# **BILLWERK** Improve your conversion rate with the right payment methods

February 7th Speakers: Anne Pape & Mikael Christian Carlsen



Takeaway: How to extend your users' buyer journey through your payment gateway

# **BillWERK**+

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# You are listening to

# **Mikael Christian Carlsen**

More than 25 years in the payment industry.

Passionate about Subscription and payment solutions.

# Anne Cecilie Pape

More than 15 years in online product development and marketing. Worked with subscription in the media business.

Passionate data diver and online shopper.

# Customers



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# How we see payments in a changeable world

#### TRADITIONAL

The good, old-fashioned bricksand mortar store

#### E-COMMERCE

Online shopping has skyrocketed in recent years

#### MULTICHANNEL

Various, disconnected channels for customers to use independently

#### OMNICHANNEL

AN integrated, seamless experience across multiple, devices and touchpoints











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# eCommerce is overtaking face-to-face





Card present transactions

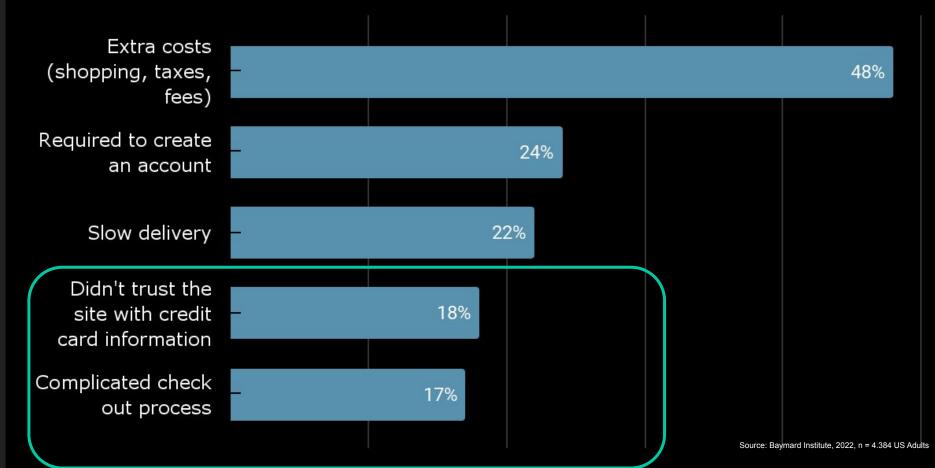
Source: Visa transaction volume in europe 2018 - 2022



# The importance of checkout pages

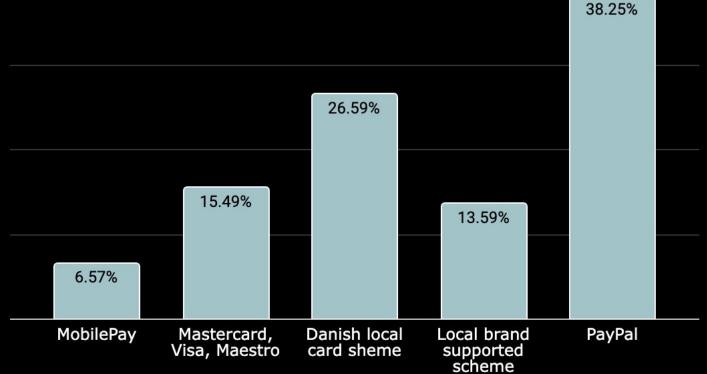
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# Why customers Abandon their online cart



## Interrupted payment





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# Why people also leave your check out

- Can't find their payment card
- Regrets
- 2factor
- Not enough money or Limit on card
- Loses internet connection
- Suspicious bank closed card due to fraud



# The different payment methods

# Methods

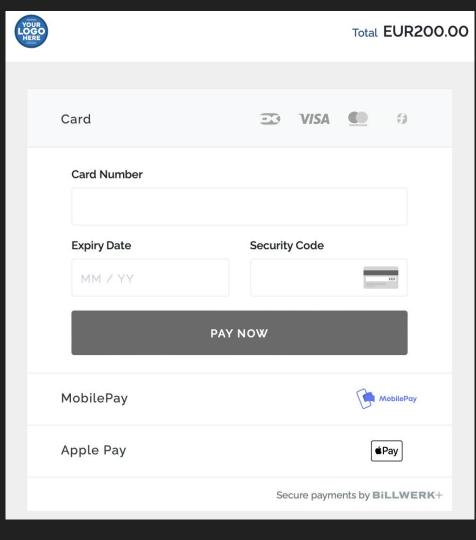
#### **Credit card**

#### Mobile payments

Instalments

Bank redirect

Bank transfer



# Credit card







# Credit card

#### Pros

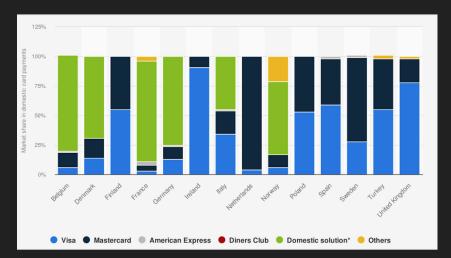
- 1. All markets
- 2. All acquirers
- 3. No extra fee
- 4. Can be used on all devices
- 5. Well known and trusted

#### Card scheme breakdown

Visa 54% Mastercard 45%

#### Cons

- 1. Not so convenient
- 2. Add 23 digitas
- 3. Verify with another device or flow

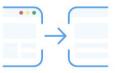


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# Local mobile payment

**MobilePay** 





When you press "Continue", you will be redirected to payment at MobilePay to complete your purchase.

Continue

< Cancel

Secure payments by **BiLLWERK**+



# Local mobile payment

#### Pros

- 1. Well implemented solution
- 2. Not depended on device

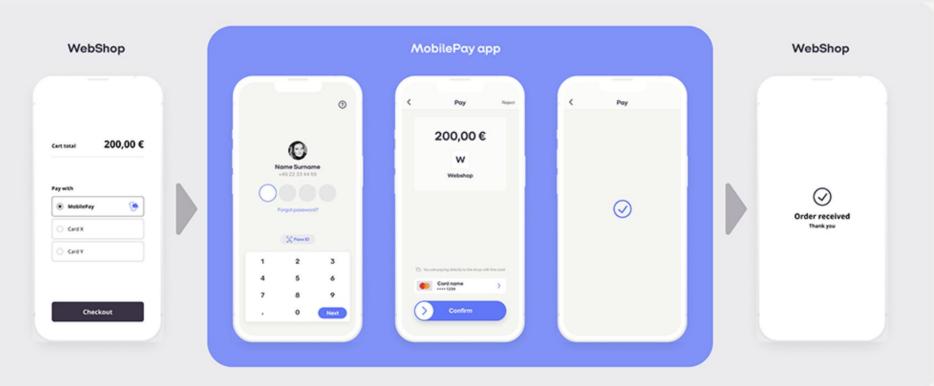
#### Local mobile payment breakdown

MobilePay: 4.4 mio Swish: 8 mio Vipps: 4.2 mio PayPal: 431 mio

#### Cons

- 1. Only works in some countries
- 2. Acquirer dependent
- 3. Extra fees
- 4. Onboarding dependent

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#### Will abandon their cart if they are not mobile optimized



Source: Baymard Institute, 2022, n = 4.384 US Adults

# Apple Pay

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≰Pay		
CARD & BILLING		٥
SHIPPING	60 29TH ST #343 SAN FRANCISCO,	¢
	CA, 94110, U.S.A.	
METHOD	STANDARD	0
	STANDARD EMAIL@WOOCOMMERCE.COM (415) 350-3278	0
	EMAIL@WOOCOMMERCE.COM (415) 350-3278 PRODUCT NAME	\$15.00
	EMAIL@WOOCOMMERCE.COM (415) 350-3278	\$15.00 \$5.00 \$2.00
	EMAIL@WOOCOMMERCE.COM (415) 350-3278 PRODUCT NAME TAX	\$15.00 \$5.00
	EMAIL@WOOCOMMERCE.COM (415) 350-3278 PRODUCT NAME TAX SHIPPING	\$15.00 \$5.00 \$2.00

# Apple Pay

#### Pros

- 1. Well implemented solution
- 2. Literally just one click
- 3. Global coverage
- 4. Onboarding

#### Wallet breakdown:

Apple Pay, 407 mio Google Pay, 150 mio Samsung Pay, 100 mio

#### Cons

- 1. Only available on IOS devices
- 2. Onboarding a lot of information



)emo	
Card	VISA VISA 🌑 🖷
Card Number	
Expiry Date	Security Code
	Save
Apple Pay	<b>É</b> Pay
	Secure payments by reepay





# Saved cards



# Saved cards - for future payments

Pros:

- 1. Single click
- 2. Token saved
- 3. Fraud protection
- 4. Convenience

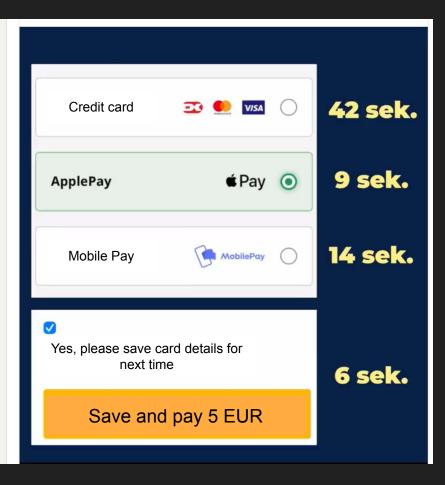
Token is secure digits that replace credit card details. Offered by Mastercards and Visa Cons:

1. Login and save customer data



# A simple test

How many seconds does it take to make the different payments!





# The local scheme - to local option

The insights we've gathered from Denmark can provide valuable guidelines.



# All our payment methods





#### DACH + Germany <mark>giro</mark> pay **SEPA** PayPal Klarna. Austria n **eps** <sub>Überweisung</sub> **S€PA** Switzerland PostFinance<sup>[</sup>] Klarna. **paysafe**card Poland **b**lik Netherlands Przelewy24 DEAL Klarna. **paysafe**card



#### South Belgium **OO** payconiq Bancontact Klarna. France **S**EPA PayPal Italy **SEPA** satispay Portugal **paysafe**card MB WAY **S€PA** Spain **S€PA** 况 bizum **paysafe**card 1000

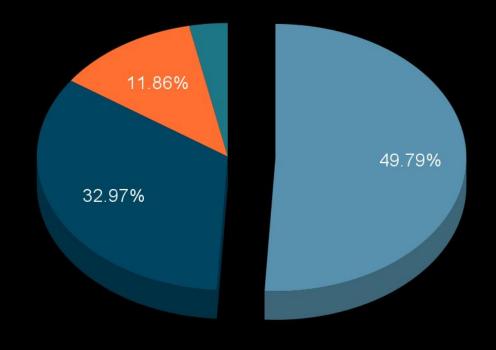


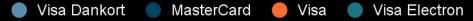
# Nordic



## Card types

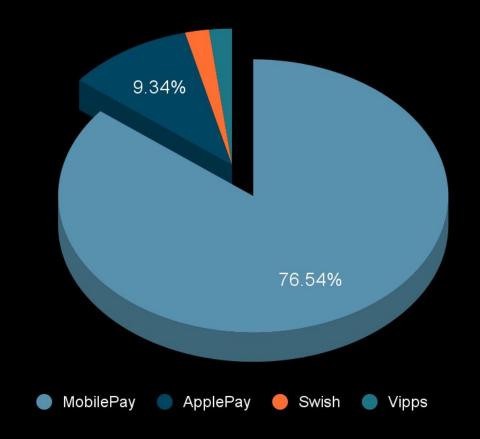






## Mobile payment methods

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# 98%

#### Overall completion rate with MobilePay - the danish option



We need to talk about

# Apple Pay



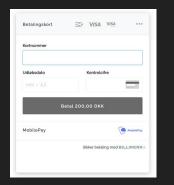


# **Check your visibility**

do you have a clear payment communication

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# Test with payment windows



Embedded

	BiLLWI	ERK+10011 2	00,00 DKK	
	Betalingskort	I VISA VIS	4 <b>6</b> 0 ···	
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Modal

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Betalin	gskort 😳 V/SA	W <u>SA</u>	
Kortnu	mmer		
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	Betal 200,00 DKi	:	
Mobile		(er betaling med Bill.LWEI	DK.4

Window



# Trust is essential

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# Clear payment method indicator

#### < Afbryd matas

Total 579,90 DKK

Betalingskort	3	VISA	VISA		•••
Kortnummer					_
Udløbsdato		Kontrol	cifre		
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Beløbet	oliver reserver	et på din	bankkont	o	
		Cil	daan ka shadada	in a second part	LLWERK



# How to do a good payment gateway for a higher conversion rate

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Bearbeiten

122,50 € Noch nicht berechnet 0,90 €

123,40 €

Inkl. MwSt.

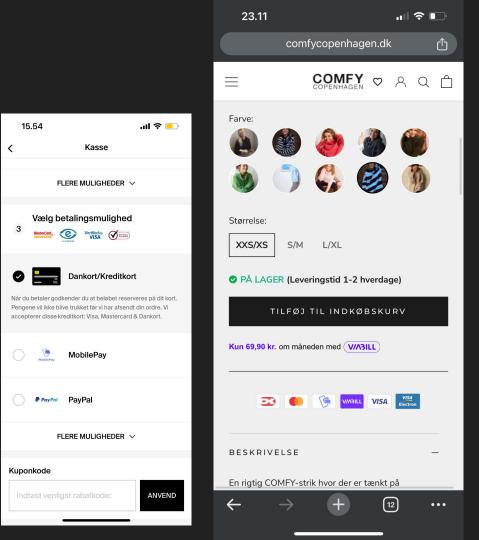
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### Enable the right local payments

02.SHIPPING METHODS	Order Summary Edit	
O Delivery to address from £8.99	3 Items in Cart  Total O3 .ZAHLUNGSARTEN	Bestellübersicht Be
Royal Mail     Delivery time: 4-8 days     £8.99       Free delivery when you spend over £99.00	Shipp Royal Packa Ord	Gesamtbetrag vor Rabatt 1 Versand Noch nicht be Verpackungsgebühr
	Giropay @==??	Bestellsumme 123
03 .PAYMENT METHODS	Gift (	Gutschein
Credit card	Appl <sup>e</sup>	Gutscheincode anwenden
	Orde Klarna Pay Later	Anmerkung zu ihrer Bestellung
PayPal PayPal	Klarna Slice It	Brauchen Sie Hilfe?
04 .SECURE PAYMENT	Klarna Pay Now	
Terms & Conditions I am informed that BEAUTYCOS processes my personal data in accordance with the personal data policy of BEAUTYCOS		

# **Visible communication**

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# Make it convenient



# A few words about the future in payment

#### **Payment features** Experience an optimized payment gateway that supports your needs for a secure,

integrable and converting payment solution.

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#### Surcharge modul

The surcharge module allows you to configure your fees directly in the solution and subsequently invoice your customers. We automatically detect whether you have permission to bill your customers for your redemption fee with each transaction.

#### **Risk filter**

Avoid transactions from countries or special cards to minimize fraudulent transactions. The risk filter gives you the tools to properly reject certain transactions as well as alert you to specific suspicious transactions.

#### **Intelligent Routing**

By using our intelligent routing, the payment is automatically routed to the acquirer with the lowest price. The intelligent routing is based on our fee configuration where you can easily configure your collection fees.

#### Token

Use the token as part of your stored card transactions and subscription solution. This ensures you a higher retention rate as data is automatically replaced with new updated card information if the customer's card is replaced.

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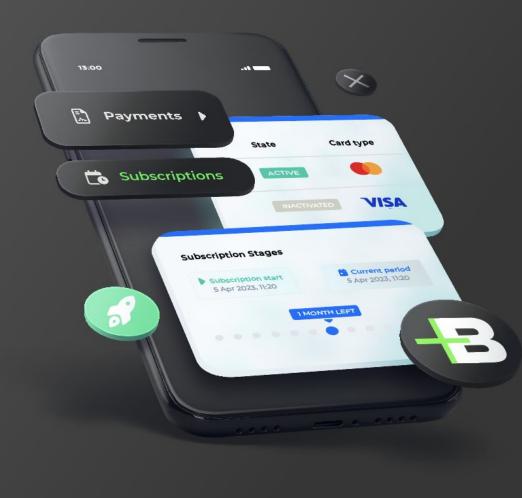
Transactions					2 <del>*</del>
Transactions					$\nabla$
🖬 Last day St	atus Invoice Type	Amount Currency Pa	ayment Type Card Type	Transaction Card Type	ayment Context Card Prefix
Card Suffix Ca	rd Fingerprint Card Coun	try Card Acquirer Card	Acquirer Code Card Acquir	rer Reference Card Error St	Card Error
Туре	Status	Payment Method	Amount	Created Date	Credit card expired
SETTLE	APPROVED	Massarian av	DKK618.12	7 February 24, 09:46	Insufficient funds
SETTLE	APPROVED	•	DKK425.40	7 February 24, 09:46	Declined by acquirer
SETTLE	APPROVED	Con manufacture	DKK3,453.76	7 February 24, 09:45	Acquirer communication e
AUTHORIZATION	APPROVED	Con analysis	DKK700.44	7 February 24, 09:45	Acquirer error Acquirer integration error
SETTLE	APPROVED	Con Anatan Pay	DKK86.86	7 February 24, 09:45	Acquirer integration enor
SETTLE	APPROVED	3	DKK2,522.55	7 February 24, 09:43	PA139856103
SETTLE	APPROVED	Con Analasi tay	DKK4,385.58	7 February 24, 09:42	PA139853402
SETTLE	APPROVED	Modelingy	DKK1,006.95	7 February 24, 09:41	PA139822660

Event list	^ C
Payment window requested 🕫	6 Feb 24, 18:50:59
Payment window shown E	6 Feb 24, 18:51:00
⊘ Card data entered E <sub>0</sub>	6 Feb 24, 18:51:40
Event list	A ر]
Event list	<u>ں</u> ^
Event list SCA redirect 🕞	6 Feb 24, 18:51:40

```
"name": "GET",
"type": "SUCCESS",
"data": {
  "ip": "77.213.82.184",
  "user_agent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/120.0.0.0 Safari/537.36"
"session": "cs 13b64dc6892371955acb476b9a54b34b",
"timestamp": "2024-02-06T17:50:59.828+00:00"
"name": "SHOW",
"type": "SUCCESS",
"data": {
  "sr": "1440x813".
  "vp": "452x500",
  "de": "UTF-8",
  "sd": 24,
  "ul": "da-dk",
  "os": "mac",
  "browser": "chrome",
  "device_type": "desktop",
  "active_module": "/checkout",
  "active_url": "https://checkout.reepay.com/#/checkout/preload",
  "app_version": "2.7.2",
  "appld": "rp-embedded-1707241859828"
"session": "cs 13b64dc6892371955acb476b9a54b34b",
"timestamp": "2024-02-06T17:51:00.031+00:00"
"name": "TOKEN",
"type": "SUCCESS",
"data": {
  "appId": "rp-embedded-1707241859828"
},
"session": "cs 13b64dc6892371955acb476b9a54b34b",
"timestamp": "2024-02-06T17:51:40.050+00:00"
"name": "SCA_FRAME",
"type": "INFO",
"data": {
  "acs_url": "https://acs1.3dsecure.no/mdpayacs/creq;token=10917951651.1707241899.4okSlvzsgtLiFwsKhOXsGvRQdzjkv_8M1P3DvRudKA",
  "frameType": "3dsv2-challenge",
  "appId": "rp-embedded-1707241859828"
"session": "cs 13b64dc6892371955acb476b9a54b34b",
"timestamp": "2024-02-06T17:51:40.243+00:00"
```

# THANK YOU

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# **Contact us**

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