☘ LATERPAY®

User-centric payment solutions for the digital economy

Meet the online payment system that cares about the user experience as much as you do.

With LaterPay, your users are able to purchase digital content and services, or make donations, with a single click—a frictionless experience that turns traffic into transactions.

LaterPay for Publishing enables you to bridge the gap between ads and subscriptions, easily onboard new paying customers, and maximize your revenue.

Users appreciate direct access to online products, services or information without the paywall—in fact, 76 percent prefer to consume first and deal with payment later. With LaterPay, you can provide this service. It can also be used as a supplement to existing subscription models, so you stay in control of your business.

SIX REASONS TO TRY LATERPAY

1 **Convert users into paying customers**

Requiring upfront registration and payment results in customer abandon rates of up to 98%. LaterPay instead defers the registration process until a customer's purchases reach a $5 threshold. Only then, once your content's value is firmly established, is the customer asked to register and pay. This results in shopping cart conversion rates of over 76%. LaterPay's frictionless customer onboarding helps you turn traffic into transactions.

2 **Stay in control of your business**

Set pricing and monetize your content in the way that suits your business best. LaterPay integrates with your unique content experience, so your users remain on your platform. LaterPay supports flexible revenue models including Single Purchase, Time Pass, Subscription, Donations and Contributions.

3 **Focus on content instead of infrastructure**

Don't get derailed by the boring backend of transactions. Let LaterPay handle user validation and tracking, purchase aggregation, invoicing, tax calculation, and data sharing. All are included with the LaterPay hosted service.

4 **We succeed when you succeed**

LaterPay is performance-based and works on a revenue sharing basis—we charge a fair and transparent commission based only on actual revenue generated by paying customers.

5 **Integration options for businesses of all sizes**

LaterPay supports a range of integration options, from plugins for major video and blogging platforms, to our JavaScript Connector, to IT-managed integration via our API. Choose the integration option that best suits your content and site.

6 **Support tailored to your needs**

LaterPay is easily configured via our self-service portal. If you need further assistance, personal onboarding and support is included for all customers via a dedicated manager, who can help you implement and configure your new revenue streams.

Still have questions? Please contact our sales team: sales@laterpay.net
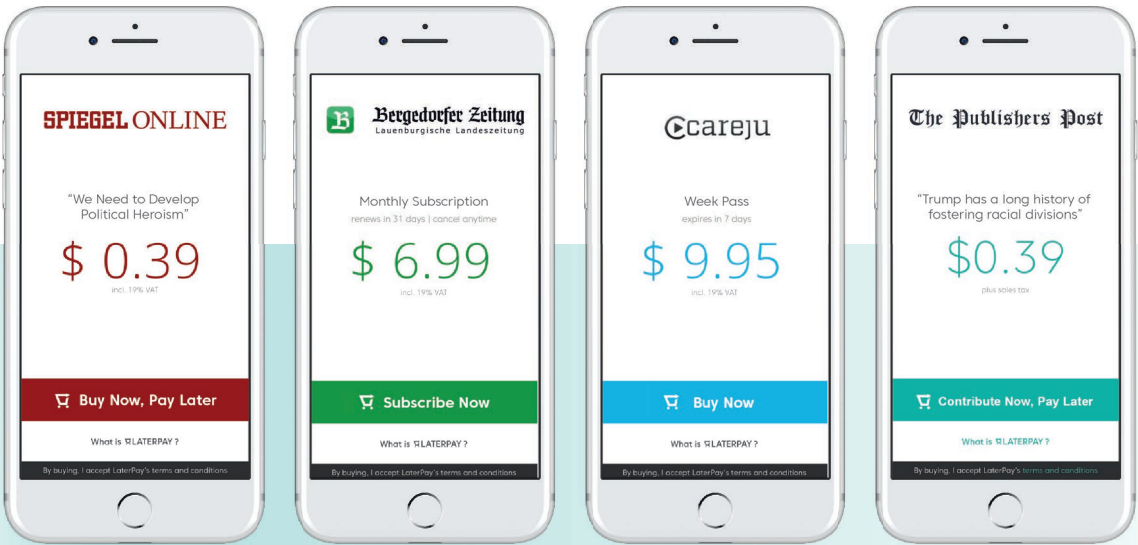
THE LATERPAY PRINCIPLE

Give your users access to any kind of digital content or service immediately with a single click—and pay later. Reduce distractions such as pre-registrations or payment dialogs and create an uninterrupted user experience valued by readers. Since launching in Europe, we've found that 80% of shopping carts that reach a threshold of 5 euros are subsequently paid. Already, 150 publishers all over Europe have substantially increased their revenue working with LaterPay.

"LaterPay is an excellent choice for smaller publishers, and I can only encourage everyone to take the paid-content plunge with this type of payment system."

Ann Kathrin Ziegler
Coordinator Marketing & Sales at Bergedorfer Zeitung, Germany's top regional newspaper

USE CASES

SPIEGEL ONLINE

"We Need to Develop Political Heroism"

$ 0.39
incl. 19% VAT

🛒 Buy Now, Pay Later

What is ⱤLATERPAY ?

By buying, I accept LaterPay's terms and conditions

Bergedorfer Zeitung
Lauenburgische Landeszeitung

Monthly Subscription
renews in 31 days | cancel anytime

$ 6.99
incl. 19% VAT

🛒 Subscribe Now

What is ⱤLATERPAY ?

By buying, I accept LaterPay's terms and conditions

careju

Week Pass
expires in 7 days

$ 9.95
incl. 19% VAT

🛒 Buy Now

What is ⱤLATERPAY ?

By buying, I accept LaterPay's terms and conditions

The Publishers Post

"Trump has a long history of fostering racial divisions"

$0.39
plus sales tax

🛒 Contribute Now, Pay Later

What is ⱤLATERPAY ?

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With our European launch, top publishers have found success with LaterPay.
Now, we look forward to bringing our unique payment system to the U.S. market.

ALL FEATURES AT A GLANCE

Selling Content – Frictionless and highly flexible.		
Selling options and pricing limits	Pay Later – Single Sale	$0.05 – $5.00
	Pay Later – Time Pass	$1.49 – $149.99
	Pay Later – Subscriptions	$0.05 – $5.00
	Pay Now – Single Sale	$1.49 – $149.99
	Pay Now – Time Pass	$0.05 – $5.00
	Pay Now – Subscriptions	$1.49 – $149.99
Currency support	Content provider payouts supported in $USD and €EUR	
	All currencies accepted for content purchasing	
Customer payment methods	Visa	
	MasterCard	
	PayPal	
	Direct Debit	
Customer purchase dialogues	Highly customizable interfaces (layout & text)	
	Option to preview content before asking to purchase	
Special integration features	Sell directly within video players (in-player dialogues)	
	Sell directly within AMP articles in Social Media	

Invoicing Management – Let us do the boring part.	
	Automated customer invoices
	Automated credit note creation
	Automated clearing / payout (weekly cycle)
	Tax handling (VAT/Sales Tax)
	Tax data export

Digital Asset and User Management – Everything's under control.	
	Universal content support (e.g. Sites, Video, Audio, PDF files)
	Automated user access control to content
	FairTrack customer tracking to identify purchases from non-registered users
	Simple user registration process via Social Sign-in (Facebook or Google)
	User accounts for registered customers to see and access purchases, as well as administrate their account.
	Automated email communication (e.g. payment confirmations and expiration reminders)

Analytics – Learn and improve.	
	Live sales statistics
	Top selling assets
	Revenue and shopping cart charts

Setup & Service – Your starting point for our frictionless experience.	
Merchant Service	Personal paid content consulting
	Personal integration support
Integration methods	API, Javascript (Connector), Wordpress plugin, Video-Player Plugin (Flowplayer, JW Player, Vimeo Pro)
Frontend customization	Full layout customization
	Full text-dialogue customization
End-consumer support	Direct email support for all LaterPay-related questions

Legal & Compatibility – We take your business seriously.	
Security standards	PCI-DSS compliant
	SSL encrypted communication
	Fraud detection
	According to U.S. and EU privacy standards
Device compatibility	Full responsive design for all interfaces
	Works in all up-to-date browsers (e.g. Chrome, Firefox, Safari, Internet Explorer, Edge)

Conditions – Designed to have joint incentives.	
	A percentage commission is charged on the income from sales
	No setup or running costs; no license fees
	No minimum contract duration