

Case study

Catgames.com



Bulletproof Mobile Payments

Objective

To become the leading online gaming site for paying members. Current standards include:

- 2,000,000+ registered managers
- 10,000+ new managers join every week
- 450,000 subscribers to email newsletter
- 18 million page views per month
- Top 10 European Games site
- SundayLeague. Top 20 football site

Course of action

Each game is available free to play, but also includes a credit system allowing users an enhanced game experience. Credits may be purchased (via txtNation) won or given away to users in exchange for completing tasks.

Results

The results were greater than predicated with overall response rates 1.45x that of conventional methods of processing to date, due to the ease of payment with txtNation's mobile billing options.

“ txtNation have always given ready support and the payment system has proved reliable which means that is one less thing to worry about. ”

Steve Smith, [Catgames](#)