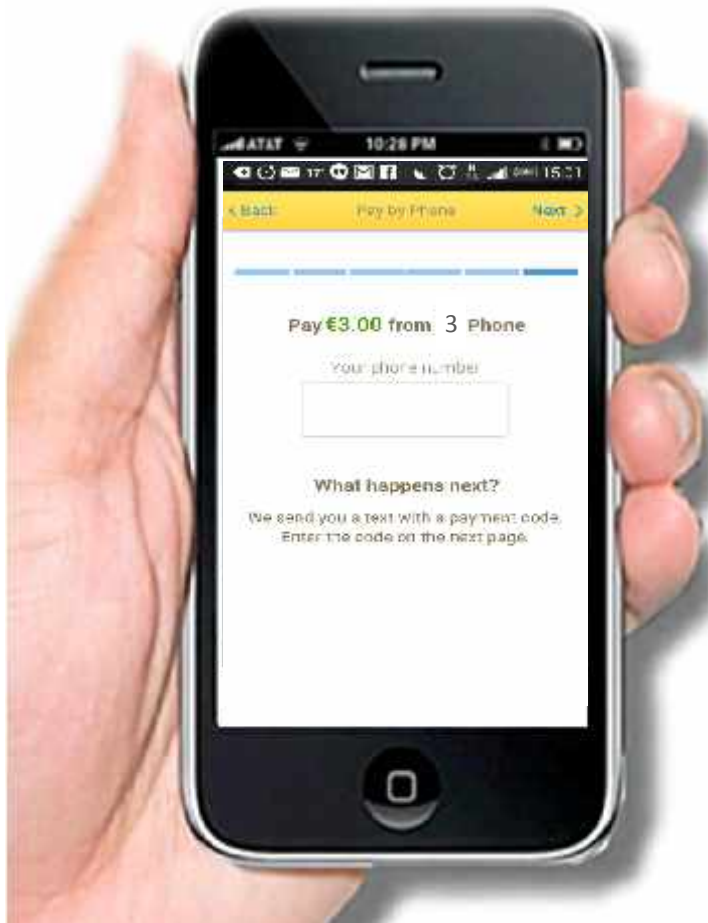


DoneDeal wanted an easy payment option for their customers.



The Results

Majority of purchases made are done through Charge to Mobile



The Brief

Donedeal wanted a payment option that could be used by everyone to allow placement of a classified advert. They had used premium voice billing but the unclear pricing by phone providers made it difficult. Visa card and paypal were only accessible by a small % of the population. The solution needed mass market penetration, be simple to use and transparent for the end user.

The Solution

Mobile phone ownership is over 100% of the population so a mobile phone payment solution which is easy to use and transparent to the customer was the preferred done deal choice.

Through Donedeal's payment aggregator "2Bill" we enabled Three Charge to Mobile. This meant that all prepay and Postpay 2 customers could now place an advert on Donedeal and make a payment through their Three phone bill. The results far exceeded our expectation and now 80% of Donedeal customers pay by Charge to Bill.

It's a simple payment journey that is intuitive and very transparent.



"We worked with Three Media to rollout Charge to Mobile with Donedeal. It allows people to easily pay to place a classified advert online. Charge to Mobile has proven to be a superb payment option for small value purchases."

**Sean O'Dwyer
2Bill**