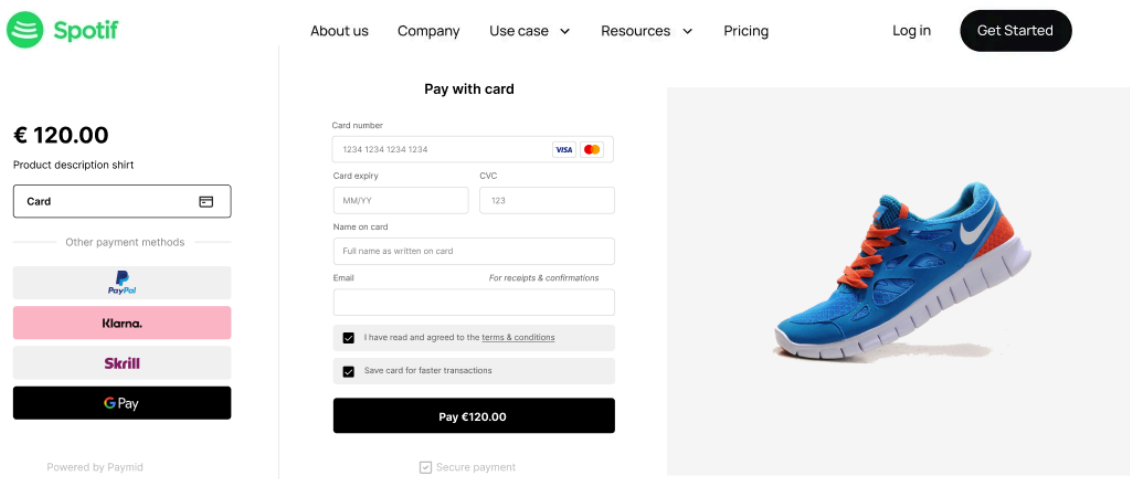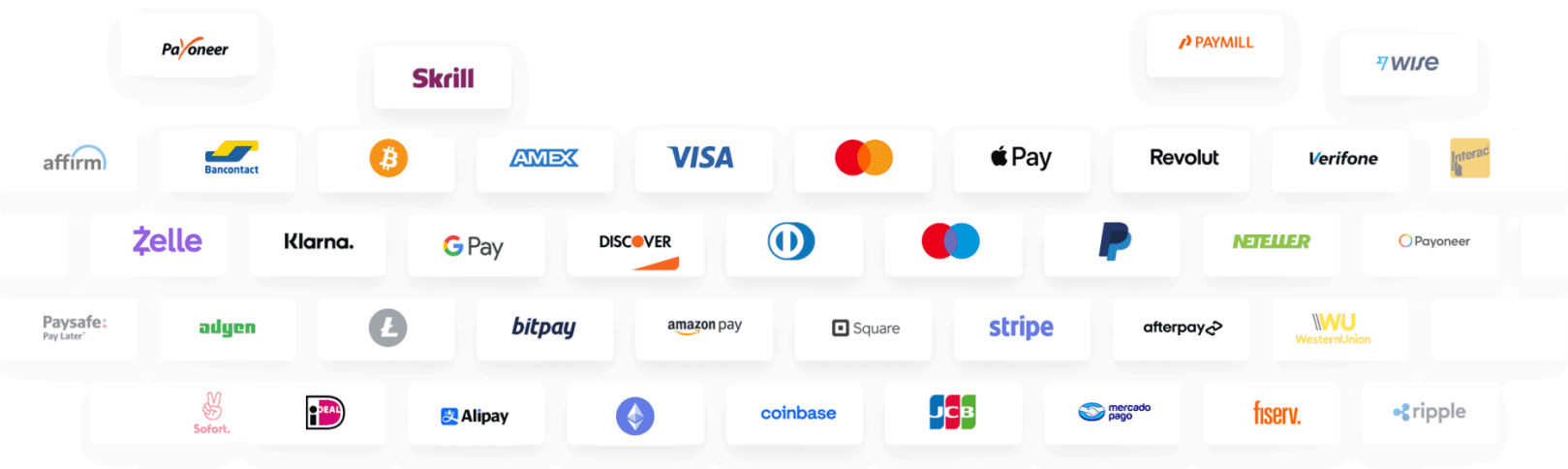# Paymid

Whitepaper

Maximizing Revenue through Payment Orchestration

Executive Summary

Payment orchestration has become a transformative approach in the world of digital transactions, enabling businesses to manage multiple payment providers, gateways, and methods through a single platform. This whitepaper explores the critical benefits of payment orchestration for businesses, focusing on how offering multiple payment options drives revenue growth by meeting diverse customer preferences, reducing payment failures, and simplifying payment operations.

For businesses looking to scale in an increasingly global and digital marketplace, payment orchestration is more than just a convenience—it's a strategic advantage. By leveraging a payment orchestration platform, businesses can ensure an optimal, flexible payment experience for their customers, leading to increased conversions, improved customer loyalty, and streamlined payment management.

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Introduction to Payment Orchestration

The digital payments landscape is rapidly evolving, with consumers now expecting seamless and convenient payment options across channels. From digital wallets and bank transfers to regional payment methods, the variety of payment options continues to grow. To manage this complexity, many businesses are turning to payment orchestration—a centralized platform that consolidates multiple payment providers and simplifies the payment process.

The Role of Payment Orchestration

Payment orchestration platforms allow businesses to connect with multiple payment gateways and payment methods, all through a single integration. By doing so, they enable dynamic payment routing, enhance security, optimize costs, and provide flexibility to adapt to customer preferences. As digital commerce expands, payment orchestration offers a way to meet consumer expectations and improve the checkout experience, driving higher revenue and customer satisfaction.

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Why Multiple Payment Options Matter

## Meeting Customer Expectations

Today's consumers are accustomed to payment options beyond traditional credit cards, such as Apple Pay, Google Pay, local bank transfers, Buy Now, Pay Later (BNPL) services, and cryptocurrencies. Payment orchestration makes it easier for businesses to offer a variety of methods, meeting the expectations of diverse customers and improving the likelihood of completed transactions.

Increasing Conversion Rates

Payment options can be a deciding factor in checkout completion. Studies indicate that nearly 70% of online carts are abandoned, with limited payment options being a major factor. By supporting a range of methods, businesses reduce friction, leading to higher conversion rates and more completed purchases.

Enhancing Customer Loyalty and Retention

Consumers who find their preferred payment methods are more likely to have a positive experience, building loyalty and increasing the likelihood of repeat purchases. Businesses that adopt payment orchestration can quickly respond to changing consumer preferences, maintaining their competitive edge and fostering long-term relationships with customers.

€ 56,004,946.00

● Stripe   ● Nuvei   ● Checkout

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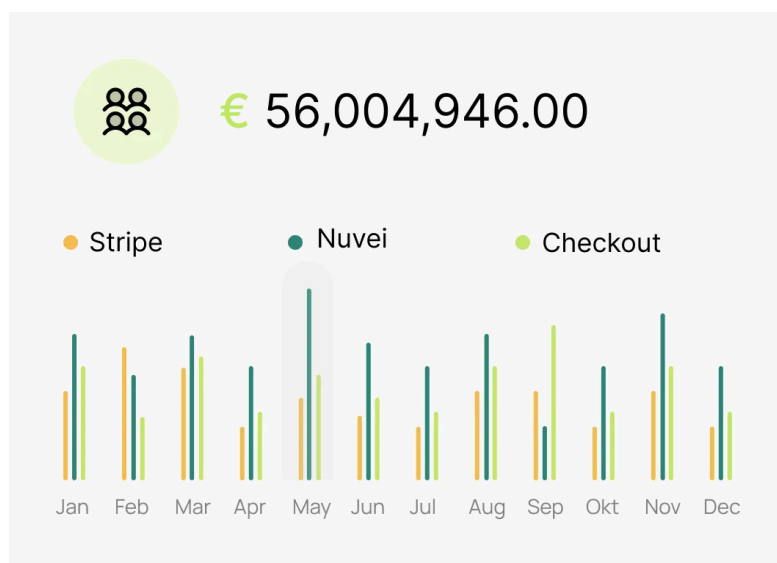
Benefits of Payment Orchestration for Businesses

Unified Payment Management

Managing individual integrations with multiple payment providers can be complex and time-consuming. Payment orchestration platforms offer a single integration that connects with numerous providers, giving businesses centralized control over all payment processes. This simplification allows for more efficient monitoring, reporting, and troubleshooting, saving time and resources.

Increased Revenue Potential

By enabling multiple payment methods, businesses can cater to a wider customer base and international audiences. Adding alternative and localized payment methods has been shown to increase conversions **by up to 30% in certain regions**. When customers have access to their preferred payment methods, they're more likely to complete their purchases, driving revenue growth.

Improved Payment Success Rates

Orchestration platforms optimize payment routing by intelligently directing transactions to the best provider based on factors like success rate, cost, and location. Automatic retries for failed transactions and failover mechanisms improve transaction success rates, reducing lost revenue due to payment failures.

Cost Savings

Payment orchestration platforms allow businesses to route transactions through the most cost-effective provider, which can lead to significant savings over time. The ability to compare rates and prioritize certain providers based on cost considerations is invaluable for businesses processing high transaction volumes.

Reduced Compliance and Security Burden

Managing compliance and security is a complex and costly process, especially for businesses that operate globally. Payment orchestration platforms often come with built-in PCI DSS compliance and security features like tokenization, which help businesses protect sensitive information and reduce fraud risks, all while simplifying regulatory compliance.

Payment Orchestration Use Cases

E-commerce

For e-commerce retailers serving diverse audiences, payment orchestration provides a streamlined way to offer multiple payment methods, improving checkout completion rates. An orchestration platform enables retailers to easily add or remove payment methods based on customer demand and market expansion.

Subscription-based Services

Subscription businesses benefit from payment orchestration's automated retry logic for recurring payments. This feature reduces involuntary churn by ensuring that failed payments are retried through multiple gateways, keeping subscriptions active and revenue steady.

Travel & Hospitality

With international customers who prefer different payment methods, travel and hospitality companies benefit from payment orchestration through optimized routing and currency conversion options. These companies can offer a global booking experience without worrying about payment declines due to geographic restrictions.

Marketplace Platforms

Marketplaces that facilitate transactions between buyers and multiple sellers need flexible payout structures and the ability to support a variety of payment methods. Payment orchestration simplifies the complex flow of funds between parties, ensuring a seamless experience for all users.

Technology Behind Payment Orchestration

Smart Routing

Intelligent routing ensures that each transaction is directed to the most suitable payment gateway based on criteria like location, cost, and gateway performance. This flexibility optimizes payment success rates and reduces transaction costs.

Set routing order
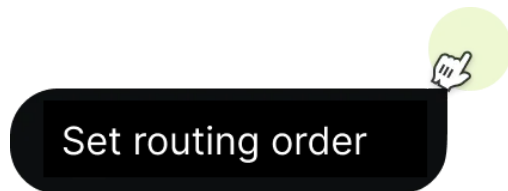
Automatic Retries and Failover Mechanisms

If a payment fails on one provider, the orchestration platform can automatically retry it with another provider, improving transaction success rates. These features are especially valuable in high-volume e-commerce or subscription businesses, where failed transactions can lead to customer churn.

IF	Region = Europe	THEN	STRIPE (1), NUVEI (2), CHECKOUT (3)
OR	Country = UnitedKingdom		

Data Analytics & Reporting

Payment orchestration platforms offer robust data analytics and reporting tools, allowing businesses to track transaction performance, customer preferences, and revenue trends. This data can guide decision-making and help optimize the payment strategy based on real-time insights.

Recovered amount

123,341 €

+ 12.02 %

Last month

Security & Compliance Features

Built-in security features like tokenization, encryption, and fraud detection make payment orchestration a safer option for managing sensitive data. By handling PCI DSS compliance and other regulatory requirements, orchestration platforms reduce the burden on businesses and enhance consumer trust.

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Revenue Impact Analysis of Payment Orchestration

Case Studies and Statistics

Studies show that implementing multiple payment options and intelligent routing through a payment orchestration platform can lead to measurable increases in revenue:

- **A 10-20% increase in transaction success rates** when implementing automatic retries and smart routing.
- **A 30% reduction in cart abandonment rates** when businesses offer a broader selection of payment methods.
- **Increased revenue from international markets** by adding localized payment methods, which boosts conversions in specific regions.

Quantifying Benefits

Beyond raw revenue, payment orchestration can improve key metrics like Average Order Value (AOV) and Customer Lifetime Value (CLV). By ensuring customers have a seamless checkout experience with multiple payment options, businesses can increase the value of each transaction and encourage repeat purchases.

Total Cost of Ownership

Over time, payment orchestration reduces the costs associated with managing multiple payment integrations, including maintenance, regulatory compliance, and security. The consolidated approach of orchestration is typically more cost-effective than managing individual providers, especially for businesses with high transaction volumes.

	Volume	Transactions	Ratio
stripe	€1,203,004 €320,999	1,202 399	79 %
nuvei	€955,293 €410,521	659 437	70 %
Klarna.	€25,039 €24,941	102 100	50 %

Choosing the Right Payment Orchestration Platform

Scalability and Flexibility

Businesses should look for a platform that can scale with their growth, supporting new payment providers and channels as needed. An ideal solution should offer flexibility, allowing businesses to tailor their payment offerings based on market demands.

Integrations and Compatibility

It's essential for the platform to integrate seamlessly with existing systems, such as e-commerce platforms, ERPs, and CRMs. This compatibility allows businesses to manage payments within their existing tech stack without disrupting operations.

Customization and Control

Businesses need the ability to set custom rules for routing, retries, and fraud prevention. This level of control is essential for optimizing payment processes and ensuring that the platform aligns with unique business needs.

Non-Payment Functions

Payments are the key essential features that any payment orchestration platform should offer. However, having other key solutions available such as transaction monitoring, verification solutions and potentially dynamic currency conversion is key in making the most benefit of any orchestration method available.

Sales

$	44,928.00	USD
£	38,922.00	GBP
€	18,600.00	EUR
₹	120,220.00	YEN

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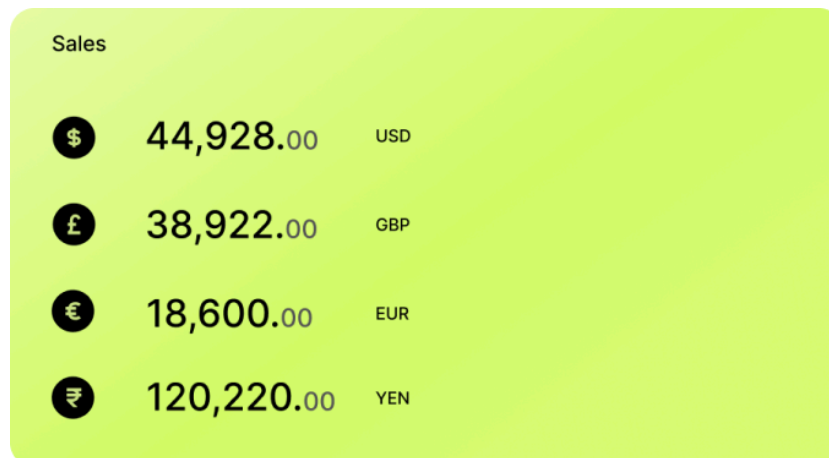
Conclusion

In a competitive digital landscape, payment orchestration is a powerful tool that enables businesses to meet consumer demands, optimize payment processes, and increase revenue. By centralizing and simplifying payment management, businesses can improve transaction success rates, offer flexible payment options, and streamline compliance. As consumer expectations continue to evolve, businesses that adopt payment orchestration will be better positioned to drive growth, retain customers, and succeed in the global marketplace.

Paymid can help businesses of any size or location to boost their payments by offering hundreds of already integrated payment and non-payment solutions through its PCI DSS Level 1 certified gateway.

If you are considering switching to an orchestration platform or if you have any questions you can reach out to us at any given time to book in a call, or click the button below.

Contact Us