



**Press Release**

*Toulouse, 5th December 2013*

***BuyBox is proud to announce  
Paris Saint-Germain's "Appli Birthday",  
the first Facebook application  
for Social Gifting with integrated communal payment***

The legendary football club, Paris Saint-Germain, relies on BuyBox's communal payment Application Programm Interface to enable their Facebook community to organise online kitties and to purchase group presents. For the first time, social networks are integrated with a communal payment method (*Social Payment*), which is in the best interests of both e-commerce websites and internet shoppers. By linking *Social Payment* and *Social Gifting*, BuyBox paves the way towards the monetisation of Facebook fans. A first on the web !

"Appli Birthday" for Paris Saint-Germain is the product of a joint collaboration between the LaSer Group, the PlayApp agency and BuyBox. It is a bespoke product developed by PlayApp and is based upon the communal payment API from BuyBox. **The appearance of communal payments within social networks is a response to online gift purchasing or *Social Gifting*, and results in a tangible monetization of Facebook users for brands.**

***Social Gifting by BuyBox***

Millions of birthdays, marriages and other diverse and varied events are celebrated everyday. So there are constantly plenty of gift opportunities on Facebook. *Social Gifting* allows brands to capitalise on their fan base, by combining the benefits of high levels of Facebook activity and the trend for online gift purchasing. For internet users, the communal gift has a rightful place within social networks : there is a strong community value as it is done as a group. Additionally, **BuyBox's *Social Gifting* is an online present through communal payment across social networks.**

*"By combining Social Gifting and Social Payment, BuyBox enables brands to offer group gift vouchers or online kitties to their fans, for the purchase of a gift between friends – who perhaps may not yet be fans of the brand",* according to **Marc Guedj, BuyBox CEO.**



### **Meeting needs and easing the user experience**

Linking in with features of Facebook's Open Graph such as birthday notifications, the BuyBox *Social Payment* solutions are a real value proposition for brand communities. **The "Appli Birthday" application allows the internet shopper to readily organise a communal present via an online kitty on Facebook.** They simply need to connect to the application through Facebook, create a kitty, invite friends to participate (each selecting their own contribution amount), and to contribute financially themselves to the kitty, if desired. The kitty is then handed over, accompanied by a short message. The lucky recipient can then use this kitty to pay for purchases directly on the Paris Saint-Germain online shop. The user of the "Appli Birthday" app will have access to a list of their friends and their birthdays.

### **At last, a solution for monetizing Facebook users**

So far, Facebook has been more relational than transactional. Whether this is by navigating from a *Fanpage* or by displaying products which redirect to an online sales site, **F-commerce limits the user experience and the interest for internet shoppers is not really there.** Facebook is not a shop and remains an area for interaction with merchants and recommendations between internet shoppers. Brands are not interested in chasing after fans, but more in transforming their audience into turnover (cold hard cash). Since the F-commerce experience doesn't really do the job, **BuyBox proposes a new way of seducing the internet shopper for brands,** allowing these brands to increase their visibility, build up a Facebook reputation and transform social prospects into commercial prospects.

*"Open Graph is at the centre of the relationship with the consumer. Our Social Payment solutions open the way for Facebook to be used as a true platform for sales and for monetisation",* says Marc Guedj. *"Appli Birthday brings together, for the very first time, communal payment tools and Facebook functionalities. The implemented service is dedicated exclusively to Paris Saint-Germain and runs completely smoothly for the user."*

### **A lever to boost customer acquisition**

Through virality and recommendations, brands were fans of a communication channel to generate targeted sales in stores and online. **BuyBox places Facebook at the heart of customer acquisition and retention for online merchants !** By integrating BuyBox into their websites, brands can build meaningful connections to engage fans and drive monetization. And in this way increase revenue from the sale of communal gifts.



### **An innovative approach and a unique solution**

Unlike other players in the market, BuyBox offers B2B services which are completely customisable, own brandable, "plug and play", and since the merchant's own account is used, no financial intermediary necessary.

*"BuyBox is not a portal, we are found deeper within e-commerce, at the heart of internet sites and their e-commerce strategies", states Marc Guedj. "Amongst our Social Payment solutions, there is a ready-to-use Facebook web app. And **to meet the needs of web agencies, there is our API for the development of bespoke projects which offer high added-value to their customers"**, continues Marc Guedj. "This first partnership with PlayApp, a reference point in the development of social cross media experiences, is a fine example and opens up great prospects for growth", he concludes.*

### **About BuyBox**

BuyBox, **pioneer and leader in B2B Social Payment**, has created and developed a unique product, aimed at e-commerce websites, for the implementation of communal payment solutions. BuyBox's customers include **Celio, Wonderbox, Micromania, Splendia** and **ProwebCE**. Available as SaaS through buybox.net, the product is distributed by the LaSer Group and is integrated into the **Worldline** (Atos Group) online payment gateway. BuyBox is supported by **Iris Capital** (Orange, Publicis) and **Midi Capital**.

For further information please contact :

Loïc Blanc

[loic.blanc@oonetic.com](mailto:loic.blanc@oonetic.com)

+33 561 07 12 79

**Follow BuyBox**

