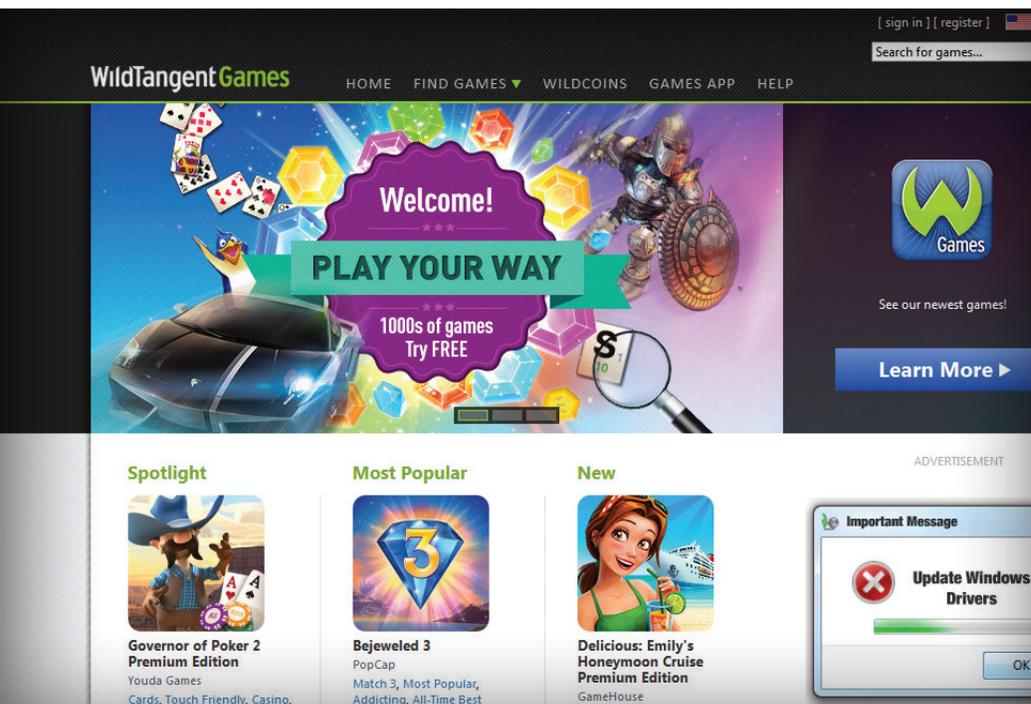


# WildTangent® teams with Digital River to **PROCESS SECURE TRANSACTIONS WORLDWIDE**



**CUSTOMER PROFILE**



**INDUSTRY**  
Game Distribution

**COUNTRY**  
United States

**WEBSITE**  
[www.wildtangent.com](http://www.wildtangent.com)

## OVERVIEW

Founded in 1998, WildTangent is the world's largest cross-platform game network—and one of the most unique. Their cross-device games service is pre-installed on tens of millions of Windows™ desktops, laptops, Android™ tablets and phones around the world. Surprisingly, it's not their audience reach that's most impressive, but rather their distinct approach to customer accessibility and monetization. WildTangent has changed the notion of how we pay for games.

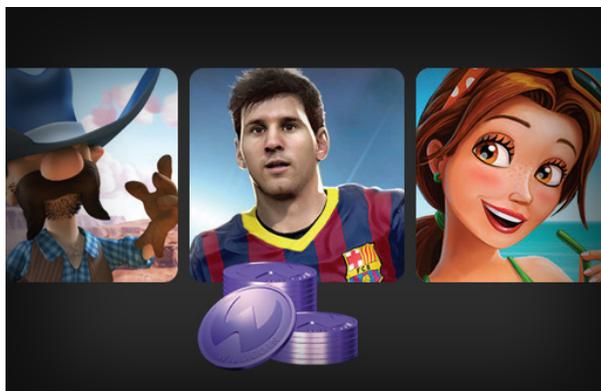
WildTangent customers can purchase games or rent individual game sessions using Wildcoins™—their proprietary virtual currency. Additionally, WildTangent gives customers the opportunity to unlock game content for free by watching premium advertisements using their brand advertising platform, BrandBoost™. As Jarrod Voth, Treasurer and Sr. Director of Finance at WildTangent puts it, "WildTangent monetizes the unmonetizeable."

## CHALLENGE

WildTangent currently accepts eleven currencies and has users in virtually every country in the world. To monetize their global audience, it was important for WildTangent to partner with a payments provider who can handle a wide range of payment processing while safely protecting customer data.

“Our primary concern is the integrity of our customers’ payment data,” says Voth. The increase in cyber-attacks resulting in significant data breaches across companies of all sizes prompted WildTangent to proactively tokenize customer payment information to ensure they are protected from these attacks.

Also, the rapid growth in alternative payment methods around the world presented an opportunity for WildTangent to monetize new customers, but they needed help prioritizing new payment methods for a seamless integration.



“As we evaluate new payment methods for inclusion in our service, we rely on Digital River to help us pursue the right ones.”

**Jarrold Voth,**  
Treasurer and Sr. Director of Finance at WildTangent

## SOLUTION

The Digital River World Payments platform has consolidated gateway and merchant processing into one streamlined entity, enabling WildTangent to quickly reconcile reports and capitalize on revenue through a speed-to-close transaction system.

Digital River’s proven ability to protect customer data plays a crucial role in the partnership. “By utilizing Digital River’s tokenization service, customer payment information never touches our site, and therefore cannot be stolen,” stated Voth.

## RESULTS

WildTangent’s key differentiator is that they allow customers to play games their way. Customers may pay using real

currency, virtual currency, or watch premium ads to unlock thousands of games. WildTangent’s philosophy is one of flexibility and adaptability. Digital River World Payments solution has extended this philosophy into the payments space by allowing customers to pay their way and be assured their personal information is protected.

Using Digital River World Payments platform allows WildTangent to consolidate their account management, gateway reporting, merchant reporting, the tokenization of customer data and PCI compliance. As a result of this consolidation, WildTangent is able to lower their overall costs and increase their speed-to-close.

Discover how Digital River can accelerate your online results.

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