Alternative Payment Methods

Give your customers the right mix of relevant payment methods to grow your business globally.
What are Alternative Payment Methods?

The meteoric rise of eCommerce is expected to surpass $4.6 trillion globally by 2022. This rise is changing the way shoppers pay and driving the demand of Alternative Payment Methods (APMs).

APMs meet the consumer need for convenience and security, and now make up more than half of eCommerce transaction volume.

Know your customer

You want to know as much as you can about your customers. From where they shop, to how they shop and what their preferred payment method is. These payment methods vary by demographic, country, and the product or service they’re buying. It’s essential to understand how your customers prefer to pay to help increase conversion and expand your business, both locally and globally.

Serve your customer

If you only offer payment by the major card schemes like Visa and Mastercard, you could be missing out. In many countries, conventional debit and credit cards are surprisingly rare, and bank accounts aren’t available for everyone. APMs fill this gap.

You may not recognize a payment method that your customers want to use, but with over 300 APMs on offer from us, you can rest assured that we know it.
Let’s take a closer look at the different types of APMs

**Bank Transfers**
Fast and safe
Allows your customers to pay for your goods or services by transferring money from their bank account. Examples: iDEAL, Sofort Classic

**Direct Debits**
Recurring transactions
Let’s your customers pay you an agreed amount, on an agreed date. Example: SEPA DD

**Local Card Schemes**
Go local
Local cards work in the same way as traditional cards, in specific domestic markets. Examples: Bancontact, UnionPay

**Post-Pay**
Convenient
Allows your customers to shop online and complete their payment at an affiliated outlet, store or ATM. Examples: Konbini, Multibanco

**Mobile**
Real-time payments
Your customers can send money using a mobile number. Example: Unified Payments Interface (UPI)

**eWallets**
Easy to use
Your customers fund their eWallet to pay for online purchases. Examples: WeChat Pay, Alipay

**Pre-Pay**
Safe and secure
Lets your customers buy a prepaid card or voucher to pay for goods or services online. Examples: NeoSurf, Paysafecard

**Invoices**
Buy now, pay later
Your customers can buy goods or services and pay at a later date. Example: Klarna

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**Did you know?**
In 2017, APMs presented 56 percent of $3.2 trillion global eCommerce sales and this is expected to rise to 70 percent by 2022."
Worldpay’s 40+ years of payment experience gives you more customer reach and more local knowledge.

Easily expand into markets around the world.

Give your customers the option to pay in over 300 payment methods.

Let your customers pay in their own currencies.

One single, streamlined integration.

Increase conversions with the largest choice of the most relevant APMs.
Maximize global acceptance

Remove the complexity from accepting payments anywhere, any way around the world.
More reach

Easier access to markets around the world

With our local experience, licenses, and payments expertise, we take the complexity out of entering new markets, whether that means accepting a new currency or adding the latest digital wallet. With access to 146 markets, 300+ payment types, and 126 currencies, our solutions cover all your sales channels at home and abroad.

TotalAccept Solutions

Alternative Payment Methods are part of TotalAccept, a range of solutions that make it simple to accept payments worldwide. Reducing bank delays and fees and using our domestic licenses to lower rates on cross-border transactions. All of which enable you to offer a truly local shopping experience wherever you choose to trade. We support the most popular local payment methods for your shoppers and offer local, familiar currencies in more than 50 markets.

Creating value across the lifecycle of every payment

- Reach
- Revenue

- Maximize global acceptance
  - TotalAccess
  - TotalAccept
  - TotalConnect

- Convert sales and save
  - AuthMax
  - RecoveryMax
  - MaxSave

- Pay and get paid your way
  - PayOptions

Accept  Authorize  Settle  Resolve
Get started today

Already a Worldpay customer?
Talk to your Relationship Manager now about the Alternative Payment Methods we offer.

New to Worldpay?
Discover how we can help your business flourish. Whatever the country, whatever your sector, choose a truly global partner to grow your payments.

Talk to us at worldpay.com/global/about/contact-us or get more information at worldpay.com