

The Business:

Tanki Online is a free browser based 3D-action game developed using the groundbreaking Alternativa3D Flash 3d graphics engine and AlternativaCore server platform. Now with more than 5 million players worldwide, Tanki Online has garnered a number of prestigious awards, including 'Best Game without a Publisher' and 'Best Technology' at KRI 2009.

Participate in furious battles, destroy enemy tanks, help your team, advance your tank and make your military career! A wide choice of ammunition, several game modes and only real players take part in the battles.



The Challenge:

Tanki Online required a secure solution that would allow global payments from credit/debit cards and PayPal, return great conversion rates, and give the payment pages the look and feel of the Tanki Online game. The requirements were nothing out of the ordinary for the team at Gate2Shop on this particular occasion, but it was important to Tanki Online that they have a secure and comprehensive platform that will allow them to expand in future, while meeting their immediate needs to increase conversion, bring additional traffic and handle online payments securely.

Gate2Shop (www.g2s.com) is a premium provider of e-commerce technology for software and digital service vendors who want to market and sell their software or products online. Backed by more than a decade in the industry, Gate2Shop provides a platform that is comprehensive and secure. With Gate2Shop, the vendor has a choice of payment solutions and the freedom to customize a specific e-commerce package to their individual needs. If you have any questions or problems regarding your online experience, please contact us: +44 (0)20 3051 0330 or sales@g2s.com. We will happily assist you in any way possible.



The Solution:

The first task when taking on this project was for the team at Gate2Shop to customize the payment page so it was shaped to match the look and feel of the Tanki Online game, while also enabling many features that allow for more traffic, increased promotion, and higher conversion ratios.

Secondly, Gate2Shop enabled access to more than 80 international and local payment methods that mean the end-user more than likely has a payment method available wherever they are in the world - Comprehensive, secure and reliable.

This particular solution for Tanki Online didn't make use of all the options available at Gate2Shop. However, all the additional Gate2Shop features are under the hood and ready for Tanki Online when needed.



Says Roman Epishin, Chief Marketing Officer of AlternativaPlatform, which develops and publishes Tanki Online: "It became increasingly clear that we needed a stronger ecommerce solution to serve all our needs for now and also be ready for us as we expand in future. We chose Gate2Shop as a payment partner due to its solid reputation and really wide selection of payment options that can be integrated into our project."

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