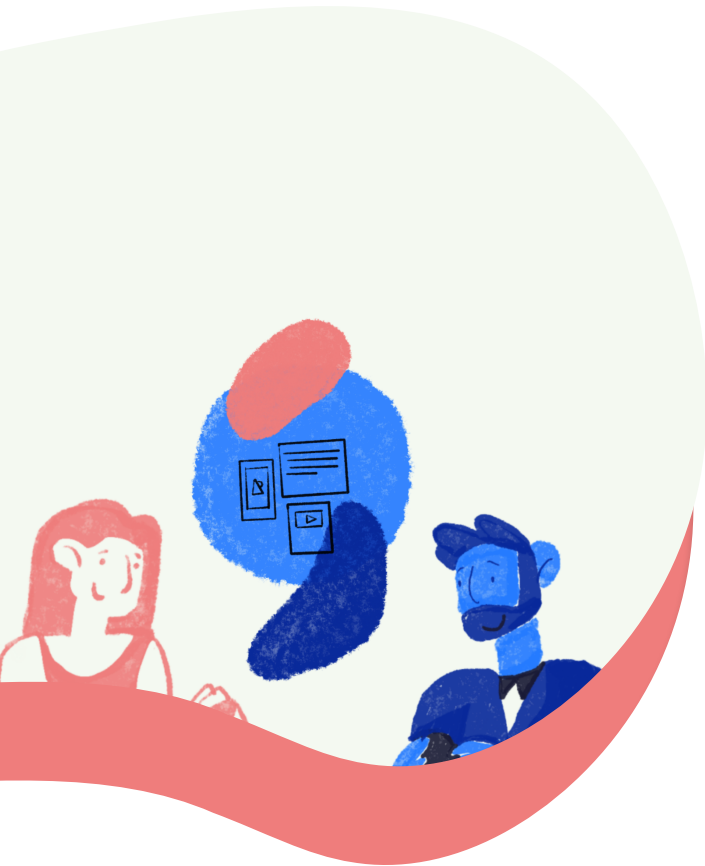




Guide to Evaluate Payment Providers to Increase Direct Revenue

Fulfillment of digital content happens in real-time, and so your customers' payment experience must be effortless. Let's look at 4 ways for evaluating payment providers.



1. Compliance with Payment Regulations

Digital goods have two primary payment use-cases:

1. Recurring Subscriptions

- Credit cards are the popular payment method
- To store card data, PCI compliance is a must
- Complying with the specific guidelines for 'recurring payment' is required

2. Pay Per Content

- Digital wallets - either with prepaid balance or postpaid functionality, are best suited since they support micropayments
- Digital wallet providers must adhere to the regulatory requirements of the domicile country
- In the US, digital wallet providers must register as a 'Money Service Business' (MSB) with a Money Transmitter License for every state the service provider operates in

2. Global Coverage of Local Payment Methods

1. What is the problem?

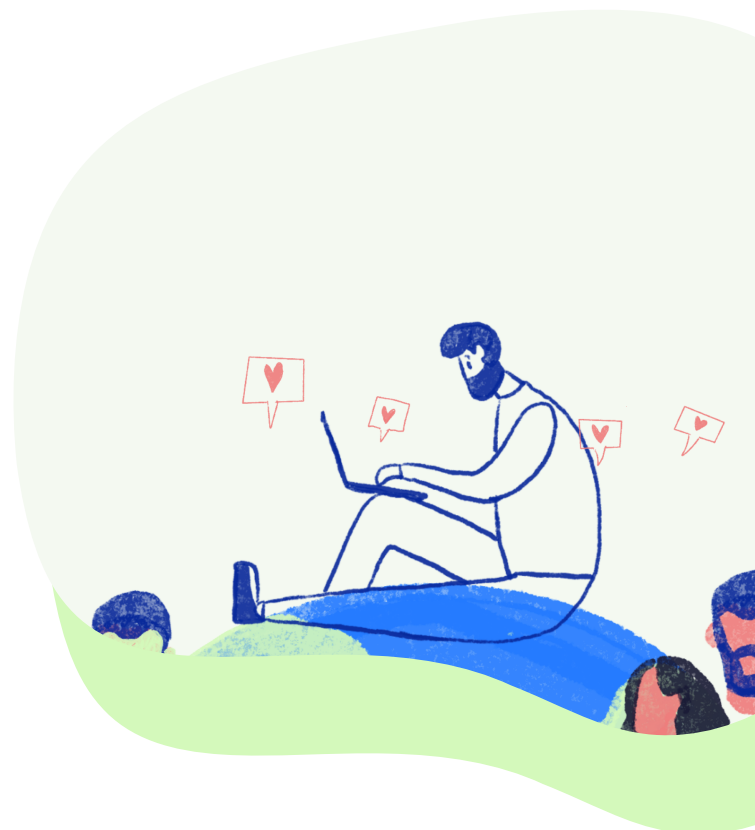
How to localize payments for global audience and monetize 'never' subscribers?

2. Why is it an issue?

People will not buy if payment methods are not localized. For example, an English reader in India will prefer paying using a local method in INR.

3. What is the solution?

Payment via banks or digital wallets in the likes of Google Pay, Apple Pay, Raypd, Adyen and Stripe.



3. Easy Implementation for Publishers and Creators

1. For effortless buy-in from your Technology team, the payments service must be easy to implement.
2. Post-implementation, detailed analytics and controls are essential for business teams to optimize the performance of the payments service.



4. Seamless Checkout Experience

For converting user intent to higher transactions, optimizing the user checkout experience is essential

1. Optimizing APIs to reduce latency; colors and button (one-click) placements for a superior UX
2. An elaborate analytics functionality that offers insights into conversion rates across the subscription funnel





Direct revenue from every visitor

Fewcents enables publishers and digital content creators to monetize their content easily through its 'pay-per-article' micropayments module. By targeting non-subscribers and infrequent, casual visitors, you can optimize your subscription funnel and increase your revenue, resulting in higher returns at zero cost.