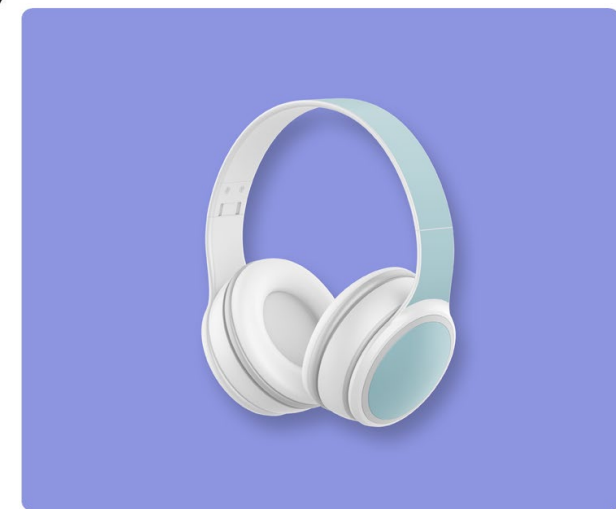


# How Shop Pay Elevates The Checkout Experience

Realize the benefits of Shop Pay  
— the best converting accelerated  
checkout — even if your commerce site  
isn't built on Shopify.



**RED VAN**



Rhythm Headphones

shop **Pay**

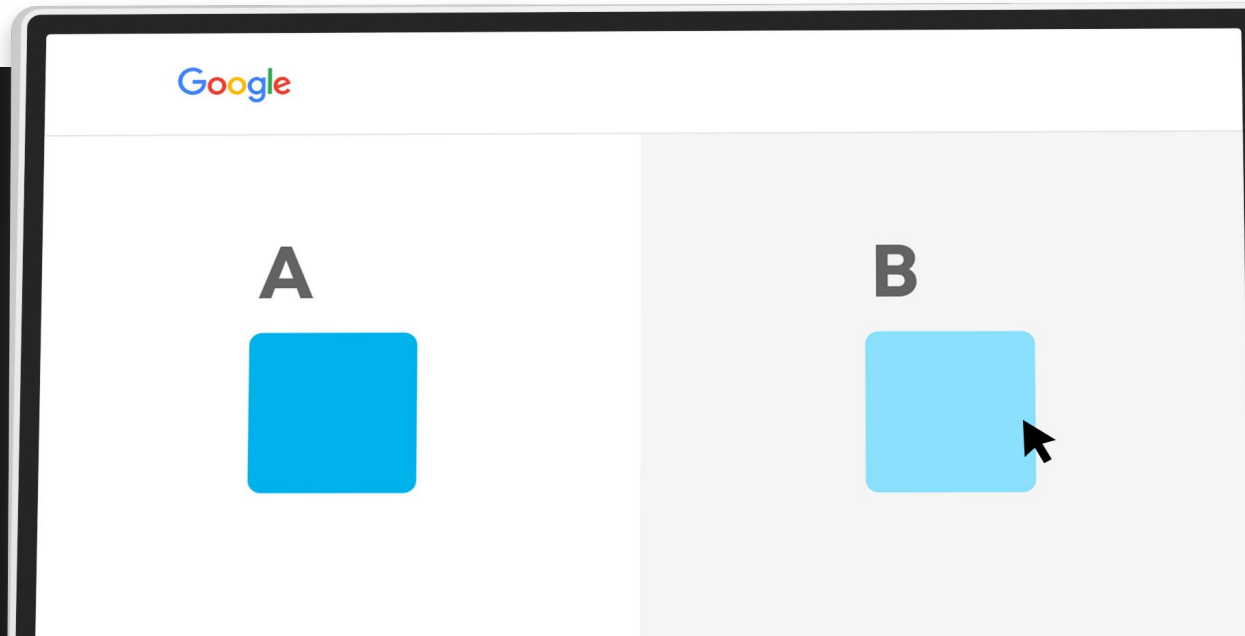


# A Small Change for a Big Gain

Could the color of a link really change how people click around on the web?

Back in 2009, Google thought it might but hoped to get a definitive answer through an A/B test. They played around with 41 different shades of blue for their ad links and discovered that some blues got more clicks than others.

By picking the perfect shade, Google boosted click-through rates and, believe it or not, raked in an extra \$200 million a year from those improved ads. And, it's an often-cited example of how even the tiniest tweaks in user experience can lead to big-time rewards.



# The Secret to Smooth, Speedy Checkouts

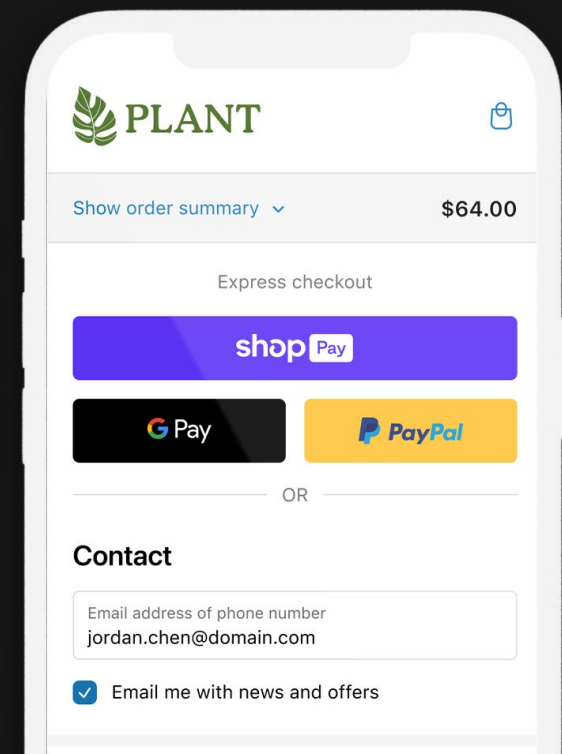
While few ecommerce brands and retailers match the size and scale of Google, most realize that rewards can be reaped by improving the customer experience. Reducing friction, enhancing trust, and saving customers time are ubiquitous goals marketers and merchandisers look to hit when optimizing the online shopping experience. And Shop Pay helps them do just that.

Shop Pay is the new way to a speedy, secure, and easy checkout. It's built to boost sales and make shopping a breeze. With details like contact, payment, and shipping information secured and safely tucked away, customers can zip through checkout with just one click. Quick, simple, and hassle-free.

For commerce sites and stores built on the Shopify platform, Shop Pay is readily available by setting up Shopify Payments.

## Not on Shopify? Not a problem

Shop Pay is a commerce component that can be quickly integrated into your current checkout with the help of a Shopify systems integrator.



# Fast Checkouts = More Conversions

Shop Pay's got your back when it comes to fast and easy checkouts. With one-tap checkout, customers can zoom through their purchase without re-entering payment or shipping details. It's all securely saved for them, making it easier to buy now and in the future, helping you build a loyal customer base one tap at a time.

This smooth process doesn't just save time — it helps reduce cart abandonment and grows your bottom line. Shop Pay's lightning-fast, high-performing checkout can boost conversion rates by over 50% compared to guest checkout and outshines other digital wallets by 10%.

Shop Pay's lightning-fast, high - performing checkout can boost conversion rates by over

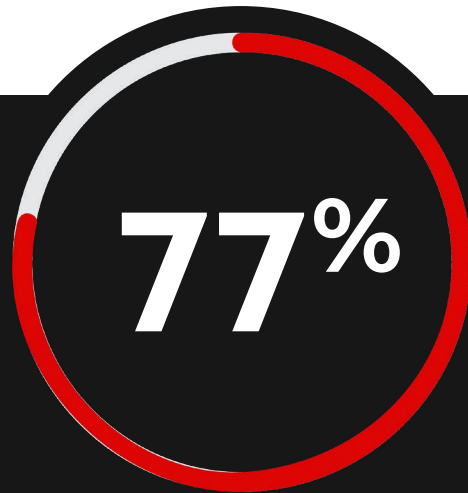


50%

# Lock in Trust and Loyal Shoppers

Shop Pay's got security covered. With strong encryption and compliance with payment data security standards, customer information is safe, giving them peace of mind while they shop. Trust is built right in.

Building trust with Shop Pay also brings in a loyal crowd. Two out of three buyers pick Shop Pay over other options, and 77% of users are likely to come back and purchase more. Plus, you'll be reaching coveted Gen Z and Millennial shoppers — they make up 62% of Shop Pay's user base.



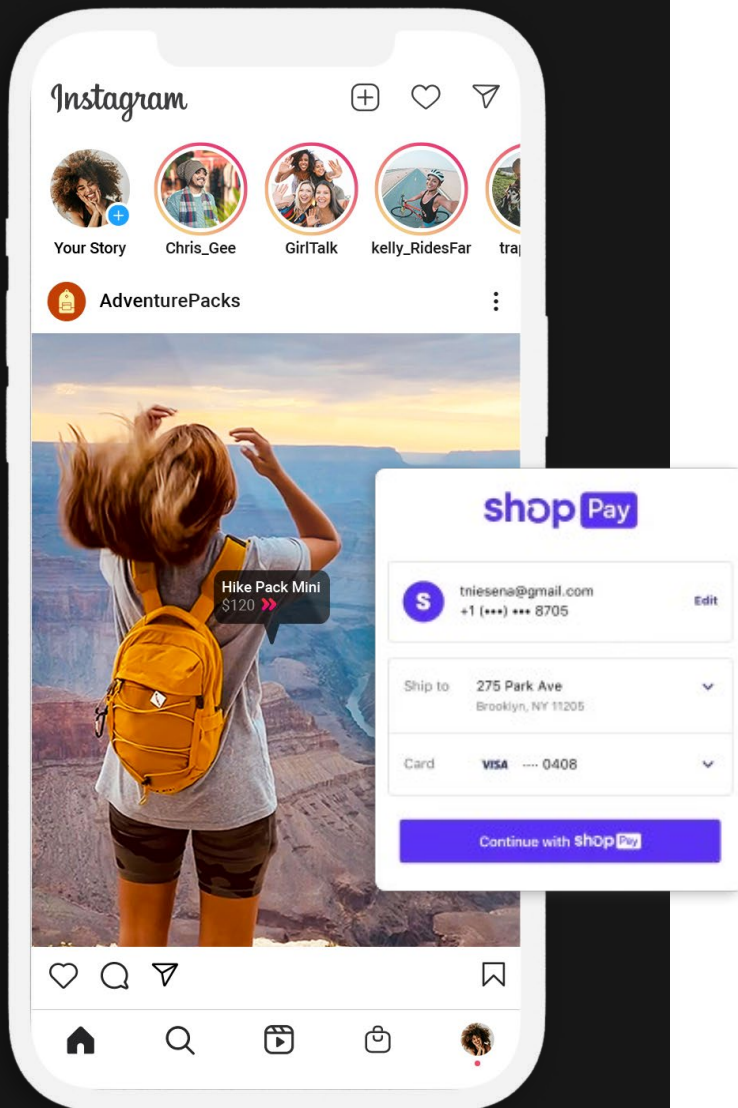
of users are likely to come back  
and purchase more

# Win Over Mobile Shoppers and Social Scrollers

Looking to expand into new channels? Shop Pay is made for mobile. With a slick, user-friendly design, it makes shopping on smartphones and tablets super easy. As mobile shopping grows, having a checkout that's quick and frictionless is more important than ever.

Thanks to one-click checkout, Shop Pay speeds up transactions in social channels, too. With easy in-app purchases, you can capture more customers right where they hang out on social media. Plus, Shop Pay remembers customers' details so they can purchase the latest trend without any hassle.

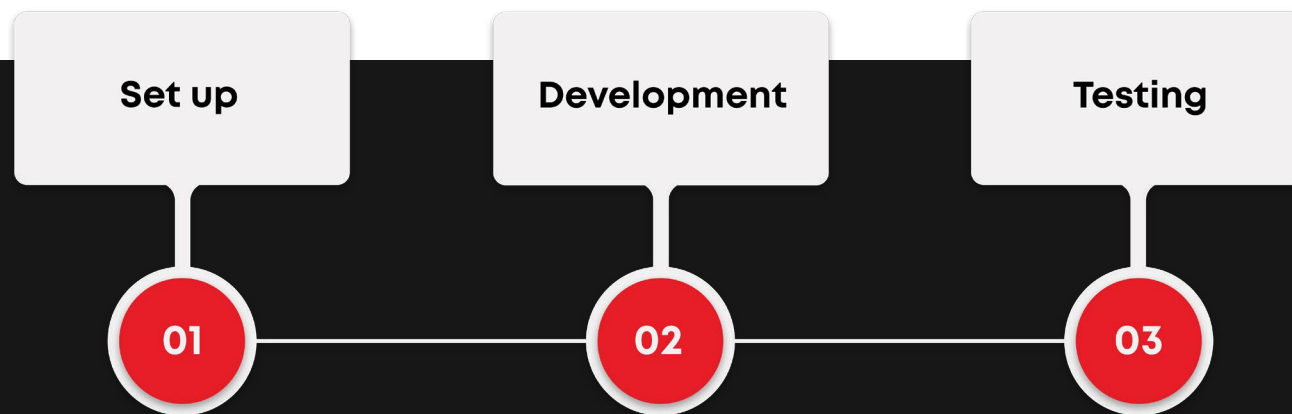
Quick, simple, and built for mobile and social channels.



# No Shopify? No Problem — Shop Pay Fits Right In

Ready to add Shop Pay to your checkout without losing control of your commerce tech stack? The time is now. You can easily integrate Shop Pay into your current checkout with some help from a Shopify systems integrator. Set up, development, and testing of the Shop Pay integration can be completed in just a few weeks.

Shop Pay slots right into your existing environment, even if you're using a commerce platform other than Shopify. Red Van, a top Shopify consultant, recently helped an apparel retailer add Shop Pay to their commerce tech stack with barely a hiccup. Now, that retailer is enjoying more conversions, happier customers, and a future full of repeat business — no more Shop Pay FOMO!



# Want to learn more about integrating Shop Pay into your current checkout?

Contact Red Van Today



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