



Business,
Story

WITH A LITTLE HELP FROM INGENICO



**PREDATOR
NUTRITION**
EXCLUSIVE SUPPLEMENTS

Case Study / **Predator nutrition** SUSTAINED ENERGY[®] 10, PROTEIN

Bulking up its business to hit the international markets with Ingenico ePayments

2009

Created by a British entrepreneur with a capital of just £6,000.

2012

The UK fitness market explodes with the London Olympics.

2018

Shortlisted for «Best Online Payments Solution Merchant» for the Payment Awards.

Overcoming colossal challenges

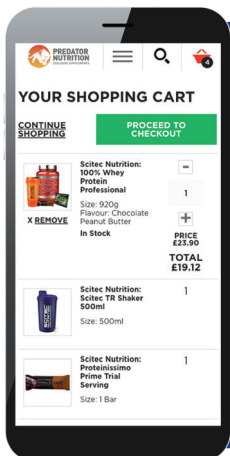
Predator Nutrition was born out of a frustration: the stark lack of choice in nutritional supplements for British fitness aficionados. Founded in 2009, the fledgling company quickly attracted athletes and began to develop internationally.

But in its quest for growth, Predator Nutrition has faced some daunting challenges: facilitating the payment experience, increasing the conversion rate and adapting to the specifics of the target markets... the list goes on.



20%

increase in conversion rate with Ingenico ePayments.



Predator Nutrition's 3 requirements



Reliability

At the beginning, Predator Nutrition encountered numerous payment failures, which discouraged customers.



Simplicity

For the company, the payment experience must be fluid, simple and reassuring – regardless of its users' country of origin.



International

In parallel, the company needed a payment partner that could support its international growth.

“We wanted to offer our customers a payment experience that is fast, secure and seamless – to the point where consumers do not even notice it. Ingenico ePayments gives us the assurance that we can offer our customers the best possible experience: not just in the United Kingdom, but in every country where we want to expand our business.”

Reggie Johal, founder
of Predator Nutrition

Benefits of the solution

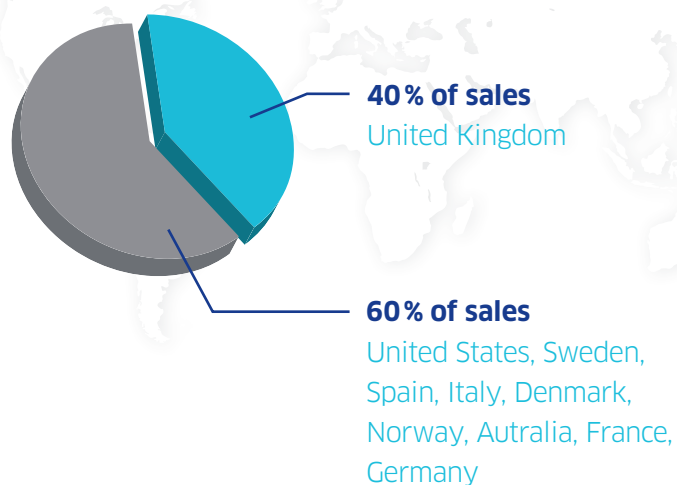
- 1 Reliable transactions**
No more transaction failures. Customer services has recorded a significant drop in complaints.
- 2 A streamlined experience**
Predator Nutrition has increased its conversion rate by 20% thanks to Ingenico ePayments.
- 3 Facilitated international development**
United States, Italy, Sweden... Ingenico ePayments has supported the company in its international growth.

A wealth of different products

Predator Nutrition stands out because of its highly diverse range of food supplements. Its ambition: to offer a comprehensive range to athletes of all disciplines.



Setting its sights abroad



About Predator Nutrition

Predator Nutrition was founded in 2009. The company was born from the need to introduce fitness enthusiasts to high-quality products that work.

Predator Nutrition is a results driven team that strives to provide outstanding customer service, excellent product knowledge and advice and an unrivalled range of innovative sports nutrition supplements and health foods, many of which we hold exclusive distribution rights to.

Already present in the UK, Predator Nutrition is growing in Europe with to many well-renowned and leading brands such as Driven Sports, Hydrapharm, Nuts'n More and many more!

For more customer testimonials, visit:

www.ingenico.com/mybusiness



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