



Brands growing sales with BigCommerce + Amazon Pay



COUTURECANDY

PlayBetter.com

Keto
Chow

 solo
stove

 nato
SMART MOUNT

 metalTech

BigCommerce connects with Amazon Pay, making it easy for you to offer your customers fast, convenient checkout using the payment and shipping information in their Amazon accounts.

Online stores using Amazon Pay and BigCommerce are seeing more than 20% of their customers choose Amazon Pay over other payment methods. For some businesses, it's 80% of their base.

In the following pages, you'll hear directly from BigCommerce merchants using Amazon Pay to power higher sales.



BIGCOMMERCE



amazon pay

Increased mobile conversion



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By building these integrations with companies like Amazon Pay, BigCommerce provides non-household brands, like me, instant credibility. This equals a clear path to ~5% conversion rates on mobile with over 80% of sales on mobile.

Brandon Chatham

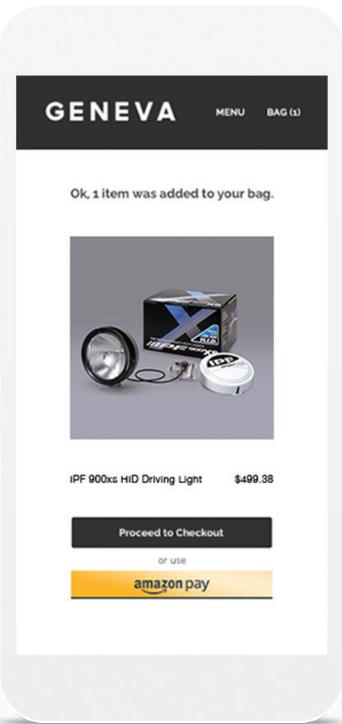


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The Amazon Pay button has been great, especially with our mobile device customers. Mobile customers are looking for easier ways to shop and the Amazon Pay button offers that. We've seen a considerable gain in mobile-based sales since we've implemented it.

Mark Hawley





A photograph of a golf course at dawn or dusk. The scene is bathed in a soft, blue-toned light. In the foreground, there are several sand bunkers. A line of tall, silhouetted trees stands across a green area. The background shows more of the golf course and some buildings under construction or completed.

Immediate ROI

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We converted a \$2,000 sale in the first couple of hours after implementation and we are seeing steady usage of the Amazon Pay option.

Spiro Alafassos

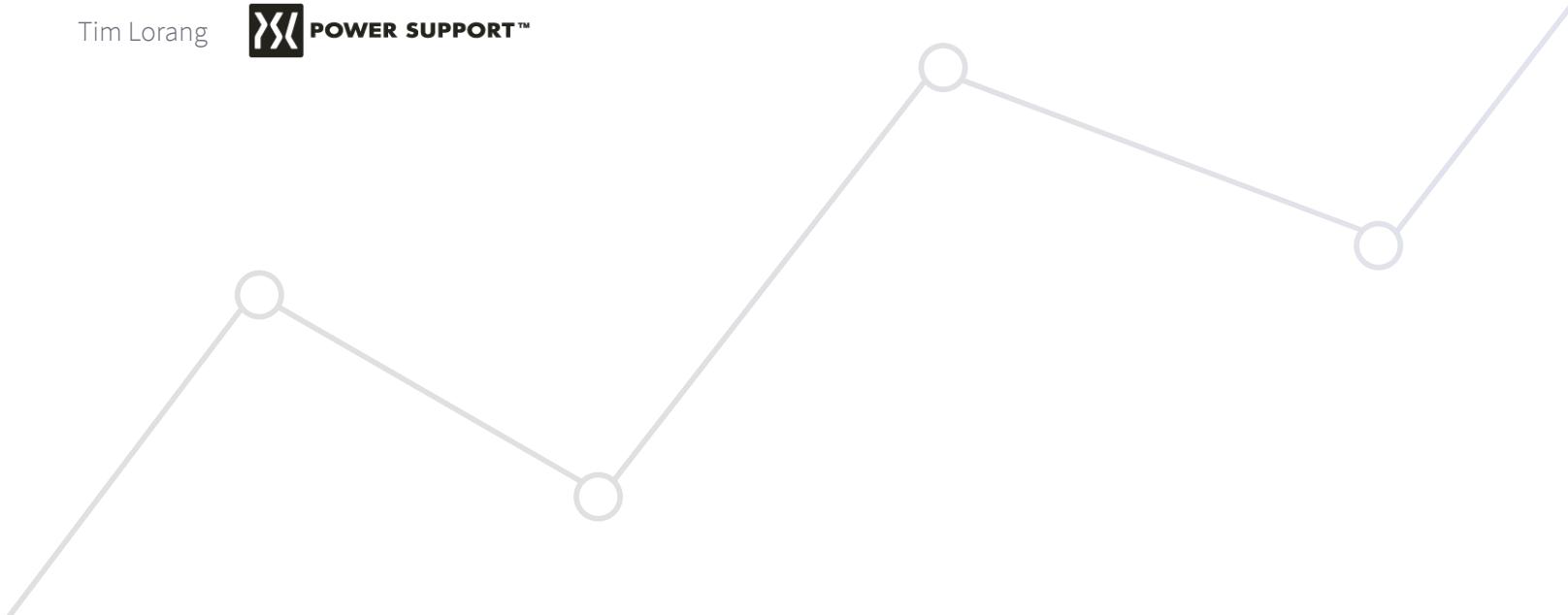
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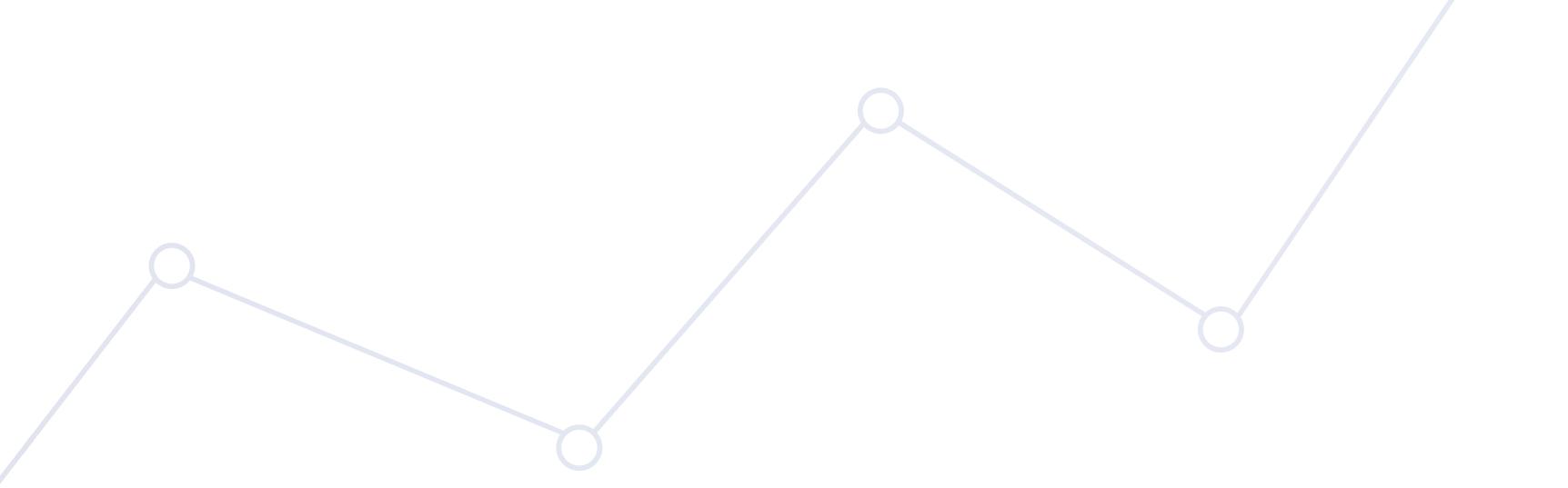


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Amazon Pay was quick and easy to set up on BigCommerce, and after two weeks, 26% of our orders were processed by Amazon Pay.

Tim Lorang





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We've seen a 25% increase in transactions coming in from Amazon Pay since implementing the solution.

Eric Jones COUTURECANDY

Payment Methods

Checkout Payment Settings Amazon Pay Settings PayPal powered by Braintree Settings

amazon pay

Allow your customers to checkout quickly and easily using the information already stored in their Amazon account. Simply click the button below to connect your Amazon merchant account to BigCommerce. If you don't have an Amazon merchant account you will be prompted to create one.

Please select an option

No privacy policy page? Create a new page

A privacy policy is required to explain to customers how you will use their information. [Learn More](#).

Connect with Amazon Pay

How to get started

- Update your store's checkout type to Optimized Single-Page Checkout
 - Your checkout settings are compatible
- Gateway compatibility
 - Your payment gateways are compatible.

Merchant Shoppe Inc. © 2019

Ease of setup

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The implementation was a breeze with BigCommerce and Amazon working together. It was a seamless process done in short order by a non-technical site owner, i.e. me!

Mark Hawley



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The implementation process was fairly easy. Now, on any given day, we're seeing between 30–50% of all orders choosing to use the Amazon Pay button over other methods of checkout.

Jeff Jan





Order Subtotal

\$39.99

PROCEED TO CHECKOUT

amazon pay

A black off-road vehicle, possibly a Toyota Land Cruiser, is parked on a rocky hillside. The vehicle is equipped with a roof rack and large off-road tires. The background shows a clear blue sky and distant hills.

Reduced friction at checkout

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The goal of our website is to make it easier for customers to do business with us. The Amazon Pay button allows customers to use their already established Amazon account to make a payment quickly and easily.

Mark Hawley



metaltech

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We added the Amazon Pay button to give customers more choice. We know that a lot of people shop on Amazon so it made sense to allow them to use their Amazon-stored info to make purchasing on our site easier.

Jeff Jan



The image shows a laptop screen displaying the Solo Stove website. The main content area features a product page for the Solo Stove Titan, which is a compact, cylindrical stainless steel stove with a flame visible through a glass window. Below the product image, the text reads "OK, 1 item was added to your cart. What next?". It provides details about the item: "Solo Stove Titan", "Quantity: 1", and a price of "\$89.99".

A modal window is overlaid on the page, containing a summary of the purchase. The modal includes:

- Order Subtotal: \$89.99**
- Your cart contains 1 item
- VIEW OR EDIT YOUR CART**
- PROCEED TO CHECKOUT**
- OR USE --
- amazon pay**

Below the main content, there is a section titled "You May Also Like..." featuring four related products:

- Solo Stove Lite: \$99.99 \$69.99. Buttons: CHOOSE OPTIONS, ADD TO CART.
- Solo Stove Alcohol Burner: \$24.99 \$19.99. Buttons: ADD TO CART.
- Solo Stove Pot 1800: \$69.99 \$45.99. Buttons: ADD TO CART.
- Solo Stove 3 Pot Set: \$79.99 \$49.99. Buttons: ADD TO CART.

At the bottom of the page, there are two small video thumbnails, a "100% GUARANTEED RETURNS" badge, a "LIFETIME GUARANTEE" badge, a "VERIFIED & SECURED" badge, and a "Norton Secured" logo.

Hello, John!

Store Performance

Today Week Month Year Compared to: Previous Period Overview

Visitors	Conversion	Orders	Revenue
34,185 3,987 same time last week 5,221 last week total	2.2% 2.2% same time last week 1.9% last week total	912 541 same time last week 736 last week total	\$455,355 \$4,986 same time last week \$6,577 last week total

Orders

Recent Pending Completed Refunded

Awaiting Fulfillment	Order #104 - Lucie Lavergne	\$200.00	Yesterday at 5pm
Awaiting Fulfillment	Order #103 - Juanjo Cruz	\$217.50	Yesterday at 2pm
Awaiting Payment	Order #102 - Christophe Tauziet	\$270.75	Yesterday at 11am

View more >

Merchant Shoppe Inc.
Jesse Campbell

More trust, fewer errors



Amazon Pay gives our customers a recognized and trusted payment option that will help us increase conversions.

Spiro Alafassos **PlayBetter.com**

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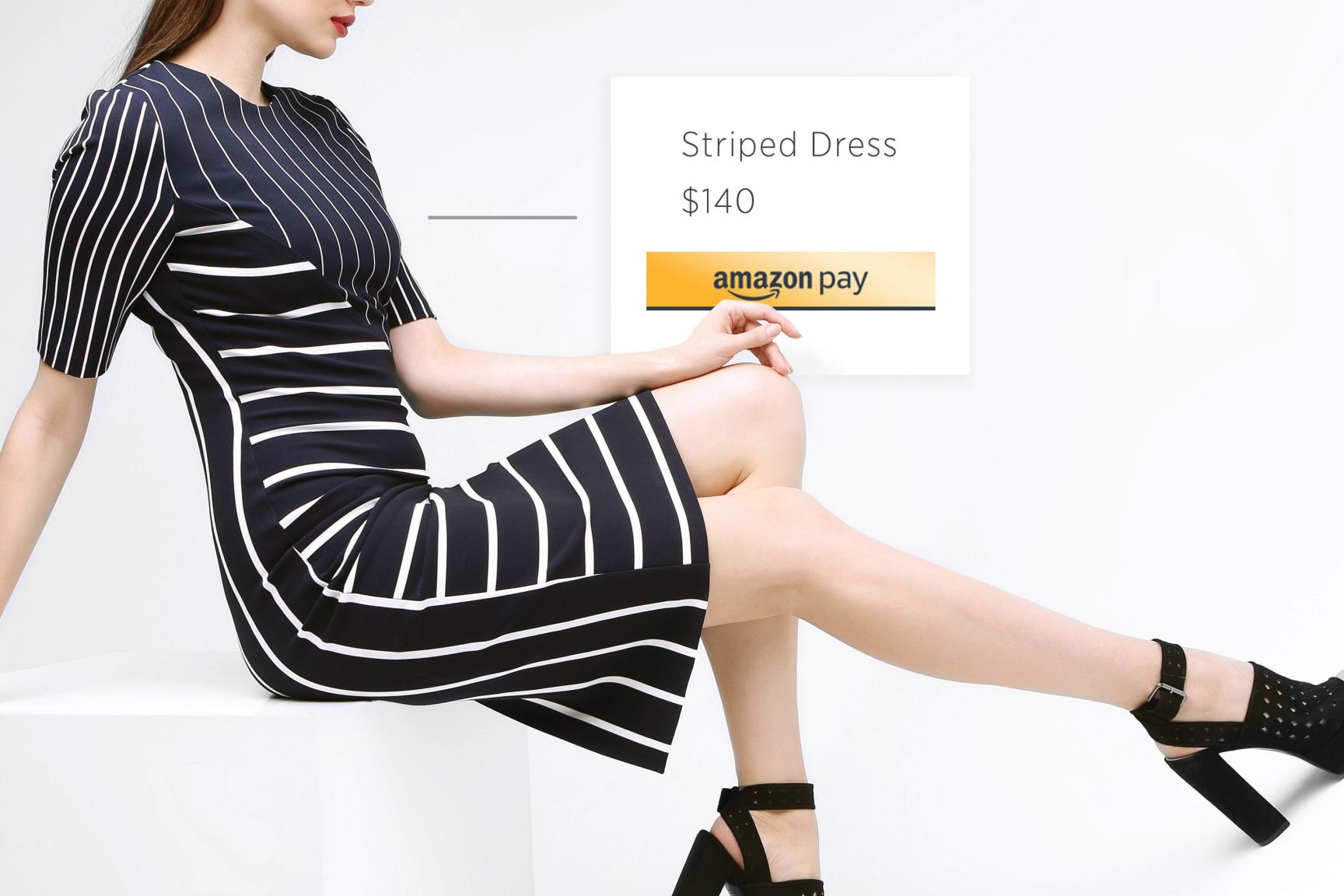
Having the address information curated from the customer's Amazon account significantly reduces the amount of invalid shipping addresses. When I added that as an option, our shipping people noticed the decrease the next day.

Chris Bair

**Keto
Chow**

Keto Chow



A woman is sitting on a white surface, wearing a black and white vertically striped dress with a flared, layered skirt. She is also wearing black strappy sandals. The background is plain white.

Striped Dress

\$140

amazon pay

Improved payment choices

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From a branding perspective, we feel Amazon Pay is more appealing than other options and offers a better long term merchant processing solution.

Eric Jones COUTURECANDY

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I absolutely recommend Amazon Pay. It's the same transactional cost as most other payment processors. Plus, it was simple to set up. I don't see a good reason not to do it! More payment options for customers can only be a win.

Chris Bair

**Keto
Chow**





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It's still early, but we think the Amazon Pay option will be very successful for us ... We will be promoting the new option on our site, our social platforms, and to our email list. We believe it may become our most used payment option.



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little Me





Ready to enable Amazon Pay
for your checkout?

Learn more at bigcommerce.com/amazon-pay

bigcommerce.com

