

**SHOEbuy.com®**



When it comes to shopping for shoes, online shopping sites hold the selection shoppers crave. In a competitive market, the top retailers combine unbeatable selection with service, a loyal customer base and an aptitude for new customer initiatives.

A top-rated apparel shopping site, Shoebuy.com has over 5 million unique visitors a month. Even with such a following, they are always looking for ways to attract new customers and take advantage of expanding markets. One such market is the growing number of shoppers who prefer to securely pay cash for their online purchases. Some are driven by heightened security concerns such as protection against identity theft. Others are prompted by rising credit concerns. To reach this audience, Shoebuy.com introduced eBillme, the only online payment solution that broadens the merchant's checkout to tap into the large and growing online banking user base.

### **eBillme's high adoption rate delivers a compelling ROI**

"We know it is our selection, service and loyal customer base that has made us successful even during tough economic times," said Scott Savitz, founder and CEO of Shoebuy.com, "In addition, we continue to do things to attract new customers, like adding eBillme as a payment option. The results were apparent early on – with a strong adoption rate and a very high repeat rate given this short period of time."

### **With an integration period of less than 4 weeks, Shoebuy.com was easily able to offer eBillme to their consumers for the holiday season.**

"With strong marketing campaigns offered through eBillme, as well as eBillme support staff who provide the same level of support and expertise Shoebuy.com has built their name on, it has been a great experience for us," stated Jim Keller, SVP, Marketing and Business Development for Shoebuy.com.

Fast, Easy Integration  
**4 Weeks**

New Customers  
**42%**

### **About Shoebuy**

- One of the largest eTailers of footwear and related accessories
- Top ranked eTailer for customer service 6 years in a row
- More than 700,000 products from than 750 brands
- Over 5 million unique visitors monthly
- Rated by Hitwise as one of the Internet's Top Ten most visited apparel and accessory shopping and classified sites

### **About eBillme**

eBillme™ is the most secure way to pay online and the only online payment solution that extends the convenience of online banking to the merchant's checkout process. The service enhances security for online shoppers, and enables merchants to increase sales while reducing transaction costs. No financial data is exposed and the payment transaction is securely transferred from the customer's bank to the retailer's bank. Consumers can shop online, by catalog or through call centers, and pay for their purchases at their bank, credit union, or bill pay portal using the security and convenience of online banking or by paying the bill at over 75,000 walk-in locations. For more information, please visit [www.eBillme.com](http://www.eBillme.com) or eBillme's Online Debt-Free Shopping Mall.

