


The new payment solution for your online shop.

Click to Pay ¹ with Visa allows your customers to pay online easily, quickly and securely once registered, even when they shop as a guest.

Your customers
pay with
Click to Pay:



Security brings peace of mind – for you and your customers: Visa uses advanced technologies such as Visa Token Service and multi-layered security procedures to optimally protect sensitive customer data and transaction data. This means your customers can shop with absolute confidence, and you can sell with absolute confidence.

And what does Click to Pay with Visa mean for you and your online shop? Your chance of:

- **More completed purchases** through a smooth check-out process. Currently 86 % of all shopping baskets in the mobile eCommerce sector are abandoned, and 73 % on desktop computers.²
- **Higher authorisation rates** through secure encryption of payment details with the innovative token technology. The authorisation rate for online payments is currently significantly lower than in retail shops.³
- **Minimal level of fraud** through high security standards. Working to counter the trend: The annual level of fraud in eCommerce sectors is expected to rise by 14% by 2023.⁴

Find out now at visa.de/clicktopay-b2b how you can also use Click to Pay with Visa in your online shop – offering many advantages for you and your customers!

¹ The EMV® SRC payment icon is a trademark owned by and used with permission of EMVCo, LLC. EMV® is a registered trademark in the USA and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

² 2020 VisaNet Global Data

³ Forbes, Why Cart Abandonment Rates Aren't Falling, 2018, <https://www.forbes.com/sites/paultalbot/2018/06/27/why-cart-abandonment-rates-arent-falling/#7f1bfd7f7bb6>

⁴ eCommerce Fraud Trends 2019, Merchant Fraud Journal, <https://www.merchantfraudjournal.com/e-commerce-fraud-trends-2019/>