



amazon pay

Grow your business with Amazon Pay

A fast, easy, and secure way customers can pay for products and services using the information already stored in their Amazon account



Acquire & retain new customers

Tap into Amazon's base of more than 300 million customers¹⁰ by offering a convenient, seamless, and trusted shopping experience.



Fast & easy checkout process

Allow customers to use one familiar login to identify themselves which can help increase conversions & lower cart abandonments¹¹.



Seamless experience across channels

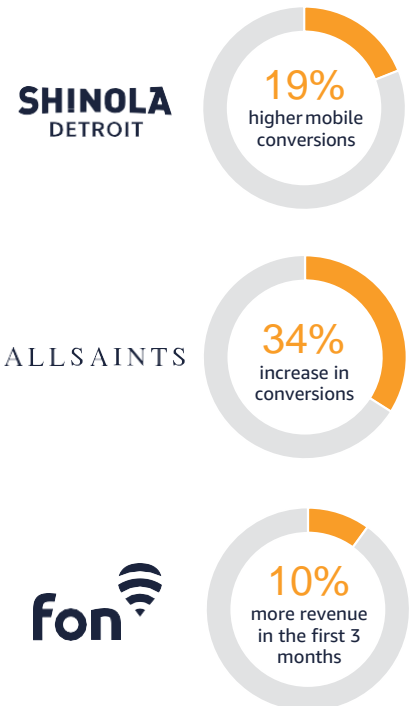
Amazon Pay optimizes the experience across desktop, mobile, POS, FireTV, and Alexa.

Reduce cart abandonments



	The challenge	The solution
Creating another account	37% of customers leave when asked to create an account. ³	Amazon Pay provides one account to shop your world.
Complex checkout process	28% of customers abandon due to a long, complicated checkout process. ⁴	Amazon Pay can streamline checkout , reducing the number of steps to purchase. ⁵
Gaining customer trust	78% of people say trust is very or extremely important in where they choose to shop. ⁶	Benefit from a brand that ranks #1 in reputation as determined by a 2018 Nielsen Company survey. ⁷

Merchant success



¹ Amazon Pay Buyer survey Q1 2018 (US, UK, DE)

² Amazon Pay data, Q4 2017. Tens of millions of customers in more than 170 countries have used Amazon Pay to transact

³ Amazon data, 2018. Nearly half of Amazon Pay customers in 2017 are Prime members (global)

⁴ Amazon data, Q3 2017. Active customer accounts, which are unique e-mail addresses, represent accounts that have placed an order during the preceding twelve-month period

^{5,6} Baymard Institute Checkout Optimization Report, 2017.

⁷ Merchants reduced the steps required for checkout; Purple 53% reduction, Seedlip 44% reduction, AllSaints 40% reduction, Shinola 77% reduction.

⁸ PYMNTS.COM Survey, July 2015.

⁹ Harris Poll Survey, February 2018.



Reach the Connected Customer

With Amazon Pay, you can meet your customers wherever they are—integrating the payment method into your site, store, or device to offer shoppers a truly connected experience. Already, many merchants are leading the way, allowing customers to pay for products using voice commands via Amazon Pay for Alexa Skills.

Necessary support & expertise

Incorporating Amazon Pay into your site is simple. The payment method is easily implemented via most major e-commerce providers, allowing you maximum control over the integration settings. We also offer free integration assistance—along with tips for optimizing the checkout experience.

Access the Amazon customer

Amazon Pay extends the commerce experience Amazon customers have come to enjoy and trust on Amazon.com to thousands of websites around the world.

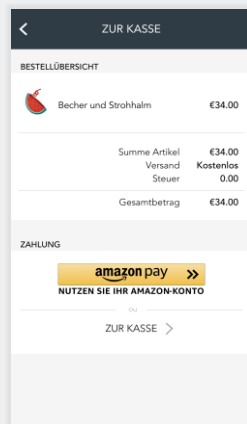


Customer satisfaction

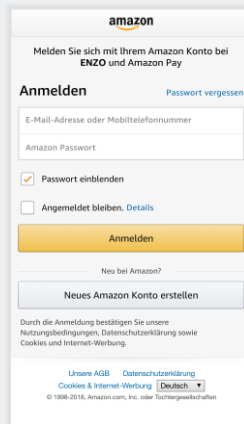


How it works

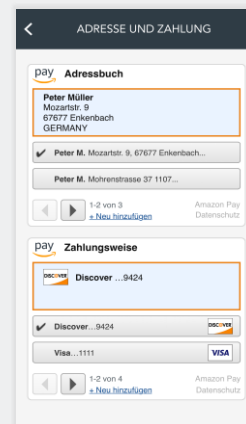
Here's an example of the streamlined mobile checkout experience that Amazon Pay offers ▶



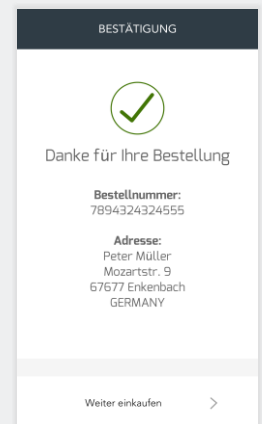
Choose Amazon Pay



Sign-in



Confirm info



Completed

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⁹ Amazon Pay data, Q4 2017. Tens of millions of customers in more than 170 countries have used Amazon Pay to transact

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