6 WAYS TO GET PAID FAST

Transform Your Payment Experience

Your Guide To Go Digital

plastiq

Cut costs.
Save time.
Get paid faster.

It's time you knew more about accepting payments digitally.

Getting paid fast just got easier.

It's a rapidly changing world and more and more businesses are using online payments to quickly adapt.

And why wouldn't they? Online payments provide a safe, seamless experience at a time when every customer is looking for just that.

There's a powerful payment solution that lets you get paid fast and improve your customer's experience: the payment link.

What's a payment link? And how do you start using this compelling technology to up the game of how you get paid? Let us walk you through it.

Wait, what's a payment link?

Good Question.

A payment link is a customized URL you can easily copy and paste into emails, websites or invoices. Your customers click a payment link, they're taken to your unique landing page, then pay you quickly and conveniently. Meaning: even if you don't have a website, with a payment link you can still get paid online.

It's as simple as it sounds. And it gets better.

Stay flexible. Stay secure.

Using a payment link gives you the flexibility to work within whatever invoicing systems you're already using. There's no confusing integration or set-up; you just drop the link and start getting paid fast.

And because payment links are powered by established payment providers, you and your customers get to rest easy knowing that your payments are entirely secure.

We've covered the basics, let's talk about specific ways to get paid with payment links and beyond.

TIP:

In-the-know payment providers will have predesigned sharing tools—like Pay Now buttons, QR codes, etc.—on hand to help you get started, getting paid faster.

Upgrade your invoice

If you're using invoices and waiting for payments, you're waiting too long to get paid. Payment links offer a way to stop waiting and start getting paid in real time. Business who send invoices and wait on checks report:

46

average days[1] to receive payment.

93%

of all B2B payments reported late.[2]

80%

of B2B payments take 20+ days to arrive.

7%

of those payments fail.

Invoices aren't going anywhere, so you need to upgrade them.

By adding payment links to your invoices, you don't wait to get paid. You simply copy-and-paste the link into your existing invoice template (snail mail or digital–it doesn't matter) and your customers now have the opportunity to pay you fast with a credit card just by clicking the link or entering the URL.

invoice

Date: July 31, 2021
Invoice: #0317

BONES APPAREL

BILL TO

Betty's Boutique
betty@bettysboutique.com
(415) 555-5555
360 9th St. Suite 100
San Francisco, CA 94013

PAY TO

Bones Apparel
tina@bonesapparel.com
(415) 555-6666
100 Broadway Ave
San Francisco, CA 94013

DESCRIPTION	RATE	QUANTITY	SUBTOTAL
Line Item Title	$100.00	1	$100.00
Description			
Line Item Title	$100.00	1	$100.00
Description			
Line Item Title	$100.00	1	$100.00
Description			
Line Item Title	$100.00	1	$100.00
Description			
Line Item Title	$1,900.00	1	$1,900.00
Description			

ADDITIONAL INFORMATION

TOTALS

Account No.: 0000-000
Transit No.: 00000
Period: 07/01/2021 – 07/31/2021
Terms: Net 30

Subtotal: $2,300.00
Tax: $0.00
Total: $2,300.00

Pay with Payment link request.plastiq.com/pay-bonesapparel

Accounts receivable automation saves businesses
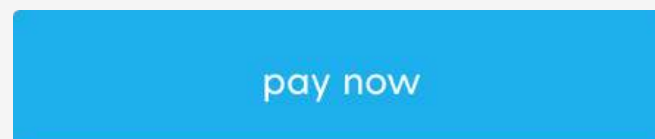
67%
MORE TIME[3]

&

65%
MORE MONEY[4]

Use your website as a payment tool
(it's easy, we promise)

Using your website to accept payments seems like it requires a lot of technical know how. It doesn't have to.

Pay Now buttons come pre-designed to include your customized payment link, so adding one to your website—and all the benefits that go along with it—is as easy as copy and pasting a single line of code.

A single line of code and you'll be able to save time, reduce damaging clerical errors, and get paid quicker so you'll have more cash on hand when you absolutely need it. 24 hours a day, 7 days a week—just point your customers towards the shiny new Pay Now button on your website.

pay now

VISA   AMERICAN EXPRESS   DISCOVER   Diners Club INTERNATIONAL   JCB   BANK

POWERED BY plastiq

77%

of B2B buyers say
their last purchase
was complex or
difficult.[5]

5-Magento Commerce, 2019

An improved checkout experience

Simply put: checkout processes on websites can be complicated and this complication can have a major effect on a sizable number of your customers.

80%

B2B buyers purchase online.[6]

57%

B2B buyers abandon their carts due to long checkout processes.[7]

This is where Checkout SDKs come in.

With Checkout SDK, you only need to copy a single line of code into your site editor to start integrating payments within your existing checkout process. This enables a new way for you to seamlessly accept credit cards and cut out entire steps from the buying process. Speeding up the experience for your customers will help to eliminate cart abandonment. Now, customers lock in their orders immediately, transactions are completed quickly, and you and your customers are much, much happier.
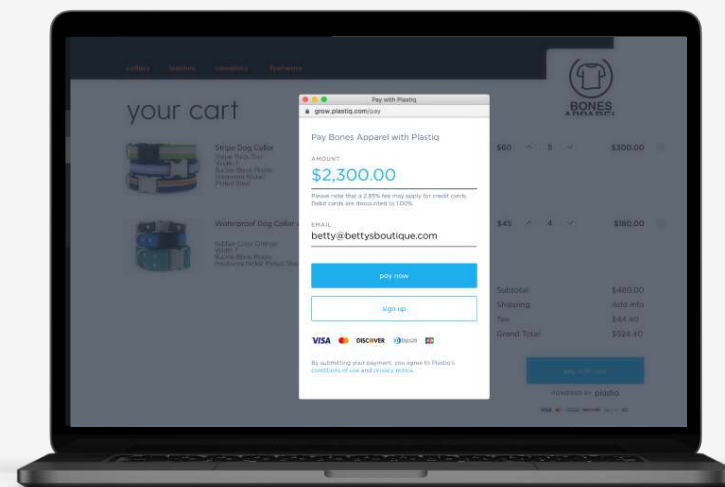
TIP:

Customers who pay within the buying process abandon carts less frequently.

1.5
BILLION
people used QR codes to pay in 2020.

By 2025, its projected that

30%
of all mobile users will pay with QR Codes.[8]

8-Juniper Research through eMerchant

The simple QR code

Global circumstances over the last three years (i.e. pandemic) have increased the need for contact-free payment. The QR code (the beefed up barcode you see to your right) fits the bill.

QR codes provide a touch free payment solution that requires nothing—no special payment terminals in any way, shape or form—from your customer aside from ownership of a smartphone. They are simple and safe for your customers and you can easily add them to invoice templates, shipping labels or just hang them on the wall of your office. All your customers need to do is scan them to get you paid immediately.

In-person, on-premise, on-the-fly transactions have never been easier.

Pay with Plastiq
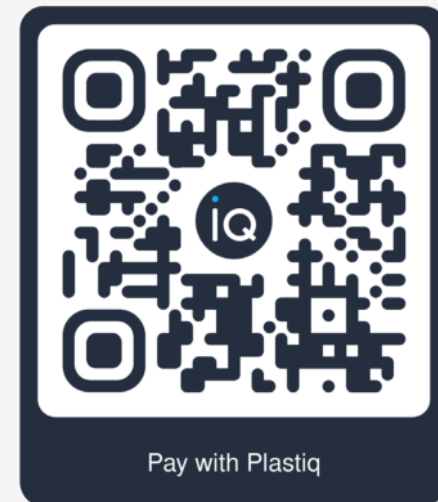
TIP:

Custom QR codes are easily downloadable and have your payment link already built in.

Virtual terminals

Understandably, not all of your customers are tech-savvy millennials born with a smartphone glued to their hands. No worries. A good payment provider can offer you a Virtual Terminal a no-tech payment option that allows you to accept and record credit card payments through your computer or mobile device. It works perfectly for remote billing or taking payments directly from your customers.

It doesn't matter if your customers gave up on technology with the advent of color television, getting paid via a Virtual Terminal is simple for everyone.

Recurring payments

Subscriptions—or recurring or scheduled payments—take the pain out of payment requests by automatically getting you paid on a schedule. This becomes even easier when a payment provider deals with the details of the digital payment. Allowing you to save time and money while they manage compliance and everything else that goes into the subscription billing process. Leaving you free to focus on building your business better.

Overwhelmed?
We can help.

With payment links, QR codes, Pay Now buttons and everything in between—there's a lot of ways to use payment links to help get paid fast. So many ways you could get overwhelmed without the guidance of a relied upon expert in the digital payment field. We'd like to introduce you to one.

Hi. We're Plastiq.

We're dedicated to creating a simple, effective, easy-to-use, all-in-one payment processing tool for businesses like yours to get paid better. If you have questions (and we're pretty sure you have questions) we'd love to help answer them. Mainly though, we'd love to start helping you get paid faster and easier. It's what we do.

Learn more about getting paid better.
www.plastiq.com/get-paid or email accept@plastiq.com
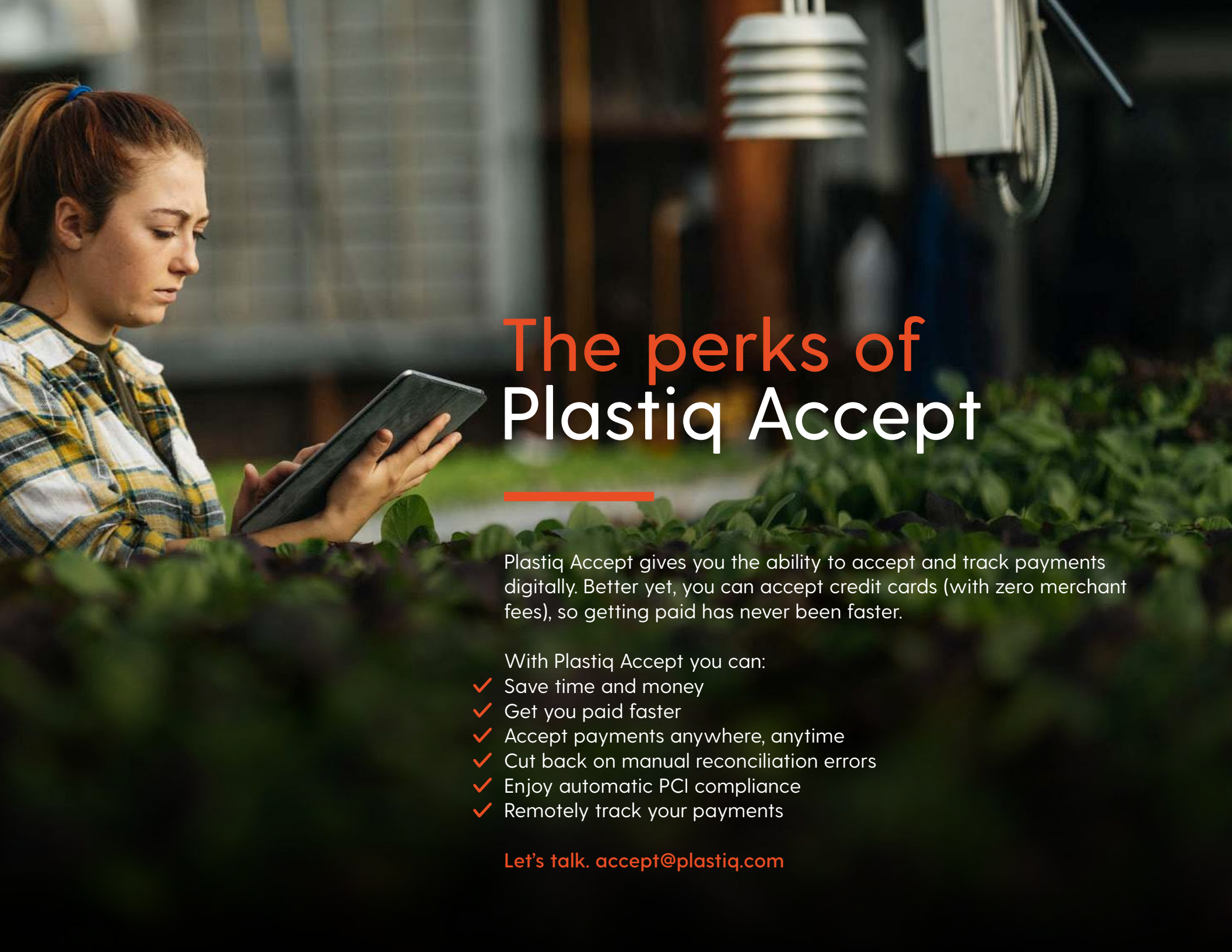
The perks of Plastiq Accept

Plastiq Accept gives you the ability to accept and track payments digitally. Better yet, you can accept credit cards (with zero merchant fees), so getting paid has never been faster.

With Plastiq Accept you can:
- ✔ Save time and money
- ✔ Get you paid faster
- ✔ Accept payments anywhere, anytime
- ✔ Cut back on manual reconciliation errors
- ✔ Enjoy automatic PCI compliance
- ✔ Remotely track your payments

Let's talk. accept@plastiq.com

plastiq

The smart payments platform for your business

To learn more about what Plastiq can do for you,
please email us at accept@plastiq.com or visit plastiq.com/get-paid