

Case study

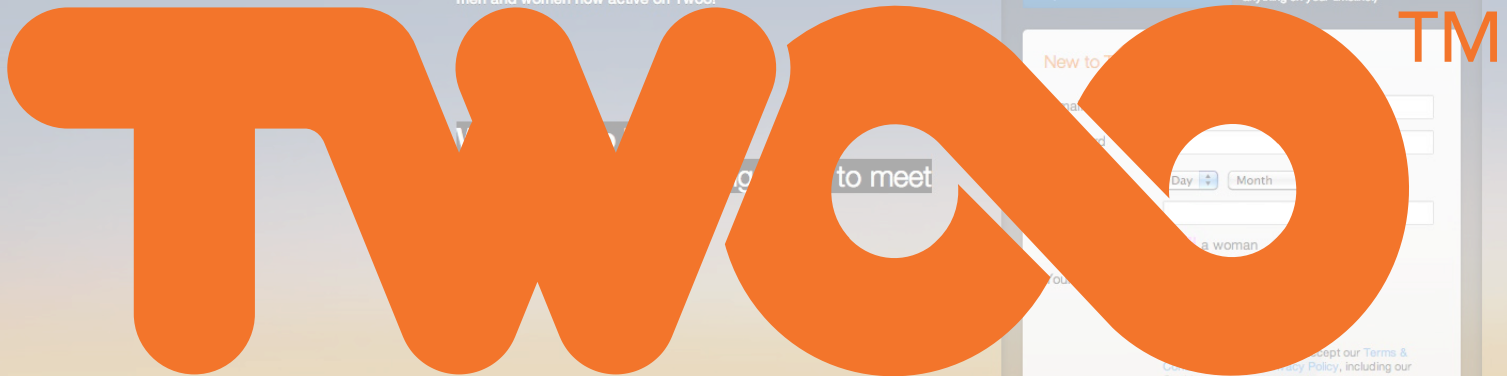
Twoo

41,713,021

men and women now active on Twoo

Sign Up with Facebook

(Don't worry, we won't post anything on your timeline.)



Get to Know Mobile Billing

Introduction

Twoo is the largest and fastest growing social site of its kind in the world, boasting over 10 million active users. It is available in 38 languages, covering over 200 countries.

Objective

Due to the demographics of the target audience and the nature of the market they were operating in, they were missing out on a number of potential new signups. Twoo needed to offer a seamless and easy mobile payment solution in a number of countries, to capture a wider customer-base.

Course of action

Twoo connected to txtNation's core billing API, allowing them to easily go global. txtNation worked with Twoo to offer them mobile billing, first in the UK with the Payforit solution, enabling them to offer weekly subscriptions.

They then set mobile billing in Canada, to offer customers a simple payment flow, before expanding into more

countries. Twoo can now accept mobile payments in continents spanning the globe.

Results

By offering the option to pay by mobile, Twoo have been able to reach a far wider audience through enabling a more convenient, accessible and immediate way to subscribe.

“ For social sites, engagement through mobile is key to success. txtNation assisted us in optimising the customer experience for mobile web, which resulted in increased acquisition.”

(Twoo)