



## **Paymentwall launches the MobilePay+ mobile payment solution, optimized globally with the best payouts and conversion rates, combining 13 mobile providers in 1**

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San Francisco, CA, October 10, 2011 - Paymentwall is proud to launch MobilePay+, taking thirteen mobile payment providers and combining them on one platform. This creates one optimized solution for mobile payments which provides complete global coverage. MobilePay+ also optimizes mobile conversion rates and payout rates around the world for game developers and virtual currency providers.

Honor Gunday, CEO of Paymentwall comments: "There's a lot of competition in mobile payments, and many mobile providers are strong in specific regions and are constantly expanding coverage, but to achieve full global coverage, today, we combined 13 mobile payment solutions in 1. MobilePay+ now provides full global coverage and it also optimizes payouts and conversion rates using our price and conversion rate optimization algorithm. We are proud to offer MobilePay+ to our community of game developers, dating site owners and content publishers who can now access this with the same easy to implement Paymentwall API."

When using MobilePay+, users simply choose a price point, an amount of virtual currency or a subscription period they want to buy. They are then securely routed to the mobile payment provider with the best payout and conversion rate for the selected price point/region combination. The targeting happens based on Geo-IP data. The payments interface is also localized in 18+ languages, which makes it easy for the user to understand what they're doing.

For the mobile payment providers, the process is simple. On an ongoing basis, as mobile payment providers update their rates, MobilePay+ takes this data and analyzes the conversion rate with the new rate as well as the new payout. Based on this, it serves the most profitable option for the developer within their game or application. The payment providers are: Allopass, Atlas Interactive, Boku, BoxPay, DaoPay, Fortumo, ImpulsePay, MikroOdeme, Mobile First, Mopay, Smart Philippines, SMSCoin/Aggregator, and Zong

Martin Koppel, CRO & Co-founder at Fortumo.com says, "We are excited to be partnered with our friends at Paymentwall. We believe MobilePay+ will bring developers higher conversion rates & more revenue. Fortumo is confident in our ability to offer the best rates for companies around the world."

MobilePay+, like all products by Paymentwall, is backed by a 24/7 customer service team and Paymentwall's advanced fraud protection tools. And Paymentwall will continue to find new ways to optimize the digital commerce space for our partners everywhere.

<http://www.paymentwall.com/mobilepayplus/>

*Paymentwall is the global payment platform that integrates all local payment types for monetizing content and digital goods. Paymentwall makes it easy for users all over the world to buy digital content, virtual goods and subscriptions. Paymentwall is integrated with more than 75 local payment solutions covering various payment types (credit card, debit card, mobile, landline, prepaid, ATM, terminal, bank transfer, direct debit and offer), available in 18 plus languages. Paymentwall is privately funded, with offices in San Francisco, Istanbul and Kiev. More information can be found at [www.paymentwall.com](http://www.paymentwall.com).*