

### The Business:

Internet Download Manager was established in 1999 and has developed a valuable tool (IDM) that increases download speeds by up to 5 times and resumes and schedules downloads. In addition the software offers comprehensive error recovery and resume capability which can restart broken or interrupted downloads due to lost connections, network problems, computer shutdowns, or unexpected power outages.

IDM supports proxy servers, ftp and http protocols, firewalls, redirects, cookies, authorization, MP3 audio and MPEG video content processing. IDM integrates seamlessly into Microsoft Internet Explorer, Mozilla Firefox, MSN Explorer and all other popular browsers to automatically handle your downloads. This makes it the tool to have for those who download a lot of content from the web.



### The Challenge:

Internet Download Manager was looking to expand its global reach and optimize its payment process. Targeted regions, apart from Europe, were Latin and North America as well as APAC. In addition, the company has requested from us to conduct A/B testing on the payment page to reach to the ultimate conversion ratio.

### The Solution:

"...integration was fast and seamless ..."

Several steps took place in designing the solution for Internet Download Manager, involving multiple tests, monitoring and adjustments in order to find the perfect fit for our client's needs.

The first stage included finding the right mix of local, international and alternative payment options that suited the business model, price points and the specific countries in each region. In addition to the well-known credit and debit cards and PayPal, specific payment options were included that offered additional penetration in each target market. These include iDeal (Netherlands), Boletos (Brazil), giropay and Sofortueberweisung (Germany), Chine Union Pay (China) and many more.

Secondly, the payment page was optimized by including multilingual and multicurrency support based on IP location as well as banners highlighting the supported payment options in that particular

country. These were some of the many tweaks and features that we have included in order to achieve the desired result.

**Result:**

Our Clients are our judges and here is what Dave Saeger has to say about the outcome of our cooperation.

*"I really feel lucky I've found, and I'm very pleased to have switched to this payment solution. There are three most important things anyone should consider when choosing their payment solution. First is the Customer service, second are features and third is cost.*

*I can say without any doubt in my mind that G2S wins easily in all three categories. First, G2S alone meets all our requirements for features since they support variety of payment methods including very specific ones. Second, I would like to thank them for the excellent support service G2S has recently provided to us when we were experiencing issues migrating from our old payment gateway. G2S assistance in correcting integration and design issues was greatly appreciated, and is the first time I have seen a payment gateway to assist with such matters. In the first day of signing up, we submitted unusual requests and G2S replied with an amazing responsiveness.*

*They made several important customizations for us including payment page design, order notification, and order processing. In result, our sales went up to 20%. And with G2S rates being great also, they have convinced me already that I'll be a long time customer. Keep up the great job. Thanks!"*

Dave Saeger  
IDM Project Manager

