



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
▶	<b>37% of customers leave</b> when asked to create an account. <sup>5</sup>	Amazon Pay provides <b>one account</b> to shop your world.

Complex checkout process

▶	<b>28% of customers abandon</b> due to a long, complicated checkout process. <sup>6</sup>	Amazon Pay can <b>streamline checkout</b> , reducing the number of steps to purchase. <sup>7</sup>
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Gaining customer trust

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

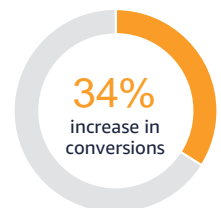
JOMASHOP



The Washington Post



ALLSAINTS



<sup>1</sup> Amazon Pay Buyer survey Q1 2018 (US, UK, DE)

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

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

<sup>4</sup> 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

<sup>5,6</sup> Baynard Institute Checkout Optimization Report, 2017.

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

<sup>8</sup> PYMNTS.COM Survey, July 2015.

<sup>9</sup> 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 customers<sup>10</sup> 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 abandonments<sup>11</sup>.

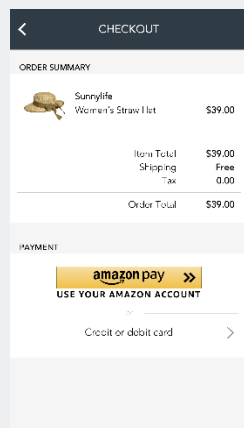


### Seamless experience across channels

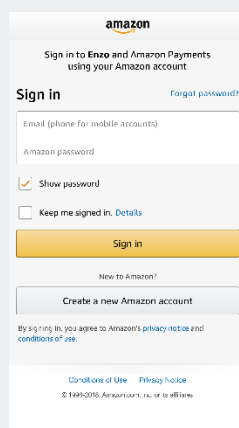
Amazon Pay optimizes the experience across desktop, mobile, POS, FireTV, and Alexa.

## How it works

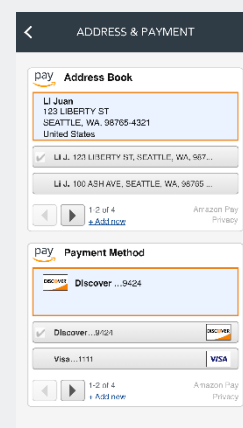
Here's an example of the streamlined mobile checkout experience that Amazon Pay offers ▶



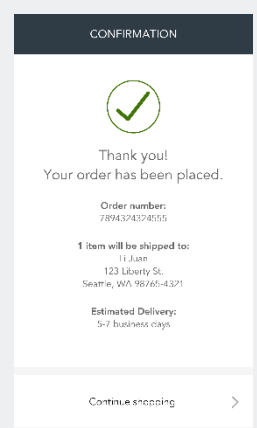
Choose Amazon Pay



Sign-in



Confirm info



Completed

<sup>10</sup> 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.

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