

Fruugo online marketplace chooses Ingenico Payment Services to help international expansion



“As a global company operating in countries as diverse as the Nordics, US, Australia, UK, Russia and the EU, it is essential we offer the payment methods our customers require and do so in a secure manner. Ingenico Payment Services’ experience, expertise and consultative approach provided a perfect match for all our payments needs”

Glen Richardson / Chief Marketing Officer at Fruugo

Challenge

Fruugo is a global online shopping marketplace which simplifies buying products from around the world. With more than 3,000 brands and 1.4m products for sale worldwide, the company operates a unique cross-border global shopping platform, selling sport & outdoor goods, health and beauty products, jewellery, home and clothing and much more.

Present now in 30 countries, the online marketplace makes cross border shopping easy by enabling consumers to shop in their own language and currency using internationally and locally recognised payment methods.

Processing tens of thousands of orders per month, Fruugo has the capability of servicing considerably more in peak sale periods. Currently, 93.8 % of Fruugo orders are comprised of international cross-border orders being shipped from the retailer country to a different shopper country.

Partnering with Ingenico Payment Services

To cope with the rapid growth of the online marketplace, Fruugo needed a top tier payment service provider to match their aim of driving international expansion in a secure manner to maximise revenues across multiple markets. Fruugo identified Ingenico Payment Services as the perfect partner to assist them. In order to achieve this goal Fruugo recognised that it would need to adopt a fully localised approach with alternative payment methods that would ultimately increase conversion rates.

Solution

In choosing Ingenico Payment Services, Fruugo recognised the company's extensive knowledge of payments processing, its international capabilities and a consultative approach that provided a perfect match for their stringent requirements.

Seamless one page checkout

In order to process card payments, Fruugo integrated with Ingenico's Alias Gateway solution to provide customers with a seamless one page checkout scenario. For alternative payment methods Fruugo has integrated with Ingenico's ecommerce payment page solution. This works on a redirect mechanism and enables payments to be redirected to the payment method's own interface, as required.

Ingenico Collect

In order to support multiple payment methods, Fruugo also decided to add Ingenico Collect for ease of having a one-stop payment solution offering the preferred payment methods of their customers without administrative hassle and with just one single contract. Through a single integration with Ingenico Payment Services, the online marketplace now has access to more than 150 international, local and alternative payment methods including iDEAL for the Netherlands and giropay and Sofort for Germany.

Ingenico Fraud Expert, the leading edge fraud prevention solution

Expanding cross-border commerce into new markets, Fruugo also identified the need to adopt a best in class fraud prevention strategy, to detect online fraud on a global scale. Fruugo was looking to implement a fraud engine that would provide them with flexibility, control and advanced payment technology to safe guard themselves.

Main Benefits

The solution was rolled out successfully and brought about the following key features and benefits for Fruugo:

- Improved conversion rates leading to higher revenues
- Support for international, local and alternative payment methods: Visa, MasterCard, Maestro, Bancontact / Mister Cash, Sofort, giropay, iDEAL, PayPal
- Higher and more accurate fraud detection rates including reduced levels of "false positives" (good order that are incorrectly flagged as potentially bad orders)
- Acceptance of multiple currencies
- A seamless check-out experience

Fruugo, an international development strategy

Working with Ingenico Payment Services, the payment solution already operates in Fruugo's 30 countries with more to follow later this year.

"We needed to work with a truly international payment service provider to enhance our international expansion strategy. Partnering with Ingenico Payment Services makes it easier to transact securely worldwide and thereby to maximise our revenues"
Glen Richardson – Chief Marketing Officer at Fruugo.



Fruugo is a unique global online marketplace for retailers and for shoppers. It already operates in 30 countries across the globe, with more opening soon. Fruugo seamlessly operates in all languages, all currencies and all major payment methods. Retailers are able to sell internationally yet receive their local currency directly into their bank account. It feels 'local' but it's truly global.

More information on www.fruugo.com
