

Applause empowers companies to deliver great digital experiences – from web and mobile to wearables, IoT and beyond.

By combining in-the-wild testing services, test automation and quality tools, Applause helps the world's most recognized brands achieve the digital quality they need across every device, operating system, carrier, location and other criteria that their customers value. Thousands of companies – including Google, Fox, Amazon, Concur and Runkeeper – rely on Applause to ensure great digital experiences for their users.

Payment Solutions are critical.

**46.1%**  
of cart abandonments happen  
at the payment stage  
- Internet Retailer

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844.300.APPS

## Payment Strategy and Validation

Better shopping cart conversions, mobile payments, digital wallets and new fintech solutions are major concerns for merchants in the digital economy. Each offers new opportunities to increase sales through better customer experiences. However, they impact the most important part of all commerce - the actual buying process and payment transaction. As a merchant or payment provider, it's critical that customers have a positive experience every time they make purchases.

Applause Payment Strategy and Validation solutions provide a better understanding of payment instruments in new and emerging markets, guidance from real users on UX flows for your specific digital properties that lead to quick and accurate check out processes, and a range of payment validation activities that ensure transactions are correct, regardless of device, payment method, or coupons/loyalty points used. Applause uncovers what your users expect and experience during the purchasing process both online and in-store. By performing real transactions on mobile apps, websites, and in-store, Applause ensures you can confidently launch and support new payment options.

- **Payment research:** Through user surveys, you will learn which payment systems are available and preferred in different countries or markets. Applause can also provide a full report outlining what payment instruments your competitors offer in a particular market.
- **UX for payments:** A usability expert will assemble a team to review your check out process flows and identify issues completing purchases. At the end of the usability study, our expert will provide a detailed report that analyzes user feedback and recommendations to improve transaction flow and conversion rates.
- **Transaction validation:** Ensure digital payment systems work as expected in pre- and post-production, online and in-store. With over 250,000 testers in the Applause community, Applause can create test groups that match your required demographics, geographies, devices, and payment instruments to perform real purchases, returns and promotion transactions around the world.

*“What we find the most valuable is that we get in-market testers. If we did not have Applause, I think we would be setting up QA sites in multiple regions of the world to try to do more localized testing, which would be very costly.”*

**GARY SOULE**

**Director of Engineering Quality Assurance, Starbucks**

CUSTOMERS THAT RELY ON APPLAUSE FOR PAYMENT STRATEGY AND VALIDATION

