



All About Payments webinar Safeshops

November, 15th, 2022

Agenda

1. Where it all started (for me)
2. What you need to know before choosing a PSP
3. What we see in the present
4. How we see the future





Where/How it all started

- 1 main competitor
- Easy pitch
- Now who/how do you choose?



What you need to know before choosing a new PSP



Payment methods



Ease of integration



Customer Support



Technical back-up



Stability of platform



Ease of use platform



Conversion tools

- ✓ Cart recovery
- ✓ Fraud detection
- ✓ UX checkout
- ✓ Reconciliation
- ✓ E-Invoicing



The present

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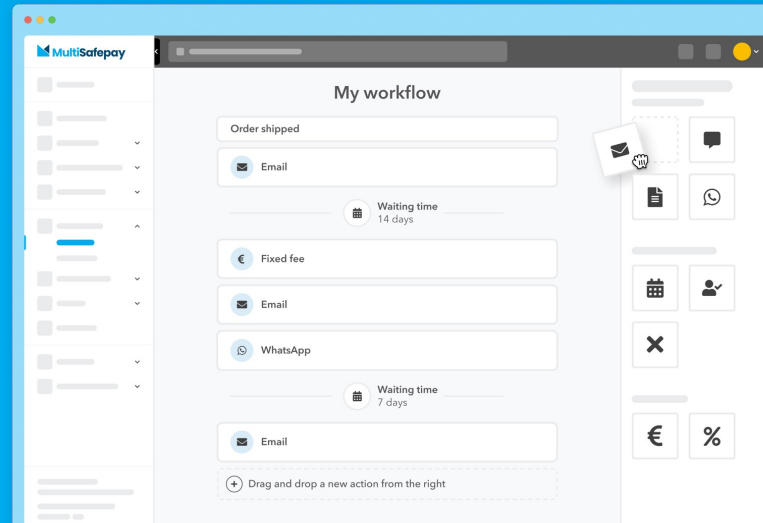
What we see in the present

Customization

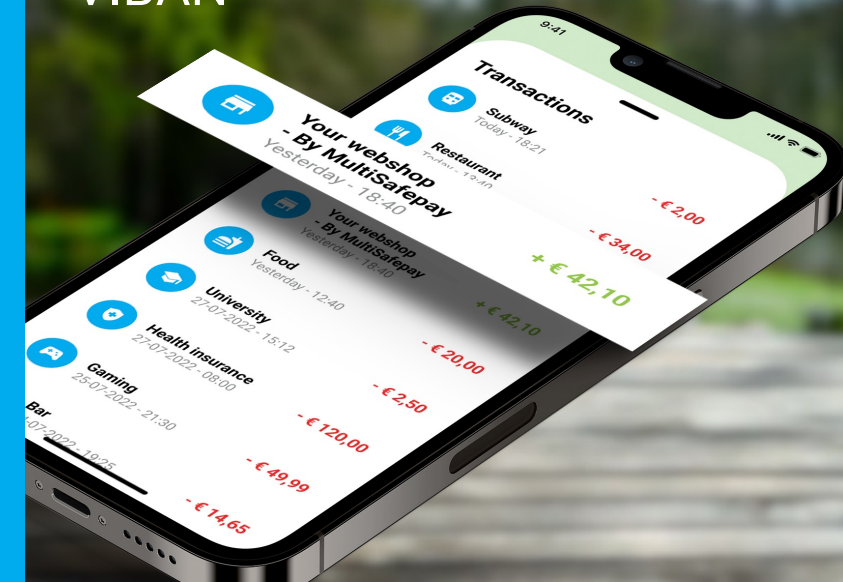
Bpost.be



Allekabels.nl



VIBAN



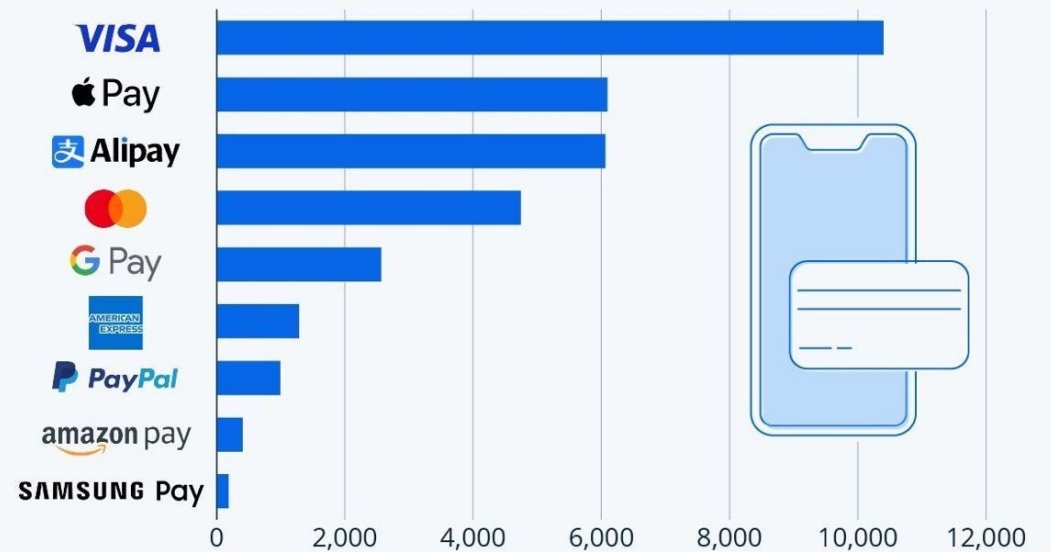
What we see in the present

Digital wallets

- 70% of traffic is mobile
- Cart abandonment on mobile is +85%
- +50% of global transactions is via wallets

Digital Payments Catch up to Credit Card Giants

Annual global payment volume of selected providers
(in billion U.S. dollars)*



* includes estimations

Sources: American Express, Mastercard, Nilson Report, Visa, Statista research



statista



What we see in the present

Digital wallets

Estudio Anual de Conversión en E-Commerce y Negocios Digitales 2022

Comparativa porcentaje conversión acotada vs. porcentaje conversión ponderado

Porcentaje de conversión ponderado tomando como peso el número de sesiones.

Aquellos e-commerce con mayor número de sesiones, tendrán mayor peso a la hora de calcular el porcentaje de conversión.



DESKTOP



MOBILE



TABLET

2,32%

0,87%

1,33%

Media **ACOTADA**

2,66%

0,96%

1,41%

Media **PONDERADA**





What we see in the present

**Complexity of webshops =>
Need for technical back-up**





The future

What we see in the (near) future

Omnichannel

- Online + physical
- Adapt to different channels:
 - Marketplaces
 - Pop-up stores
 - WhatsApp
 - ...





Checkout

Please enter your details below to complete your purchase

Shipping Address

Phillippe De Vyd
test, 1
test, Brussels-Capital Region 1111
Belgium
+3225884077

New Address

Shipping Method

€5.00 Fixed Flat Rate

Payment Method

VISA ending 1111 (expires :03/2026)

Payment Method

Check / Money order

WeChat Pay

Bank Transfer

MultiSafepay

Order Summary

1 Item in Cart

 Balboa Persistence Tee
Qty: 1 €29.00
[View Details](#)

Cart Subtotal €29.00

Shipping Flat Rate - Fixed €5.00

Order Total €34.00

[Apply Discount Code](#)

Place Order

What we see in the (near) future

Customer retention

- Tokenization
- Visa/Mastercard tokens -> omnichannel



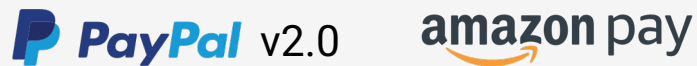
What we see in the (near) future

Mobile

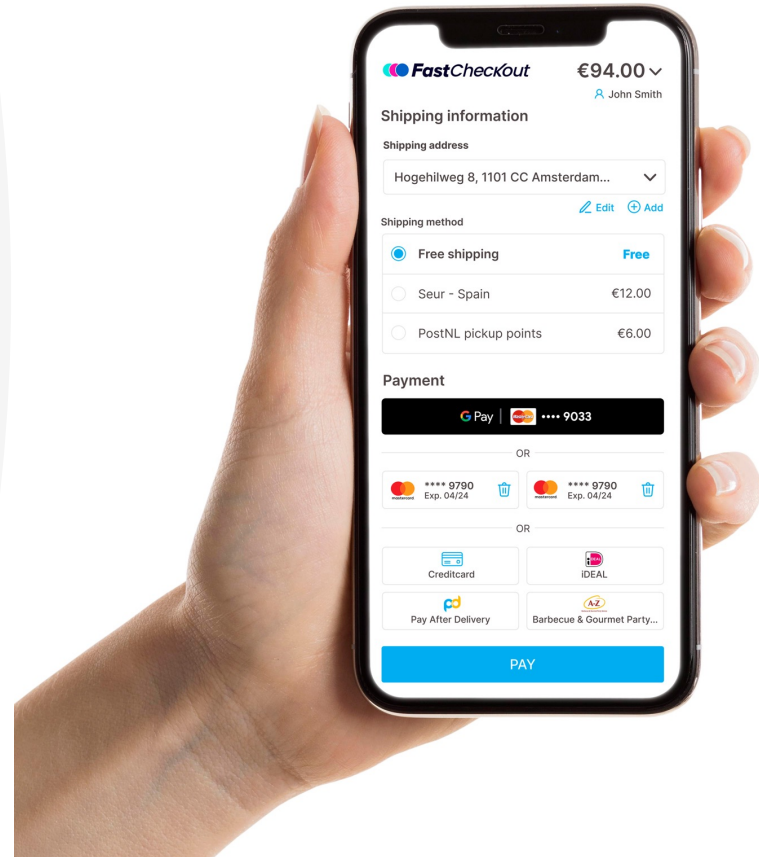
Wallet



Soon to come



FastCheckout



We are
MultiSafepay. We
are builders.



Thank you!

Questions?

Let's connect:

