

MEMBERSHIP PLANS.

July 2018

About-Payments.com

Merchants' starting point for online payments.

About-Payments.com is the easy-to-use source for online merchants looking to accept payments online. We enable online shops and businesses regardless of size, industry or location to find the right payment service provider and payment methods for their online business.

The platform enables **Payment Service Providers** to create brand awareness, broadcast product announcements and market entries, generate new business opportunities and **attract merchant leads**.

“ Showcase your products and services to your targeted audience, boost brand-awareness, local and global, and attract new leads in a cost effective way. ”

Website structure.

Guiding merchants.

Our aim is to guide merchants and businesses by educating them and to simplify their search for the best matching payment solution and provider. We have structured our platform around **5 key sections**.

1

'Marketplace' (lead generation)

This section allows merchants from all over the world to start a Request for Proposal (RFP) for online payment processing. It allows Payment Service Providers to pitch their services and to attract new leads and prospects in a cost-effective way. We manage the matching process based upon merchant profiles and the Payment Service Provider's commercial appetite and acceptance policy.

2

Provider Directory

This section allows merchants to navigate through the global directory of Payment Service Providers. This is the 'do-it-yourself' merchant section. Every PSP has its own company profile page outlining their methods, services, integration options, market coverage and unique selling points.

3

Methods Directory

This section allows merchants to navigate through a global directory of Payment Methods and solutions and understand their nature. Merchants can see which Payment Service Providers support a particular payment method.

4

Markets Directory

This section allows merchants to understand online payment preferences in different markets around the world and outlines which Payment Service Providers can help them in those specific countries.

5

Knowledge Base

This section helps merchants to better understand the world of online payments, to increase their knowledge and make well-informed decisions. Topics include how to accept payments online, fraud prevention, payment conversion optimization and many others.

Website Traffic & Social Engagement.

Key Stats

Website stats

189,396	users
242,207	sessions
658,038	pageviews
58,24%	bounce rate
78.38%	new sessions

The data below is sourced from Google Analytics, social networks and the About-Payments Platform and covers the period of January 1st, 2017 till 31 December 2017.

Marketplace (Leads) - H1 2018

916	Leads generated
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Social Engagement (per June 2018)

3.583	Newsletter subscribers
2.083	Twitter followers
3.489	Linkedin followers
688	Facebook likes

Visitor Origin

The data below is sourced from Google Analytics and covers the period of January 1st, 2017 till December 31st, 2017.

Country stats

Country	Sessions
	242,207 <small>% of Total: 100.00% (242,207)</small>
1.  United States	30,445 (12.57%)
2.  India	25,473 (10.52%)
3.  United Kingdom	21,751 (8.98%)
4.  Netherlands	14,834 (6.12%)
5.  Germany	10,816 (4.47%)
6.  Canada	6,599 (2.72%)
7.  Philippines	6,951 (2.87%)
8.  Belgium	6,525 (2.69%)
9.  France	5,708 (2.36%)
10.  Australia	4,736 (1.96%)
11.  Malaysia	4,507 (1.86%)
12.  Singapore	3,751 (1.55%)
13.  Russia	3,972 (1.64%)
14.  Italy	3,853 (1.59%)
15.  Spain	3,584 (1.48%)
16.  Indonesia	2,634 (1.09%)
17.  Ukraine	4,745 (1.96%)
18.  Brazil	2,724 (1.12%)
19.  Sweden	2,728 (1.13%)
20.  Poland	3,124 (1.29%)
21.  Hong Kong	2,682 (1.11%)
22.  Nigeria	2,358 (0.97%)
23.  China	2,257 (0.93%)
24.  Turkey	2,176 (0.90%)
25.  Ireland	2,084 (0.86%)

- **Traffic from over 200 countries worldwide.**
- 42% originating from Europe, 30% from Asia, 21% from Americas, 4% from Africa, 3% from Oceania.
- Over 80% originates from organic search (= Google).
- 64% of our visitors is between 25 and 44 years old.
- Around 68% is male.

Members Bill Board

Just a few examples.



“Since its launch, About-Payments has allowed us to strengthen our position as a provider in the payment industry. We find our online profile easy to use for updates, and is an excellent platform to connect with potential merchants and partners.”

Irene Brime
Marketing Manager at CashRun

Summary: what's in it for you?

It really depends on your angle. Our platform – in its core - can be used to amplify product announcements, create brand awareness and generate merchant leads. So our platform brings value to **marketing, sales** and **partnership managers**. Below a wrap up of our core value to VIP members.

1

Increase Brand Awareness

Not every merchant knows you are out there. Our platform allows you to highlight your business in order to be found.

2

Generate website traffic

Merchants visiting your profile page can navigate to your website and present themselves as a new sales opportunity.

3

Attract more social followers

You can grow your audience and the number of Facebook, LinkedIn and Twitter followers through direct 'follow us' buttons on your profile page.

4

Amplify Product Launches

Maximize all the hard work you've put into developing new products and features on your payment platform. Let us amplify your product launches.

5

Boost marketing initiatives

Use the customisable banners on your profile page to support specific marketing campaigns such as lead attraction, white paper distribution and sponsored events.

6

Improve your SEO (valuable backlinks)

'Anchor text links' included in your news will increase your ranking within the search engines like Google and Bing. This will lead to more organic traffic to your website.

7

Attract more qualified leads

Through your company profile page and the Marketplace, you are able to attract qualified leads and prospects in a highly cost-effective way.

Choose your plan. More exposure. More leads.

		BASIC	Most Popular PREMIUM	VIP
Annual Plan	save up to 15%	LISTING FREE	LISTING + LEAD GEN 39,95 <small>(billed as one payment of 479,40)</small>	LISTING + LEAD GEN + BRANDING 69,95 <small>(billed as one payment of 839,40)</small>
Monthly Plan		Free	44,95	79,95
LISTING				
Company Profile Page		✓	✓	✓
Listing in Global Provider Directory		✓	✓	✓
Full Access to My About-Payments		✓	✓	✓
Website Link for Direct Traffic		✗	✓	✓
Profile Statistics (number of visitors, redirects, leads)		✓	✓	✓
Unique selling points (Profile Page)		✗	✓	✓
LEAD GENERATION				
Lead Generation through Profile Page *		✗	✓	✓
Lead Generation through AP Marketplace	Over 250 merchant leads created each month	✗	✓	✓
BRANDING				
Spotlight Interview		✗	✗	✓
Company News Broadcasted (Linkedin, Twitter)		✗	✗	✓
Free Banner Campaigns on Profile Page		✗	✓	✓
Social Media Subscriber buttons		✗	✓	✓
Profile Highlighted in E-commerce Markets Section		✗	✓	✓

* plus net revenue share according to referral program of partner or About-Payments

All prices in euro, excluding VAT.

“ Only one decent lead will cover for an annual membership fee “

END.

Please contact us for more information.
Maybe we can make you a special offer ;-)

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