



## **Adyen Supports International Expansion of Iluba.com**

*International Platform for Consumer Discounts Relies on Adyen to Ensure Optimal Conversion Rates*

**AMSTERDAM, 6 October, 2011** – [Iluba.com](#) has chosen [Adyen](#) as its payment solutions provider. The fast-growing provider of next generation Internet payment solutions has convinced Iluba.com with its extensive geographical coverage, support for all major payment methods and innovative technology that ensures the highest possible conversion rates. Iluba.com is part of Zed, a leading global player, providing multiplatform marketing solutions and digital value added content and services. The company provides consumers with an online platform which helps them to secure discounts and save hundreds of Euros per month. Iluba.com already provides its services to more than two million registered users in Spain and is planning to soon expand internationally into the UK, Germany, France, and Brazil, among others. The company counts brands such as BMW, NH Hotels, Telepizza and Marionnaud among its customers.

“Iluba.com has an Internet-centred business model,” explains Juan Mora, Business Development Director of Iluba.com. “With a business like this the choice of the right payment solutions provider is critical to ensure the highest possible conversion rates and client satisfaction. We have reviewed a number of payment services providers but only Adyen combines extensive geographical coverage and support of all major payment methods with an innovative technology that optimizes conversion rates. With Adyen we have found the right partner to support our rapid international growth.”

For an Internet-business like Iluba.com, one percent up or down in the payment conversion rate can be the difference between failure and success. The best conversion rate has to be achieved independent of sales channels, such as fixed Internet access via PC or mobile Internet access via smart phone. The Adyen payment platform uses innovative skin technology which enables customers to seamlessly integrate the payment solution with their website and adjust everything related to the look and feel of the payment page – from logos and colours to the fields into which customer data is inputted. Adyen’s use of Ajax technology also means that online and mobile payments can be processed on a single screen with a single click, instead of loading multiple pages to run through payment acceptance. This approach makes the payments process as easy and seamless as possible to

ensure high conversion rates.

Another major factor in achieving the highest possible conversion rates are the advanced analytics features Adyen provides to its customers. The Adyen payment platform provides users with real-time insights into the performance of their payment pages. Among other parameters, the system delivers reports on conversion statistics per country, skin, and payment method and allows for live testing of different payment pages. These unrivalled features allow Iluba.com to further optimise its payment processes with Adyen.

“Compared to other payment service providers Adyen uses newer, more innovative technology and is much better able to help them to succeed in today’s business environment,” said Roelant Prins, Chief Commercial Officer of Adyen. “With more than ten years of experience in the payment industry we have set ourselves the goal to achieve higher conversion rates for our clients through innovation and have developed the Adyen payment platform from scratch. More and more e-commerce companies are starting to recognise this, and we are happy to now count Iluba.com among our clients. They have set themselves very high goals for further international growth and their choice of our platform to support that growth makes us proud.”

For more information please visit Adyen’s website [www.adyen.com](http://www.adyen.com) or follow these links:

Twitter: <http://twitter.com/AdyenPayments>

LinkedIn: <http://www.linkedin.com/company/adyen>

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### **About Iluba.com**

Iluba.com is a new way of saving on daily expenses and utility bills costs, as well as on designer brands available both online and via mobile. In an easy and simple way subscribed members enjoy a set of exclusive offers and discounts for main brands related to technology and communication, travel, gastronomy, entertainment, culture, fashion, transport, children, health, beauty and home. Iluba.com has been online since the beginning of 2011 and has already reached two million users via social networks.

For more information please visit [www.iluba.com](http://www.iluba.com)

### **About Adyen**

Adyen is the leading provider of global Internet payment and e-commerce solutions for mid, large and enterprise e-commerce merchants. Adyen’s innovative Internet Payment Solution, built on 10 years of industry experience, enables merchants to significantly increase online conversion by optimizing the online payment process. This “one-stop” solution can be seamlessly integrated with a company’s e-commerce shop. It can be implemented within days and connects companies to global customers through a growing range of payment methods. More than 1,500 clients globally rely on Adyen. The company provides customers such as booking.com, KLM, Groupon, PopCap Games, Spilgames, and Vodafone with the highest level of security. Through Adyen’s unrivalled analytics tool these companies gain valuable

control and insights, which allow them to further optimise their payment processes together with Adyen. To learn more, please go to [www.adyen.com](http://www.adyen.com)

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