

Application: Cloud Based Mobile Website Development Software

BlueSnap Buy Anyware™ API and Payments Help DudaMobile Boost Revenue Stream



DudaMobile selected BlueSnap and our Buy Anyware™ API, to support DudaMobile's growing online user base. DudaMobile is a Web-based hosting platform that helps small- to mid-sized businesses worldwide (SMB) translate their websites for any mobile platform. They use BlueSnap and the Buy Anyware API to support their premium user subscriptions. DudaMobile sought a payments platform that had the flexibility to support its users' dynamic needs.

Buy Anyware provides DudaMobile complete control of the customer experience as well as comprehensive support for multiple currencies and global payment formats. Additionally, with Buy Anyware, DudaMobile has the ability to charge for premium content, collect overage charges. These options give DudaMobile's customers the opportunity to select only the items they wish to use, rather than paying a flat fee for features they might not need.

Said Itai Sadan, DudaMobile co-founder and CEO: "BlueSnap gives us the support and adaptability to effortlessly meet the needs of our core SMB customer market. We are confident that BlueSnap's Buy Anyware API will enable DudaMobile to not only successfully process payments with our existing customers, but easily convert and deploy new ones as we continue to grow our business."