worldpay

Google Pay™

Tap into billions of
Google users around
the world

G Pay

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 Google Pay?

Google Pay is a seamless payment method that simplifies all transactions made using Google's services, such as Google Chrome and Android apps.

Consumers just click the 'Pay' button and choose from the methods saved in their Google Account. By cutting out payment steps, Google Pay helps you reduce the risk of abandoned carts.

With Google's enormous user base within easy reach, Google Pay can help you dramatically expand your market and strengthen your business.

By offering a simple payment flow for consumers, it will enable you to provide a seamless checkout experience that can increase conversion rates.

How Google Pay can help your business

With Android being the single most widely used mobile platform[1], and Chrome the most popular web browser[2], Google Pay's potential for reach is unparalleled.

Google Pay holds payment information for hundreds of millions of consumers. This enables Google Account holders to purchase from any Google product without having to provide their payment details again, which means you can deliver quick and simple payment experiences for your customers.

Also, Google Pay's API allows you to get ready for the future of payments, giving you access to emerging payment initiatives such as Google Home and Google Assistant.

1. The Verge: https://www.theverge.com/2017/5/17/15654454/android-reaches-2-billion-monthly-active-users
2. Venture Beat: https://venturebeat.com/2015/05/28/google-chrome-now-has-over-1-billion-users/

How Google Pay works

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

Shopper's device   Merchant   Acquirer

→ 🛒 → **worldpay** → 🌐

Encrypted payment credentials   Authorise payment

Key benefits

No extra costs
With Google Pay, there are no additional fees for merchants or consumers, you'll only pay the standard fee.

Seamless shopping journey
Checkout is quick and easy for consumers, with no redirects and no need to enter payment and address details with each purchase. With consumers spending less time paying and more time shopping, Google Pay will help maximise your sales.

Tap to buy
Place the Google Pay payment facility within a product page rather than on a separate checkout page. Users can simply tap or click to buy, leading to higher conversion rates and increased sales.

Fast and safe
Google Pay uses a card tokenisation system, which means the shopper's confidential card details aren't sent during the transaction. For consumers and merchants, Google Pay can reduce exposure to online fraud.

Improved consumer choice
Your customers' credit, debit and loyalty cards are stored securely and are accessible at any time and on any device, giving them full control of all payments.

Easy integration
Setup is easy with Google Pay. With well-documented tutorials from Worldpay and Google tailored to reduce your time-to market, it only takes a few minutes and a few lines of code to get started.
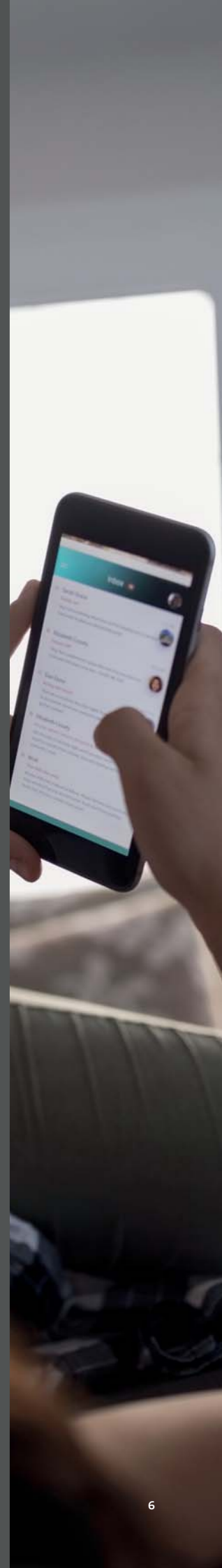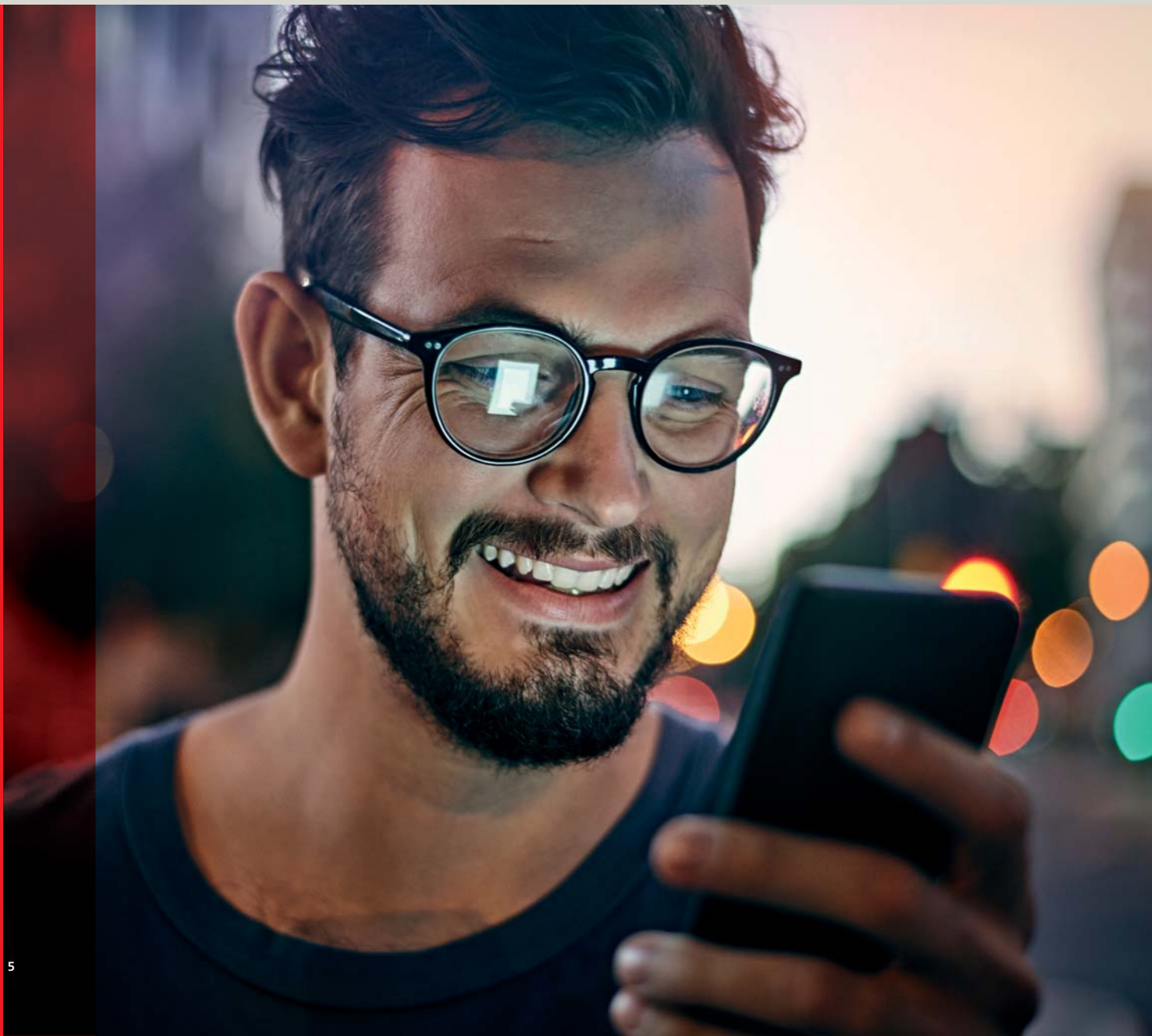
worldpay

Contact Worldpay

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