

The Business:

IncrediMail Ltd ("Mail" on NASDAQ) founded in 1999, designs, markets and delivers high-end personal desktop software. Their main goal is to continue to provide enjoyable and safe online products and services. By providing applications for today's online users, IncrediMail also takes the online experience to the next level. These applications range from the basic e-mail platform to games (a joint effort with Oberon Media), junk mail protection, messenger applications, and even letter writing applications.



IncrediMail applications such as:

- IncrediMail Premium: sold in over 100 countries in 10 different languages that offer additional features and capabilities such as the Advanced Account Access, Voice Message Recorder, Skins and many more.
- Letter Creator: It lets users create an email background with family photos and even lets them design their own business Letterhead using an easy-to-use platform that allows them to fully control all the elements in an email background.
- IncrediBundle: offers you a money-saving package of the Premium version of IncrediMail and the Letter Creator.
- IncrediMail Gold Gallery: The finest content in IncrediMail's Online Gallery is offered exclusively to members that pay for a Gold Gallery subscription. Gold Gallery members receive unlimited access to the best Letters, Animations, Ecards, Sounds and Notifiers.
- JunkFilter Plus: offers added protection to users that need and want to block spam, junk mail and other unwanted and potentially harmful email.

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As of today there have been more than 90 million people throughout the world that have downloaded the IncrediMail applications with rave reviews.

The Challenge:

With an elaborate range of products such as these, IncrediMail needed solutions to resolve various issues such as extreme customization tailored to each product, to cater to 8 different languages, recurring billing, customized notification, and to work seamlessly with payment options on a global scale.

The Solution:

This request was enough to challenge the best, and the best is what they received. The experts at Gate2Shop spent long and hard hours to completely customize an e-commerce solution that would meet every facet of their request and work smoothly with the IncrediMail's business model. When the project was complete, the IncrediMail solution consisted of:

- 5 Fully customized payment pages, one for each of their products being processed with Gate2Shop.
- Support in 8 languages to compliment the target base of their customers.
- Tailored Rebilling to suit the demands of recurring payments from the end-users.
- Global payment options to add to the flexibility of methods that the end-user has the option to use.
- An extended direct merchant notification system that provides retry notification in case of technical problems with the merchant's server.



The screenshot shows the IncrediMail website interface. At the top left is the IncrediMail logo with the tagline "Email Has Finally Evolved". On the top right, there is a language selection dropdown set to "English". The main heading reads "Have Fun Sending Email!" followed by "Get IncrediMail FREE!". Below this, a list of features is displayed: "Send beautiful email backgrounds", "Add 1000's of fun emoticons to your emails", "Enjoy animated email notifiers", "See exciting 3D effects in your emails", "Add funny animations to your emails", and "Add cool sounds to your email messages". A large green button labeled "Click Here!" is prominently featured, with a smaller link "Get IncrediMail Now - Click Here!" below it. The background is filled with colorful, cartoonish characters. At the bottom, there are several security and partner logos: "CNET DOWNLOAD.COM #1 email software", "McAfee SECURE TESTED 30-SEPT", "Microsoft CERTIFIED PARTNER", and two statements: "IncrediMail is Free - Learn How!" and "IncrediMail is Safe - Read our Reviews!". A blue banner at the very bottom says "More cool features for your email".

Email Notifiers (animated)

Enjoy tons of fun animated characters (Notifiers) - they will appear on your screen to tell you that new mail arrived.

Note: To stay updated on the arrival of new email, IncrediMail will automatically launch on startup.



About G2S

Powered by Safecharge Technologies, G2S provides complete selling solutions for small, mainstream ebusinesses.

Through the powerful combination of the most advanced technology available today and staffing the leading experts in risk-analysis, G2S prides itself on providing the most accurate fraud prevention in the industry - while maintaining maximum sales conversions.

