

Developer-Friendly APIs Streamline Purchase Flow for Kidoz

Introduction

Kidoz is an Android app designed to turn phones, tablets & PCs into a kid-friendly app store filled with apps, videos and online content just for kids. Kidoz is aimed to help kids learn how to navigate the online world before they can even read or write. Parents don't have to worry about their kids stumbling onto inappropriate content like they would if they were browsing the regular app store. Kids can learn in a safe and fun way.

Challenge

The Kidoz app needed a payment gateway that could do these things:

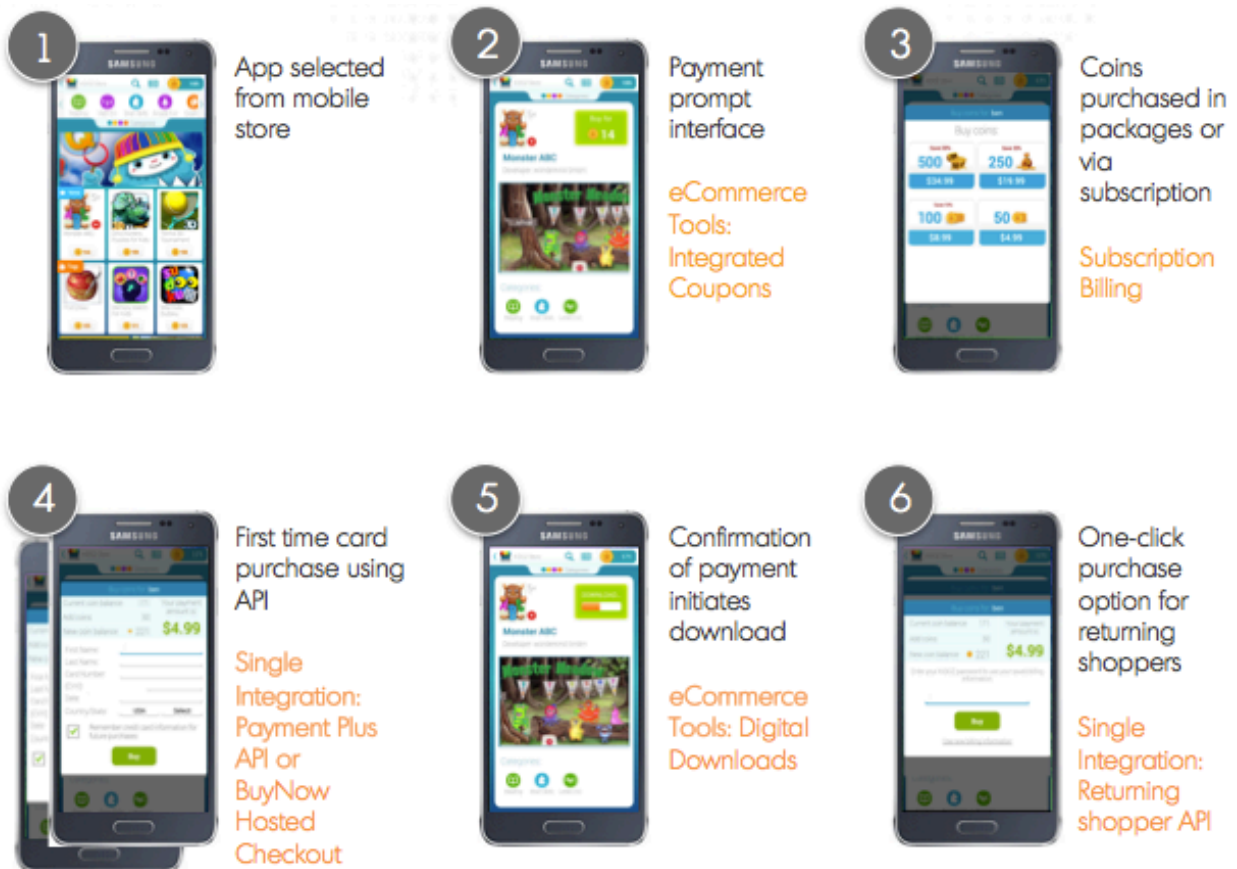
- Process payments inside of the native app, not redirect to a web page
- Support returning shoppers with a one-click purchase experience so that the parents could easily add money to their children's accounts on a regular basis
- Handle as much of the PCI compliance burden as possible
- Support merchants and shoppers around the world, since this is an Israel based company

Solution

This turned out to be a great fit for BlueSnap's smater payment gateway because:

- They had access to the BlueSnap Android SDK to encrypt client-side data which allowed them to create a PCI compliant purchase flow
- They could use BlueSnap payment API for returning shopper charges so that parents could easily give their kids allowance without them needing to refill their payment information each time

- They had a global reach, as BlueSnap supports shoppers and merchants from 180 countries so the international needs were not a problem



Outcome

This app saw a significant improvement in their revenue just by changing their payment platform:

- Decreased abandonment rate by 33%
- One-click checkout process for returning orders lead to double the payment conversion rate
- Reaching shoppers in over 150 countries
- Saved money and time with a single integration to coupons, subscriptions, digital downloads, etc.

Conclusion

Many merchants fail to realize just how important their checkout experience is to their shoppers and how a gateway can help get them more revenue.

Here is a list of questions to help you optimize your checkout experience:

1. What is your shopper's preferred method to pay? Did you know that MasterCard and Visa are largely tools of American convenience? Consumers in other countries do not have access to the legacy credit companies, so accepting the preferred local payment type is essential for growing worldwide profits.
2. Ideally, which countries should be able to buy your products? Does your payment processor support them? Are you unnecessarily limiting your shoppers to certain countries because your payment processor doesn't support transactions in that currency?
3. Is there a way to offer a subscription based payment model? This model is finding more popularity with merchants these days and can lead to more long-term revenue than one time purchases alone. Does your payment gateway support subscriptions?
4. Do you have an app that offers services that could be paid for with a third party payment processor with much lower rates than the 30% of app stores?

At BlueSnap we want to help you expand your global coverage to safely and securely sell in 180 countries, with 110 payment types, 60 currencies and in 30 languages with one gateway. We will increase checkout conversions with our unique intelligent payment routing and automatic failover for any device. By using our dynamic checkout pages and our best-of-breed library of API's, we will give you the choice to securely integrate on your terms. We have a flexible award-winning subscriptions engine and many more tools to help your shoppers have an easy, hassle-free buying experience again and again.