



Amazon Pay Marketing Guide for Merchants

amazon pay

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Introduction

Welcome to the community of merchants offering Amazon Pay

Promoting Amazon Pay can result in higher conversion rates, higher average order values and new customers. To ensure you and your customers make the most of this new payment option this marketing guide includes suggested activities and sample content to drive awareness of the Amazon Pay service available on your website.



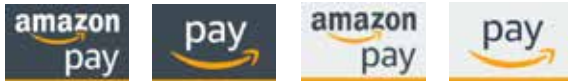


Announcing
Amazon Pay



Buttons And Acceptance Marks

When your company offers Amazon Pay, it is important to inform your customers that you offer an even easier way to shop online.



Display the Amazon Pay acceptance mark

Add a hover-over (tooltip) to the acceptance mark to briefly explain Amazon Pay (see below for recommended content). We also recommend to hyperlink the mark to the Amazon Pay shopper's page (<https://pay.amazon.com/uk/shopper>) to allow shoppers to discover further information.

A selection of approved payment graphics can be found on our website at:

<https://pay.amazon.com/uk/merchant/tools>



Icon hover-over (tooltip) text

Add a hover-over (tooltip) with the button to explain how Amazon Pay works:

- Option 1:**
Pay now using the payment and delivery information stored in your Amazon account
- Option 2:**
Are you an Amazon customer? Pay now with address and payment details stored in your Amazon account
- Option 3:**
Are you an Amazon customer? Pay now with details stored in your Amazon account

Banners



180 x 90



200 x 90

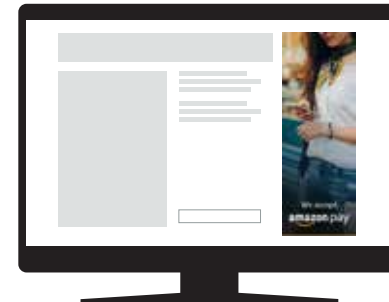


486 x 60

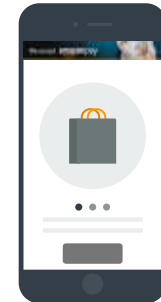
Banners to be placed on your website

Drive awareness of the availability of Amazon Pay by placing a banner on your homepage or other appropriate areas of your site.

The banners below are examples of the best copy to use to announce the availability of Amazon Pay. Please feel free to change the image on the banners to fit with your website aesthetic, all we ask is for the Amazon Pay acceptance mark to appear in the banner. If you do create your own banners, please contact your Amazon Payments account manager before they go live.



270 x 760



486 x 60

Banner hover-over (tooltip) text

Include a one-line description on announcement banners to briefly explain how Amazon Pay works.



Option 1:

Amazon Pay uses payment and delivery information stored in your Amazon account.



Option 2:

Are you an Amazon customer? Pay now with address and payment details stored in your Amazon account.

Landing page and email copy

Below is content for you to use on Amazon Pay pages on your website and in email marketing.

1

Option 1: Long Version

Amazon Pay makes shopping easier by allowing you to use your Amazon account information to complete your purchase on (Merchant Name). There is no need to remember multiple logins and passwords for different sites; all you need is your Amazon user name and password. It's a safe, secure, and convenient way to shop online.

2

Option 2: Long Version

Amazon Pay makes shopping on our website even easier by allowing you to speed through checkout using information already stored in your Amazon account to pay on our site. Simply choose from the payment and delivery information stored in your Amazon account; there's no need to re-enter your payment or address details. Amazon Pay helps you to shop quickly, safely, and securely.

1

Option 1: Short Version

Amazon Pay makes shopping easier by allowing you to use your existing Amazon account information to pay for and have our items delivered to you. Amazon Pay is another way we can help you to safely and securely shop online.

Other ways to get the word out

Letting your customers know you offer a new feature can drive traffic to your website. You can also benefit by associating your website with one of the world's most trusted brands. Here are some ideas to get started:

Press Release

In some cases, it may be appropriate to issue a press release about your relationship with us. Amazon Payments must approve all press releases and can help provide content if we decide to move forward with a release.

Please allow at least 3 weeks for approval. Send materials to your Amazon Payments team point of contact.

- Option 1:**
Amazon Pay is now available on [insert your website name]! Millions of Amazon customers can now complete a transaction in just a few clicks without re-entering credit card and address details. To learn more [link to Amazon Pay landing page].
- Option 2:**
We are now accepting Amazon Pay! All existing Amazon customers can speed through our checkout in just a few clicks.

Social media communications

Let your online community know that you offer a new payment option via blogs, Twitter, Facebook, etc. Our preferred hashtag is #AmazonPay; you may also direct public tweets to us by starting your tweet with @AmazonPay.

- Option 1:**
Shopping on @ [Your Company Handle] just got easier! Introducing Amazon Pay #AmazonPay
- Option 2:**
Good news! You can now login and pay with your Amazon information on @ [Your Company Handle].

Marketing opportunities offered by Amazon Pay

Case studies and testimonials

We are continually looking for interesting stories to share with our customers and merchants. Case studies and testimonials are a great tool to showcase your business success, relationship with Amazon Pay, and customer feedback. If you are interested in discussing this further, please contact your Amazon Payments account manager.

Placement on Amazon Pay website

After completing these key marketing activities, you may be featured in the Amazon Pay featured merchant directory. This includes a mention of your website and a direct link, to help build awareness that your business now offers Amazon Pay. Please supply your Amazon Pay contact person with the necessary information.

To see the current featured merchant directory, please visit <https://pay.amazon.com/uk/featuredmerchants>.

Approvals and questions

All marketing materials must be approved by Amazon Payments. For approval requests, help with content, or general marketing questions, please contact your Amazon Payments account manager or Merchant support.





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