

PRESS RELEASE
Paris, **21 March 2018**

Increasingly fluid and swift payments with Payline!

Allowing millions of consumers to pay for their purchases quickly and easily thanks to their Amazon account on any site which offers it: **this is the vocation of Amazon Pay, now available on Payline.**

Amazon Pay allows all Amazon customers to use the data stored in their Amazon account to pay for products and services on third-party merchant sites, in sectors such as clothing, travel, digital products, insurance, entertainment, associations and charities and many others.

All the simplicity, comfort and familiarity of the purchasing experience which has made Amazon such a success is now available to all e-merchants via Payline!

For users: the promise of increasingly fluid and swift payments

The length of the purchasing funnel remains the main cause of abandonment¹: confirming the basket, creating an account, entering a last name, first name, address, telephone number, selecting a delivery method, entering payment details and then finally confirming.

All these tedious steps discourage customers who are increasingly in a hurry and in search of smooth buying journeys.

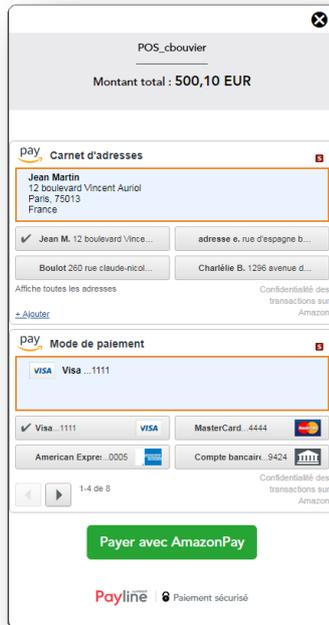
With AmazonPay, Payline proposes to reduce the number of clicks significantly for customers. This shortcut, directly integrated on the basket confirmation page is used to finalise the order, end-to-end, in only a few clicks. Without creating yet another account. And without entering card details.

¹ Baynard report 2017

For merchants, sales and conversion rates are boosted!

By reducing and simplifying the pathway in this manner, merchants' conversion rates are naturally boosted by customers who are attracted and retained.

How it works



Customers log in with their Amazon account details, confirm the payment, and that's it!

Payment details and personal data are already saved (name, delivery addresses, etc.), thereby reducing the number of steps before confirmation to what is only absolutely necessary! **From the basket to order confirmation, there are only a few clicks!**

Implementation on Payline is very simple: simply contact the Integration team who will assist you.

About MONEXT

MONEXT is a **major player in the payment market in France and Europe.**

We support more than 150 financial institutions and 7500 merchants with innovative services covering the entire electronic payment chain in line with changing regulatory requirements. We develop solutions with increasing levels of security to anticipate all new uses. This is our contribution to our clients' development: omnichannel payment, financial flow optimisation, loans, card processing, combatting fraud, etc., anywhere and on all devices.

For further information: [monext](#) [payline](#) [tweest](#)