



3 Million Customers know Mwave is synonymous with high quality personal service. With their extensive product line of computer components, peripherals and electronics, Mwave.com sees an unprecedented amount of repeat buyers, which include end users, corporate customers, Value Added Resellers, and Government and Educational Institutions.

With an ongoing commitment to customer service, Mwave looked to offer existing customers more choice at the checkout, plus reach a new audience. Offering a new payment option to customers, who may not have access to credit, or be comfortable with checking out online, allowed Mwave to reach users who, previously, could not take advantage of the products and services they offer to the on-line shopper.

The solution was eBillme. eBillme's secure cash payment method, enables customers to shop online without a credit card or the need to enter personal financial information.

*"We strive hard to exceed our customers' expectations every time they shop with us,"* said Rayanothony Calzada, Marketing Manager at Mwave.com. *"eBillme enables us to offer our loyal customers a choice in the way they pay, while giving us the opportunity to expand our consumer base. We can now offer a payment option to customers who don't have, or don't use credit cards."*

**50%  
Lift**

**3-8%  
Share of  
Wallet**

**Immediate  
ROI**

Mwave saw fast results and increased sales when eBillme was added to the checkout. Consumer acquisition grew tremendously, with 50% lift. In addition, eBillme delivered immediate ROI, with a reoccurring share of wallet between 3-8%. Mwave leveraged eBillme's exclusive marketing programs like the Debt Free Mall, cash back rewards program, and affiliate network to broaden its reach and sell to new customers.

*"In a very short timeframe, eBillme delivered a significant 50% consumer lift, and strong sales. eBillme's marketing campaigns and free cash back program continue to drive new customers to our site, and we are thrilled that a payment option can truly impact our bottom line,"* said Rayanothony, at Mwave.com.

As Mwave continues to expand its consumer base, and success, in the eCommerce electronics sector, eBillme looks forward to a continued partnership, serving Mwave customers.