

PEAK SALES & CROSS-BORDER



5 CONVERSION TIPS TO GET YOU AHEAD

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PEAK SALES MOMENTS AREN'T JUST ABOUT **BLACK FRIDAY**



VALENTINE'S DAY



MOTHER'S DAY



FATHER'S DAY



SUMMER SALES



BACK TO SCHOOL



HALLOWEEN



CYBER MONDAY



BOXING DAY

WE HELP GROWING RETAILERS SCALE ACROSS EUROPE

85,000 customers

+500m transactions processed in 2018

+55b€ processed in 2018

100% uptime record over two years

Local presence in **170 countries**,
with native speaking support in every major country

LEADER

IN ONLINE PAYMENTS
IN WESTERN EUROPE





#1

CREATE YOUR OWN
PEAK SALES MOMENTS

PICK YOUR OWN
**PEAK SALES
MOMENTS!**

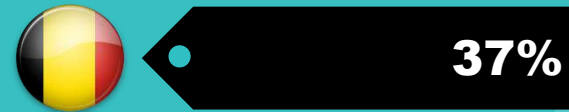


RETHINK ONLINE PROMOTIONS AND DIFFERENTIATE FROM THE **BIG PLAYERS**

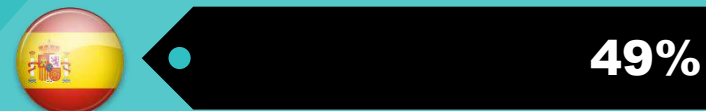
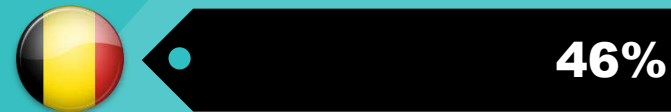


It's not all
about the
discount...

PERCENTAGE OF CONSUMERS CITING DISCOUNT AS MOST DESIRED FEATURE IN BLACK FRIDAY ONLINE SALES



CONSUMERS PREFERRING UNIQUE PRODUCTS, LOYALTY/REFERRAL BONUSES, EXTENDED RETURNS OR NEXT-DAY SHIPPING





#2

A WORLD GONE MOBILE

OPTIMISE

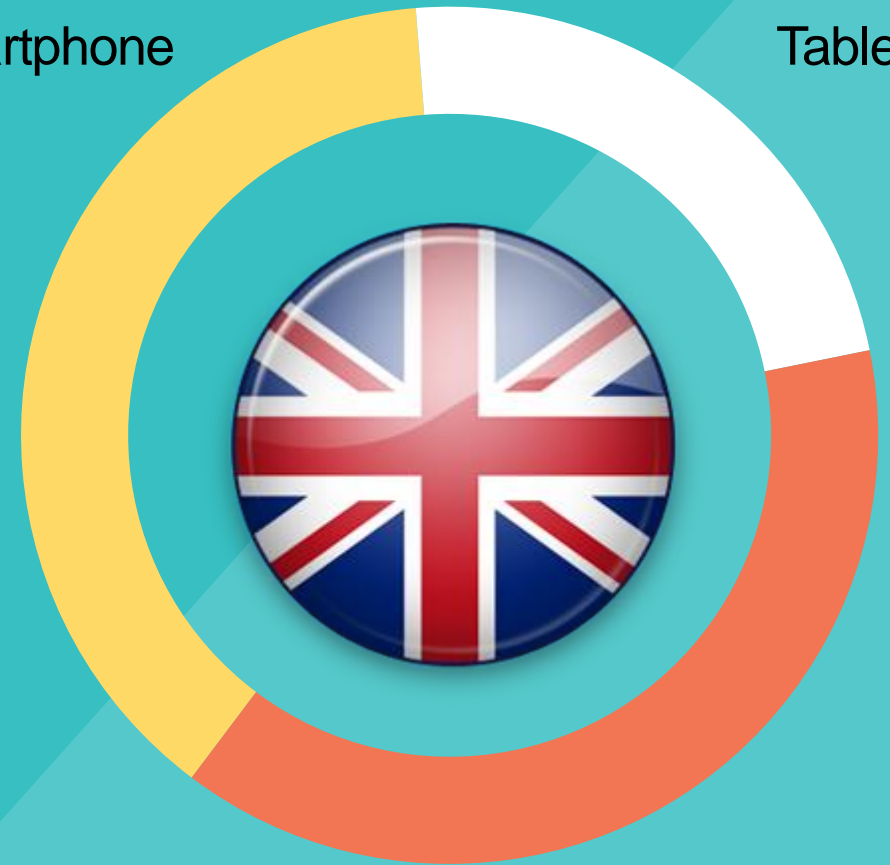
YOUR SITE AND PAYMENT
PAGES FOR MOBILE

All countries should
expect around a third of
their consumers to want
to purchase via mobile
retail app

DEVICE USEAGE

Smartphone

Tablet

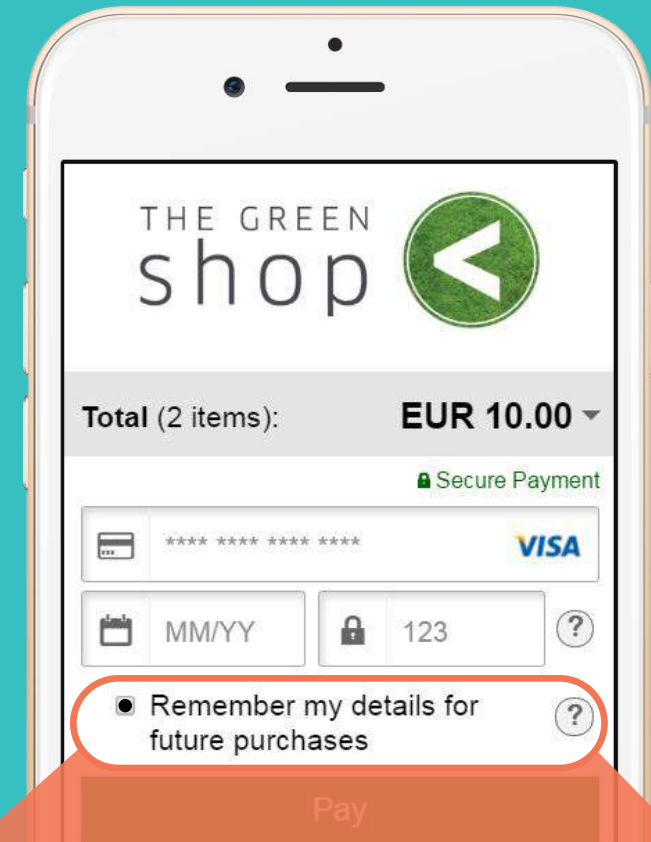


Desktop

OPTIMISE

YOUR SITE AND PAYMENT
PAGES FOR MOBILE

Tokenisation
'remember me'



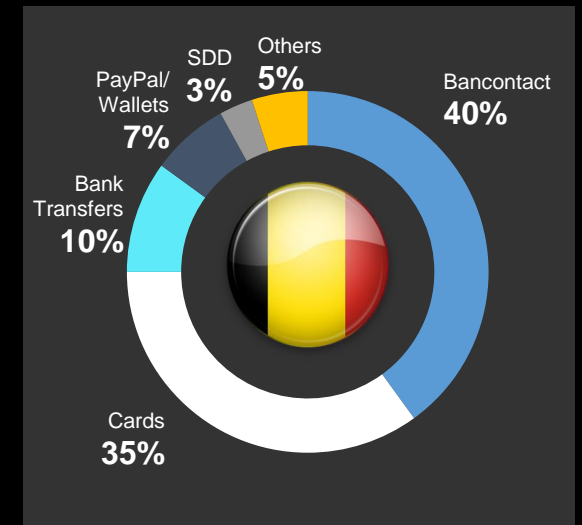
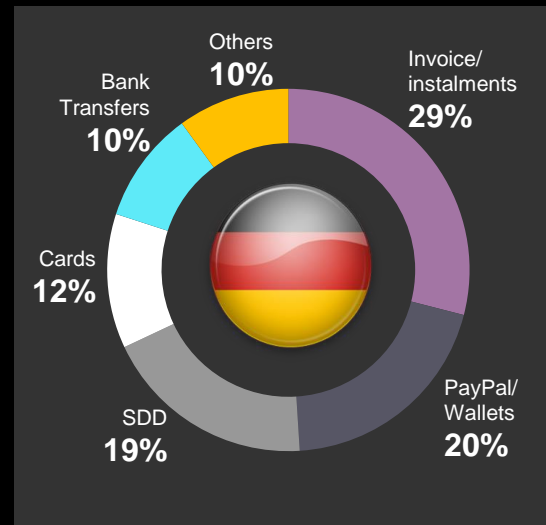
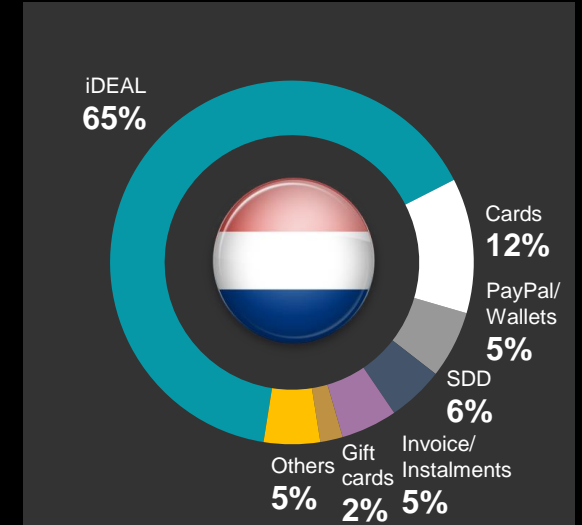
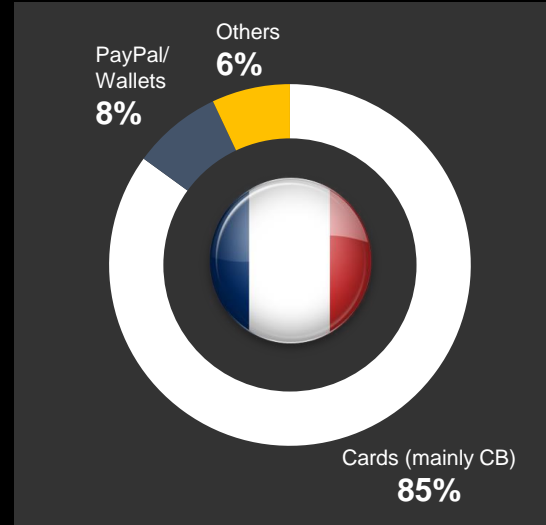
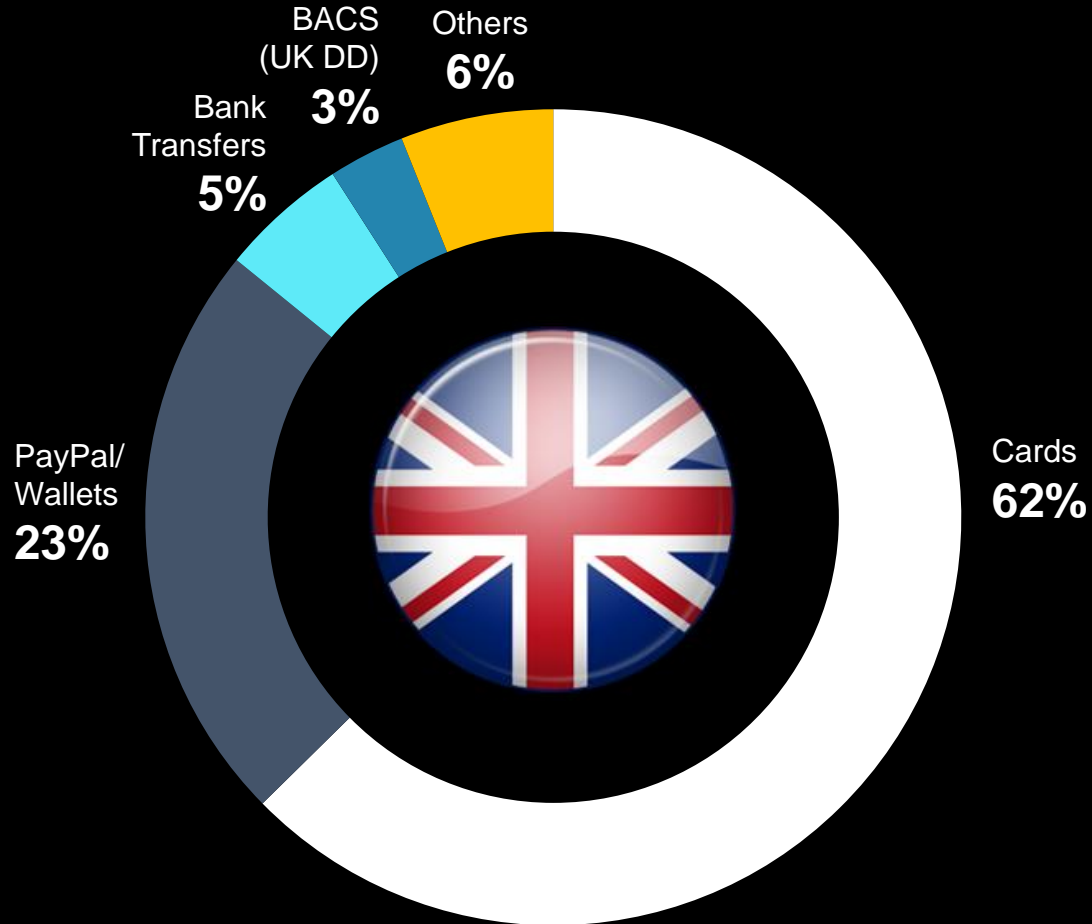


#3

GO INTERNATIONAL

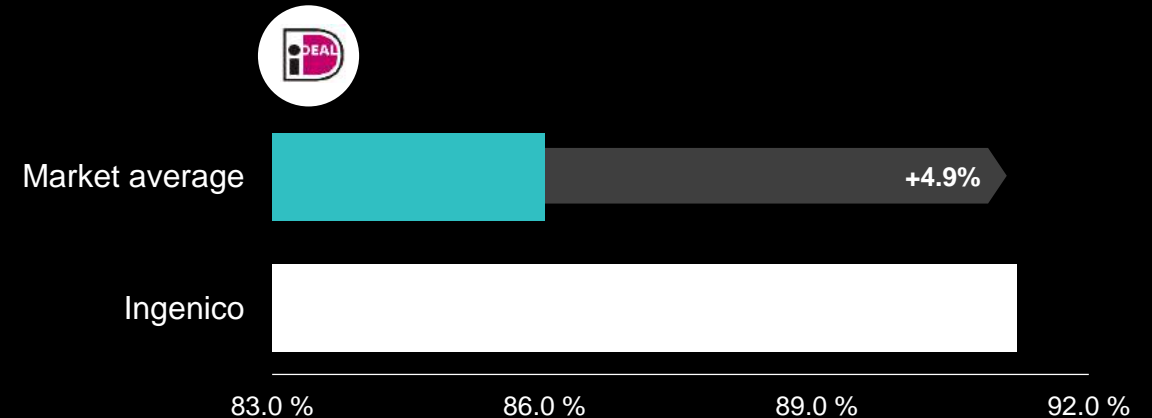
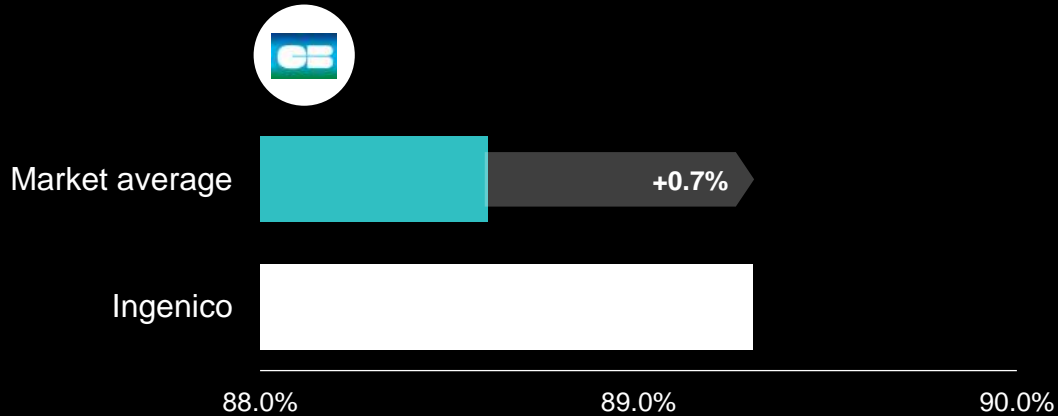
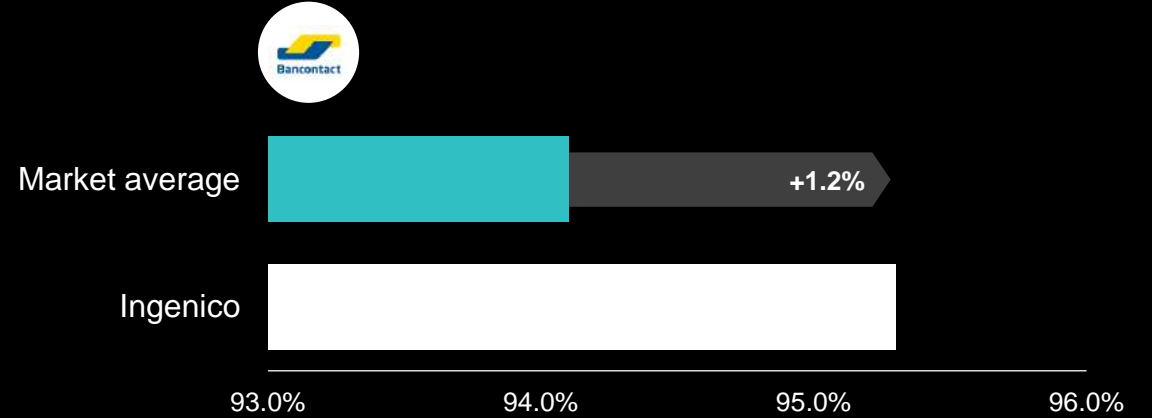
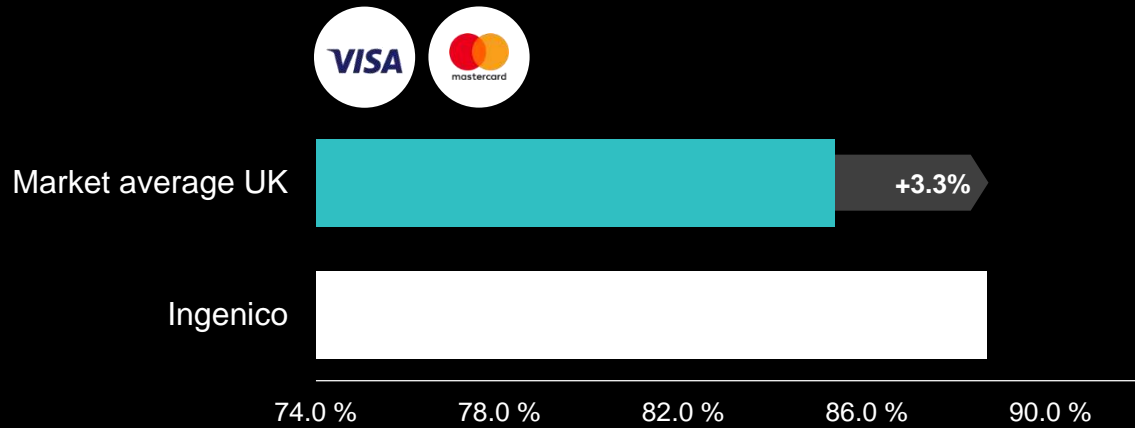
BUSINESS EXPANSION

CONVERT LOCAL SHOPPERS.
OFFER THE RIGHT PAYMENT METHODS...



BOOST CONVERSION

INGENICO FULL SERVICE WITH LEADING ACCEPTANCE RATES



CASE STUDY

PREDATOR NUTRITION

Launched in 2009 with £6000 personal savings

Aim – introduce fitness enthusiasts
to nutritional products that really work



CHALLENGES

With previous payments partner, growth was being hindered by increased transaction declines

Vague response of 'Do Not Honour'

Good customers being lost



SOLUTION

Switched to Ingenico to boost conversion, optimise payments, and expand the business



RESULTS

Today Predator serves customers in the UK, USA, Sweden, Spain, Italy, Denmark, Norway, Australia, France and Germany

CASE STUDY

PREDATOR NUTRITION

MAIN BENEFITS

- ✓ Online payments focused on the user experience
- ✓ Ongoing support and advice on increasing conversion
- ✓ Robust and reliable Ingenico platform
- ✓ Broad range of international payment options
- ✓ Scalable online offering across web, mobile and tablet





#4

HANDLING THE VOLUME

SOCIAL MEDIA IS CREATING SUPER-FAST HYPES REQUIRING FAST SCALING OF

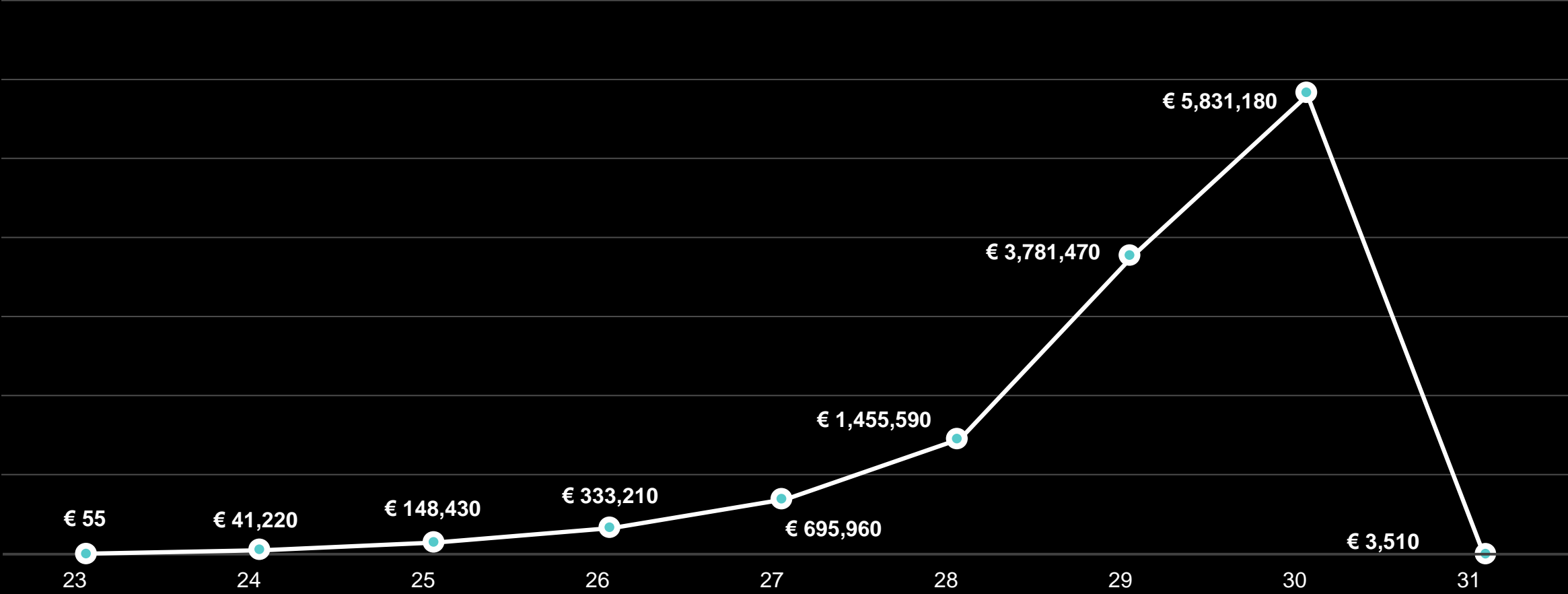
PAYMENT AND LOGISTICS INFRASTRUCTURE

7 year old Ryan is the highest watched toy reviewer



CASE STUDY

EXAMPLE OF PEAK SALES TRANSACTION
GROWTH AT A LEADING EVENT





#5

STAND OUT FROM THE CROWD

NOT ALL CROWDS ARE
THE SAME



FRANCE

THE DIGITAL SAVVY

The French are most likely to try out buying through new social media and voice activated devices during peak sales days



BELGIUM

THE INQUISITIVE

We expect to see the Belgians dive into future retail sales days when offered unique products and incentives



GERMANY

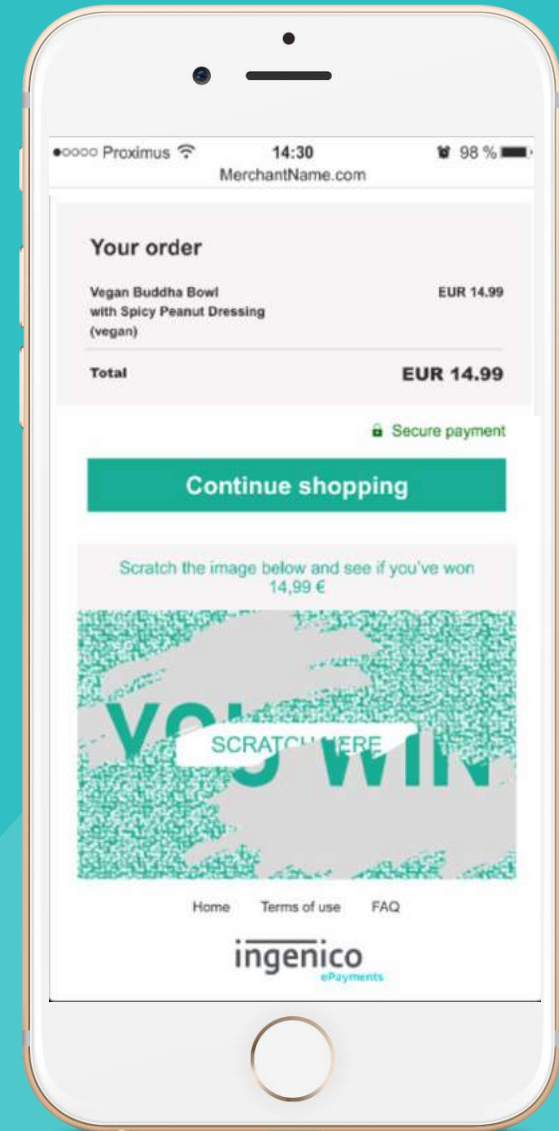
ON THE LOOKOUT
FOR UNIQUE THINGS

One in five German consumers are looking to shop with smaller retailers this year - not just a bargain, but for something unique too

IT'S ALL ABOUT

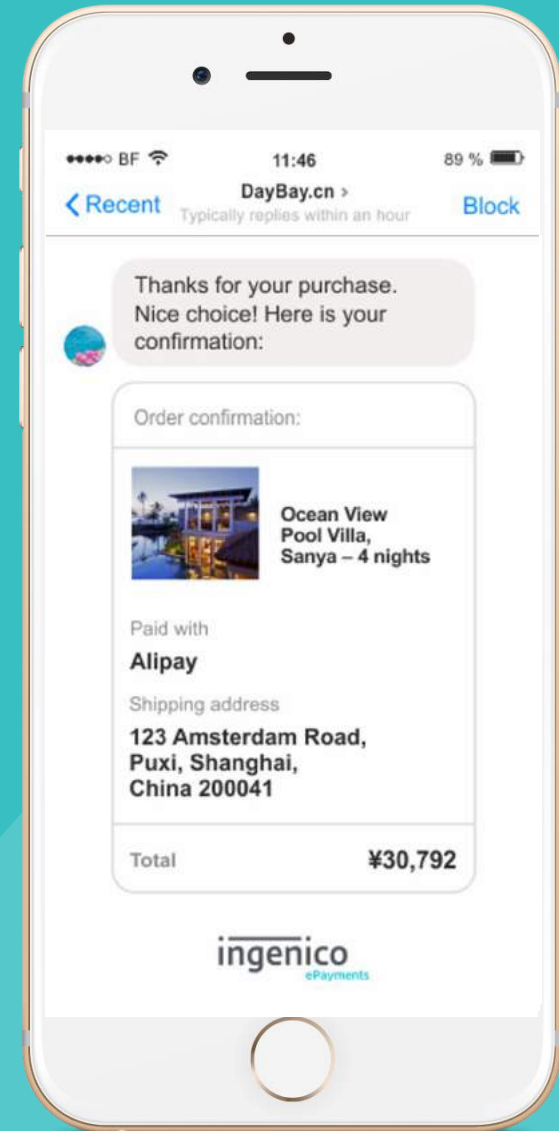
DIFFERENTIATION

Gamification



STAND OUT THROUGH INNOVATION

Chat bots



TO **SUMMARISE**



#1

CREATE YOUR
OWN PEAK
MOMENTS



#2

A WORLD
GONE MOBILE



#3

GO
INTERNATIONAL



#4

HANDLING
THE VOLUME



#5

STAND OUT FROM
THE CROWD