complete their purchase as quickly as possible. Our "Slim BuyNow" option provides the shortest checkout possible by eliminating unnecessary fields on the order form.

Slim BuyNow converts 10% more than the average checkout process.

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6. **Single-click purchase for returning shoppers**

Returning customers are your best customers! BlueSnap allows you to securely store credit card information for returning shoppers.

Our tests show that returning orders increased by 25% with single-click purchase for returning shoppers.



7. **Intelligent payment routing reduces failed transactions**

Our smart payment engine handles errors on the fly and re-routes failed transactions, automatically retrying failed transactions for 15 days.

Our retry mechanism **saved 40% of initially declined purchases.**



8. **Maximize recurring revenue**

With BlueSnap you can fully customize your subscription model with the ability to charge-on-demand, create customized billing periods and utilize alternative payment types.



9. **Team of fraud experts**

Fraud systems can deny valid orders. Our team of fraud experts monitor each order that is suspected as fraud and manually validate it before the final decision is made.

No charge is canceled until reviewed by our fraud team.



10. **Our affiliates and partners will help you sell more**

Our affiliate network allows you to integrate third party tools to optimize media, perform A/B testing, track results and more.

BlueSnap is a smarter payment gateway dedicated to helping eCommerce merchants convert more shoppers worldwide. To learn more about our offering and how it could benefit your online business, visit www.bluesnap.com.