

DirectPay EU

Great alternative to credit card processing

DirectPay EU is a low risk method to bill online customers and a great alternative to credit card processing.

Merchants are provided with an electronic invoice presentment and payment service that is connected directly to 36 European online bill payment systems. The service allows online businesses to process with low risk of returns and is ideal for high-ticket online products and services.

DirectPay EU works throughout the European banking system and is a popular form of online payment in Europe. Upon checkout, the consumer is presented with payment

instructions and login to their own bank account, where they initiate the transaction. DirectPay EU provides merchants the capability to accept domestic bank payments from any European country targeting almost 600 million consumers with low risk of returns.

Many European countries have low credit card coverage, therefore DirectPay EU is an attractive payment method for consumers who don't own a credit card or for those who are reluctant to use it for online purchases.

DirectPay EU works with membership management, optional age verification

services and funds are guaranteed in one to three days. Furthermore, fraud scrubbing is not needed and DirectPay EU is an excellent payment option to fund eWallets.

Product Description

Credit Transfer

Product Process

Upon purchase, consumer is presented with a bill and initiates payment through his bank account.

Countries Supported

36 Countries (Andorra, Austria, Belgium, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tunisia, Turkey, and the United Kingdom).

Merchant Advantages

- Provides additional online payment acceptance method to convenience consumers.
- Turnkey system that services 36 European countries with local support.
- Increases sales by offering a local trusted payment solution.
- Targets almost 600 million European consumers.
- Widely accepted and supported form of payment.
- Low risk of returns for the merchant
- Ideal alternative payment solution for declined credit card transactions.
- Provides access to a market segment that does not have or use credit and debit cards.
- Allows payment acceptance from high-risk countries with confidence and security.
- Declined or blacklisted consumers can safely be converted into paying customers.
- Ideal for high-ticket items and merchants that sell physical goods.
- Includes optional age verification and membership management.
- Provides local support in native languages to consumers.

Consumer Advantages

- Provides a trusted and well-known payment method consumers are familiar with.
- Provides the convenience of having a local payment method.
- Gives European consumers access to more products and services.
- No credit or debit card needed.
- No need to provide sensitive information, as consumer pays directly via their own online banking website.
- Includes local support in native languages.
- Provides local currency settlement.