



bowlingball.com

From kids' parties, to date nights, to house leagues, to competitive – bowling has long been a favorite American past time. Chain-operated bowling alleys typically frame up 9,250 games per lane, per year.

bowlingball.com, the leading US online bowling retailer, has been supporting bowling customers and organizations nationwide for more than a decade. It boasts the web's largest inventory of bowling related products, and offers in depth product knowledge and customer service to its online and call center customers.

Bowling is a cash business – games, concessions, and pro shop. bowlingball.com was looking to emulate the cash model by offering a cash-like payment option to its web shoppers. eBillme, from MODASolutions, fit the bill.

eBillme's online banking solution enables bowlingball.com to offer their customers a new payment choice. Customers simply shop online or by phone, and pay for their order through online banking.

"eBillme provides our shoppers with more choice. Customers choose how they want to pay – and many want to pay with cash, so this online banking option is ideal," says John Congdon, CIO of bowlingball.com. **"With eBillme, our average order values (AOV) have sky rocketed** compared to our other payment options. We are thrilled with the incremental revenue and new customers."

80%
Higher AOV

13%
Repeat Order Rates

3%
Adoption Rate

"eBillme is helping us sell to the next wave of online shoppers who prefer dealing with cash. With eBillme, customers do not need to provide a credit card or enter any financial information; so many new customers are now shopping online."

Business Segment

Leading eTailer of bowling products.

Bowlingball Business Highlights

- 10 years
- Low price leader
- Extensive selection
- Exclusive product offering
- On-line pro shop
- Community resource site

eBillme merchant since December 2006

