

A mobile payment system that your customers will actually use

Berlin – March 25. Paymentwall launches Mobile Gateway, a new platform that lets web merchants accept payments from mobile devices – in any country and any currency. Your customers can now buy your products directly from their smartphones without a credit card .

Many people don't like using credit cards on the web, especially from a mobile device. Without an alternative payment method, you can lose around 25% of your sales at the checkout.

Mobile Gateway gives your customer a choice. They can pay with premium SMS, mobile subscriptions or direct carrier-billing. Mobile Gateway is the first platform to offer these services universally, in any country, with seamless currency conversions.

Complicated checkout screens are a conversion killer. The longer a payment takes, the more likely your customer will abandon the sale. Mobile Gateway stops this from happening by reducing the process to a few simple steps. The user interface is sleek, simple and optimized for better conversion rates.

No matter where your customers live, they will always have a local payment option. Mobile Gateway connects directly to the customer's mobile carrier, which means they can pay in their own currency with total security and peace of mind.

Like all Paymentwall solutions, Mobile Gateway connects to a powerful backend, where you can monitor sales and performance data in real-time. This intelligence helps you to optimize price points, improve conversion rates and deliver a better experience for your customers.

"Paying via mobile phone is becoming increasingly popular," said Honor Gunday, CEO and founder of Paymentwall. "We're now moving the technology into its next phase, by creating a global gateway with a single API. Merchants profit from better conversions and payouts, while the end user gets a better experience at the checkout."

About Paymentwall

Paymentwall is the easiest way to get paid on the web, with a range of solutions that help you sell online games, web services and digital goods. The company is headquartered in San Francisco, with offices in Berlin, Istanbul, Kiev and Manila. At the Europas 2013 awards in Berlin, Paymentwall was recognized as the "Best Startup from Outside Europe."