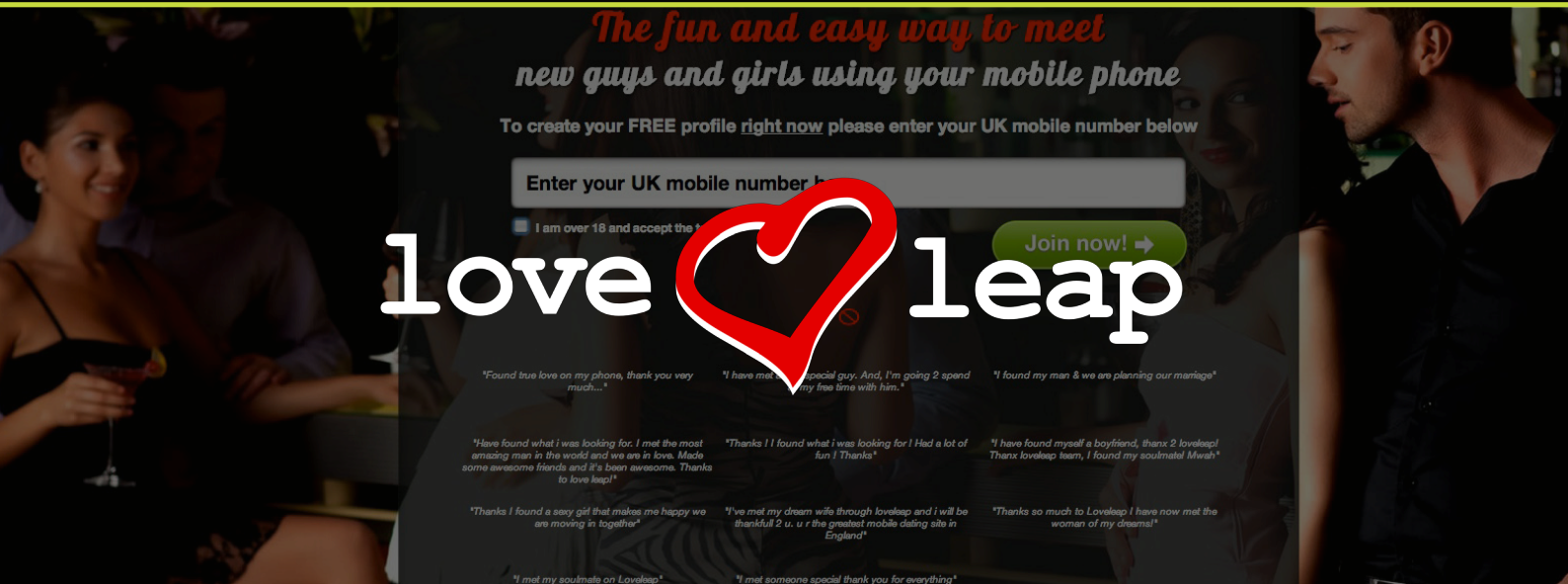


Case study

Loveleap



Meet Mobile Payments

Introduction

Operating in the UK and South Africa, Loveleap is a 'mobile web' dating site offering free and premium accounts.

Objective

In order for Loveleap to increase their conversion rates and offer a better customer experience, they needed a payment solution that wouldn't require their customers to go through too many steps in order to complete the transaction. The solution needed to be optimised for mobile, in both appearance and functionality.

Course of action

Already operating in South Africa using Operator Billing, txtNation enabled Loveleap to accept mobile operator billing in the UK with the Payforit solution. Loveleap's customers then had a simple, seamless and trusted payment option, which improved their overall experience on mobile. On top of the improved customer experience, the Payforit solution provided them with a higher Average Revenue per User.

Results

Once txtNation's UK Direct Operator Billing solution was implemented, Loveleap saw better conversion rates and a steady rise in revenue, with an increase of over 1,000% within 8 months. They are now looking to deploy mobile operator billing in other markets using txtNation's direct to network connections, whilst rolling out their newer HTML5 sites across the mobile web.

“ In order for us to offer the best customer experience possible through mobile, we needed a trusted, seamless and simple payment solution. txtNation enabled us to accept mobile operator billing from which we have seen substantial increases in revenue. ”
(Loveleap)