



amazon pay

Grow your business with Amazon Pay

A fast, easy, and secure way customers can pay for products and services using the information already stored in their Amazon account

Access the Amazon customer

Amazon Pay extends the commerce experience Amazon customers have come to enjoy and trust on Amazon.com to thousands of websites around the world.



Customer satisfaction



Reduce cart abandonments



Creating another account

	The challenge	The solution
▶	37% of customers leave when asked to create an account. ⁵	Amazon Pay provides one account to shop your world.

Complex checkout process

▶	28% of customers abandon due to a long, complicated checkout process. ⁶	Amazon Pay can streamline checkout , reducing the number of steps to purchase. ⁷
---	---	--

Gaining customer trust

▶	78% of people say trust is very or extremely important in where they choose to shop. ⁸	Benefit from a brand that ranks #1 in reputation as determined by a 2018 Nielsen Company survey. ⁹
---	--	--

Merchant success

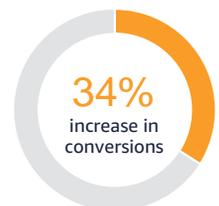
JOMASHOP



The Washington Post



ALLSAINTS



¹ Amazon Pay Buyer survey Q1 2018 (US, UK, DE)

² Amazon Pay data, Q4 2017. Tens of millions of customers in more than 170 countries have used Amazon Pay to transact

³ Amazon data, 2018. Nearly half of Amazon Pay customers in 2017 are Prime members (global)

⁴ Amazon data, Q3 2017. Active customer accounts, which are unique e-mail addresses, represent accounts that have placed an order during the preceding twelve-month period

^{5,6} Baymard Institute Checkout Optimization Report, 2017.

⁷ Merchants reduced the steps required for checkout; Purple 53% reduction, Seedlip 44% reduction, AllSaints 40% reduction, Shinola 77% reduction.

⁸ PYMNTS.COM Survey, July 2015.

⁹ Harris Poll Survey, February 2018.



Innovate in payments

Ongoing access to the latest trends and technologies, offering a connected experience across your site, store or device, enabling voice purchasing experiences via Amazon Pay for Alexa Skills.

Expand your network

Leverage our growing network of certified Amazon Pay agencies and developers to launch your site quickly.

Leading Best Practices

Benefit from ongoing technical support and specialist knowledge to elevate your business based on years of Amazon learnings in checkout optimization and fraud protection.

Accelerate integrations

Minimize development efforts through a single administrative interface and omni-channel APIs that easily fit into your checkout experience.



Acquire & retain new customers

Tap into Amazon's base of more than 300 million customers¹⁰ by offering a convenient, seamless, and trusted shopping experience.



Fast & easy checkout process

Allow customers to use one familiar login to identify themselves which can help increase conversions & lower cart abandonments¹¹.

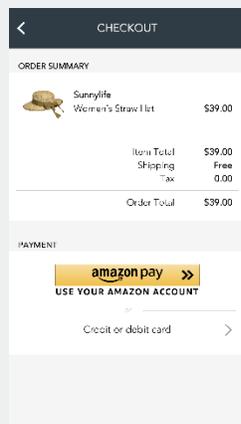


Seamless experience across channels

Amazon Pay optimizes the experience across desktop, mobile, POS, FireTV, and Alexa.

How it works

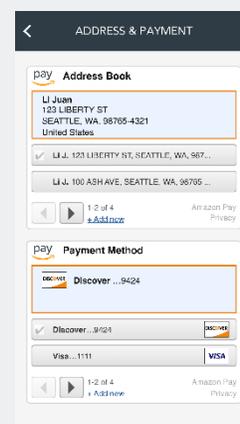
Here's an example of the streamlined mobile checkout experience that Amazon Pay offers ▶



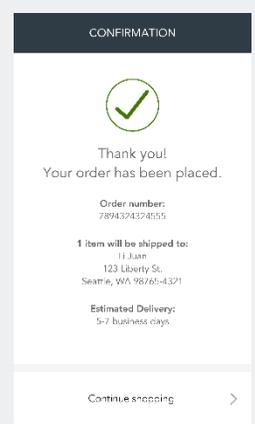
Choose Amazon Pay



Sign-in



Confirm info



Completed

¹⁰ Amazon data, Q3 2017, Active customer accounts, which are unique e-mail addresses, represent accounts that have placed an order during the preceding twelve-month period.

¹¹ Purple reported increased conversions of 76%. Soak&Sleep reported reduced cart abandonments of 67%.