

GAMES

Build and manage multiple in-game economies with a single solution

Digital River's Global Commerce MTX™ solution is a feature-rich payments and virtual economy management platform that empowers video game developers to take control of their in-game content and monetization.

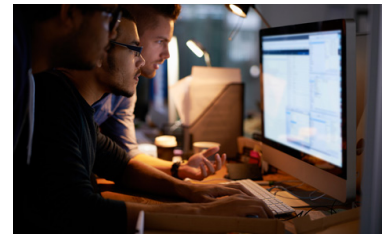
Building an in-house platform for managing your in-game economy is an expensive and time-consuming endeavor that delays your time to market, creates security vulnerabilities and keeps your team of talented developers from doing what they do best—delivering content and depth to your game. The smarter route is to use Digital River's MTX platform, a cloud-based Software-as-a-Service (SaaS) solution that gives you instant speed, agility and flexibility. MTX provides a single turnkey solution that enables you to manage all aspects of your in-game economy across multiple games and platforms. Monetize like a boss with a robust toolset that lets you control in-game items, microtransactions, virtual and real-world currencies, upgrades and expansion packs, pre-orders, subscriptions and more.

Go beyond building a game—build a brand

Player perceptions of a game's overall value are tied directly to the content and experiences that you create for them. As your monetization partner, Digital River helps you enhance the relationships players have with your brand by incorporating various ways to buy and earn currency, items, extra content and rewards. We arm you with a powerful toolset that lets you easily maintain consistent branding while creating a branded, frictionless in-game experience across multiple touchpoints and platforms.

Data drives your long-term success

Success in today's games market requires an understanding of player behavior and the ability to leverage data to continually develop new, more personalized content and offers. Capturing insights into how players interact in your economy empowers your design team to create more impactful content, further enhancing the player experience and long-term success of your game.



Digital River clients



Bethesda.net



Microsoft



Digital River's MTX solution features powerful user segmentation tools, enabling you to sell the right offer to the right customer at the right time.

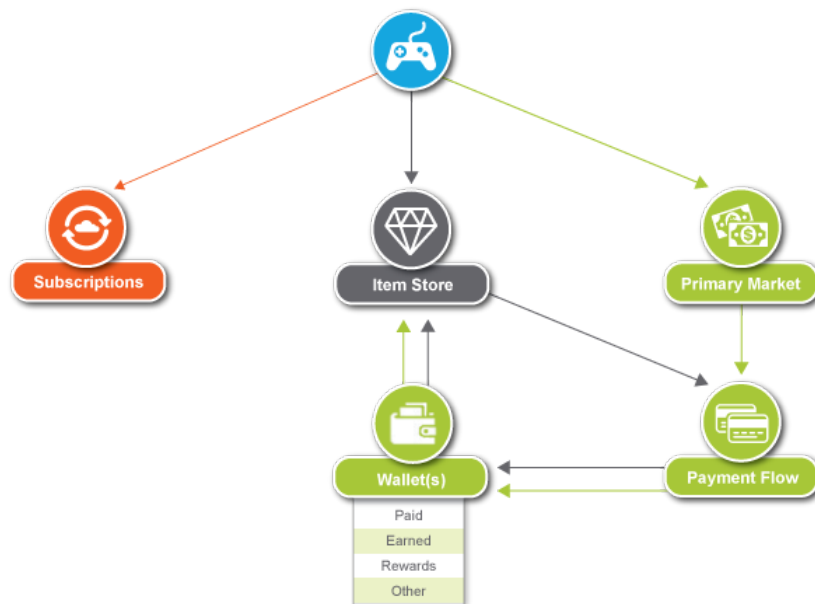
Take control of in-game items with easy tools and reporting

Our robust toolset makes it easy to actively manage your in-game store to create seamless financial interactions for your player community:

- Product catalog management
- User management
- Dynamic pricing engine capable of displaying up to 108 real currencies and unlimited virtual currencies
- User information management and segmentation tools
- Real money offer management
- Coupon code and entitlement management
- Virtual item storefront management
- Merchandising and offer management (bundles, promotions, discounts, etc.)
- Wallet management for virtual currencies (paid, earned, promotional, etc.)
- End-to-end order management
- Customer service modules
- Unified reporting across all monetization channels
- In-game or web checkout and redemption flows
- Fully configurable payments platform, with over 80 acquiring bank connections and 200+ global payment methods



In-game virtual goods are effective in motivating and monetizing player performance.



Get the end-to-end capabilities you need to support global growth

Digital River has the experience and passion to take your game further, faster. Our full-service capabilities offer tremendous value for developers looking to take their brands global:

- **World-class technology:** With scale you need and industry-leading uptime you can trust, it's no wonder more leading game publishers are choosing Digital River.
- **Speed to market:** Our cloud-based MTX platform and team of experts can help you go to market months faster than other solutions—and years faster than developing in house.
- **Global reach:** We do business in 244 countries and territories around the world and can provide a localized interface with the right mix of preferred payment methods, currencies and languages to maximize your global sales.
- **Payments, tax and compliance:** We mitigate your risk by assuming responsibility for returns, tax collection and filing, and compliance with country-specific regulations and industry security standards—all on a global scale.
- **Fraud protection:** Our patented technology learns from past transactions and offers the most comprehensive online fraud prevention system you can find.
- **Order orchestration and fulfillment:** We deliver efficient order processing from end to end.
- **Marketing and consultant support:** Our in-house marketing agency and video game monetization experts deliver value-added services to drive customer acquisition, conversion and retention for your brands.



Explore how Digital River can simplify the way you manage your in-game economy.

About Digital River

Digital River, the revenue growth experts in global cloud commerce, helps companies of all sizes build and manage their online businesses, maximize online revenue, reduce costs and minimize risk. Founded in 1994, the company is headquartered in Minneapolis, with offices across the United States, Asia and Europe.

Unlock the value of Digital River to grow your business.

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