

worldpay

Apple Pay

Easy, secure and
private way to pay

PAYMENT METHODS – ALTERNATIVE PAYMENTS



Why choose Worldpay?

1

We understand the complexities and challenges within the global market

2

We understand consumer needs

3

We understand global and local payments



What is Apple Pay?

Apple's mobile wallet service provides millions of iPhone users¹ with an easy, secure and private way to pay in-app and via the Safari browser.² Through Apple Pay, you'll gain access to a vast, high-value eCommerce market within the world's biggest economies.³

In addition to iPhone, it works on Apple Watch, iPad and Mac. Consumers can pay by simply tapping a buy button, verifying the purchase using Touch ID™ or Face ID™.

1. Juniper Research: <https://www.juniperresearch.com/press/press-releases/apple-pay-contactless-users-to-nearly-double-reac>

2. Eligible devices: <https://support.apple.com/en-gb/KM207105>

3. Countries where Apple Pay is available: <https://www.apple.com/ios/feature-availability/#apple-pay>





Apple Pay isn't restricted to iPhone. It also works on iPad, Mac and Apple Watch, which means your prospective market will be even larger and more diverse.

With Apple Pay, your conversion rate can rocket.

There is no need for consumers to enter their name, address and payment details each time they purchase with Apple Pay. The consumer's details can be automatically pulled from their me card – a contact card created when they set up their device. With that inconvenience out of the way, consumers abandon fewer carts and your conversion rate can rocket.

How Apple Pay can help your business

Online purchasing via mobile devices is playing a leading role in the development of the eCommerce market. By implementing Apple Pay, you'll be able to take advantage of Apple's leadership in the mobile space. During 2016, a million new users signed up to Apple Pay each week.⁴

Apple Pay also helps to lower fraud rates thanks to its tokenisation technology. Apple Pay doesn't store the card numbers on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored.⁵

By accepting Apple Pay, you can open your business to a wider and more engaged audience. As a result, you're likely to see higher conversion rates and higher acceptance rates.

4. Apple: <http://fortune.com/2017/05/02/apple-pay-volume-up/>
5. Privacy overview: <https://support.apple.com/en-gb/ht203027>



How Apple Pay works

The below shows the Apple Pay flow with Worldpay's interaction.



Key benefits



No extra costs

There are no charges for consumers using Apple Pay, and as a merchant you will only have to pay your standard fee.



Purchasing made easy

With Apple Pay, shopping and paying in-app and on websites is as simple as the touch of a finger or a scan of a face with Touch ID™ or Face ID™ respectively.



Simple integration

Include the Apple Pay button on a product page and consumers can tap or click to buy instantly, without having to go to a separate checkout screen. This improves conversion rates and increases sales.



Higher conversion rates

Without the need to enter payment details, consumers can check-out faster and are therefore more likely to complete their purchase. This leads to higher conversion rates and more sales.



Security

Apple's tokenised card payment system means the consumer's sensitive card details aren't sent to the merchant or the payment gateway, reducing the risk of online fraud for all parties.



Easy in-app integration

If you're developing an app, the Apple Pay documentation and SDK make it simple to add in-app purchasing to your software, with Worldpay and Apple ready to support you.



Contact Worldpay

Please visit worldpay.com/global/products/alternative-payments for more information.

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