

## **Mc-Gregor E-Store selects Adyen as its payment partner to maximize conversion**

Amsterdam, March 18th - [McGregorStore.com](http://McGregorStore.com) has decided to process all its online payments with Adyen ([www.adyen.com](http://www.adyen.com)). Adyen's next generation payment platform shall process all online payments for the online clothing store worldwide. The online store for the premium clothing brand is fully managed by eSail GmbH. Director Jurgen de Jonge: "We choose to work with Adyen because the platform provides us with maximum flexibility to control each step in the online payment process combined with the wide variety of payment methods Adyen supports. *Online conversion is top of our agenda: the Adyen payment platform enables us to maximize conversion at the checkout process.*"

### **Conversion and online payments**

"Besides security, the usability and seamlessness of the different steps in the checkout process are key in achieving maximum online conversion. We aim to minimize the abandonment rate in our webshops.", De Jonge continues. "Adyen is the perfect partner for this: they provide us with the necessary tools we need to continuously further improve the shopper experience." The mono-brand shop [McGregorStore.com](http://McGregorStore.com) offers a selection of McGregor clothing lines. The shop aims to attract consumers from Europe, USA, the middle East and Africa.

### **About Adyen**

Adyen provides a next generation Internet Payment Service. Adyen's customers are mid-to-large sized ecommerce corporations selling its products and services internationally. Adyen's innovative technology helps merchants maximize online conversion during the online payment process whilst reducing the cost of payments significantly. The Amsterdam based company has been able to develop into one of the leading European payment service providers within 4 years by combining highly advanced technology with a low cost infrastructure. Adyen's international customer base includes companies like Hyves, Free Record Shop, Be2, Game Duell, Spreadshirt and Albumprinter.

### **Editorial note:**

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