IntelliPay®

From Zero to Online Payments

Business is online. We read about it everywhere. Ecommerce is exploding, and more business transactions are shifting to digital every day.

Having an online business is essential to marketing your business. An overwhelming majority of consumers and businesses now start their search for products and services online. Not having a website gives the impression that you are no longer in business.

40% of Small Businesses Do Not Have a Website

Yet, in the face of overwhelming evidence of how people learn about a business, 40% of all small businesses don't have a website. Thirty-five percent of small business owners feel their business is too small for a website. Whether your company sells directly to consumers locally or you provide products and services to other businesses, you need to make it easy for people to find, learn about, and choose to do business with you.

Top 5 Reasons You Need a Website

- Be Found: 97% of product/service searches start online (SCORE)
- Credibility: 84% of consumers believe a business with a website is more credible than one with just social media page. (Verisign)
- More Customers: 77% of small businesses with a website find it a great way to find new customers (Verisign)
- Grow Business: Reach customers out of your normal service area. 81% of SMB's say that a website has helped them grow their business. (Verisign)
- Competitive Advantage: Getting your message out to more customers where they are looking for your products and services is a key competitive advantage. A website is like having multiple locations with customers eager to do business with you.

Choose a Domain Name

Now that you are ready to build a site, the first step is to choose a domain name or web address. Take the long-term view; this decision is a key step since this is how your customers will find you online now and in the future.

In addition to picking a brandable and memorable name that isn't already in use by another company, you will need to decide which domain extension works best for your business; .com, .net, .us, .biz, etc. Then online domain registration sites like domain.com, Bluehost, HostGator, and Godaddy.com are a few of the sites you can use to research and register a domain name. See links in the appendix 1.

Pro Insight #1

Tips for Picking a Domain Name

- Do your research
- Think like a visitor
- Make it brandable
- Make it memorable
- Choose the best extension
- Claim your name in all possible ways

Source: bluehost.com

Take Time To Plan

Once you have a domain name, you are ready to build out your site. However, before you get anxious, it is essential to do your research and decide what features your website should include. At a minimum, experts recommend including a “product or services page”, an “about us” and “contact us” page.

We also strongly recommend that you consider adding options for customers to buy from and pay you online.

Online Tools Make Building Your Website Easy

You have many options that make it easy to build a site. These site-building tools don’t require technical skills or a degree in design. They provide pre-designed templates where you can drag and drop your images and text into the template.

Domain registration companies like GoDaddy and BlueHost have site building tools as do services dedicated to building sites like Wix, Squarespace, SITE123, Hibu, and WordPress. We recommend the pros at Mainstreet Computers when outsourcing the work of building of your website. Web developers can also be found by searching Fiverr.com or Upwork.com. See the links in appendix 1.

Images Are Important

We recommend you carefully consider the type and location of images on your site.

Use of your high-quality images is preferred; however, you can find and buy great high-quality images in the site-building tools or from sources like Adobe Stock, ShutterStock, and 123 RF. See the links in appendix 1.

On a limited budget? There are also image sites like Pexels and Unsplash. Caution: With stock photography, you run the risk of your images appearing on other websites, possibly even your competitor’s website.

Pro Insight #2

Tips for Picking Images

- **Use Emotional Images**
- **Don't Use Bad Stock Photos**
- **Always Go Human**
- **Don't Think About Yourself**
- **Choose Images That Support Your Goal**
- **Don't Forget to Test Your Images**
- **Go for High-Quality and Clear Images**

Source: automationagency.com

Content is King

As important as images are, the right content is king. People are searching online for answers to questions they have. The better you can address their concerns, the higher your site will rank with Google.

What is Content?

Website text, blog posts, infographics, videos, whitepapers, case studies, and customer testimonials are all examples of content.

Make a List

Before writing anything, we recommend you make a list of all the content you currently have and a list of what you think you might need for your website.

Research the Competition

Next, research your competitor's sites to see what images, graphics, videos, keywords, etc. they are using. Use free tools like Ubersuggest to validate your research and that your keywords will rank well.

The Inverted Pyramid Model

When writing text keep in mind site visitors have short attention spans—they'll decide whether your site has the information they need in seconds.

Structure your content like an upside-down pyramid or cone. The most important messages go at the top of the page. Then, gradually drill down to the more specific, supporting information. End with unrelated details.

Write in Short Sentences

Sentences should be 35 words or fewer. According to webpagefx.com, the average American adult reads from a 7th to 9th-grade level. Leave out the jargon and write easy to read and access content to appeal to a broader audience.

Pro Insight #3

11 Tips for Developing Great Content

1. **Know your audience**
2. **Follow the "inverted pyramid" model**
3. **Write short, simple sentences**
4. **Stick to the active voice**
5. **Show, don't tell**
6. **Nix the jargon**
7. **Mix up your word choice**
8. **Make text scannable**
9. **Incorporate multimedia**
10. **Layer website content**
11. **Leave them wanting more**

Source: jimdo.com

Why Do I Need Online Payments?

The answer is straight-forward. If you want to sell more of whatever you are selling faster and make it easier for you and your customers, you need to accept online payments.

Getting Started

There are two things you will need to get started with payments; a merchant account and a payment gateway.

Merchant Account

A merchant is anyone who accepts digital payments. A merchant account is a special bank account where the funds from card sales are collected before they are transferred to a regular bank account.

A merchant account enables digital payments from a variety of different channels.

To open a merchant account means you sign an agreement with an issuing bank directly or through their third-party representative. By signing the merchant agreement, you agree to submit to the issuing bank's underwriting and approval process.

The process of setting up a merchant account can take up to 2-4 weeks, although some payment gateways like IntelliPay can get you set-up with your merchant account in as little as 72 hours.

Payment Gateway

Armed with your new Merchant account, you now need to find a payment gateway. But first, we'll start with some definitions that will make how a payment gateway operates easier to understand.

Definitions

Cardholder: The cardholder is your customer who wants what you are selling and starts a transaction.

Issuing Bank: The bank that issues cardholders debit or credit cards for card brands or networks like VISA or Mastercard, etc.

Acquirer: The acquiring bank is the bank that set-up your merchant account. The acquiring bank passes your transactions to the issuing bank for payment.

Card Not Present: The cardholder does not swipe, dip, or insert their card into a credit card machine.

Card Present: The card is at the point of sale and the cardholder swipes, dips, or inserts their card into a credit card machine or terminal. Contactless or NFC payments are considered card-present transactions.

PCI Burden: PCI is a data standard set up by the largest card networks to safeguard card data. Compliance with the PCI standard applies to all parties in a card transaction. If card data isn't collected or stored on a merchant's systems, the majority of the PCI compliance burden is shifted to the gateway.

What is a Payment Gateway?
A payment gateway is a middleman between you and your customer; ensuring any transaction is completed securely and efficiently.

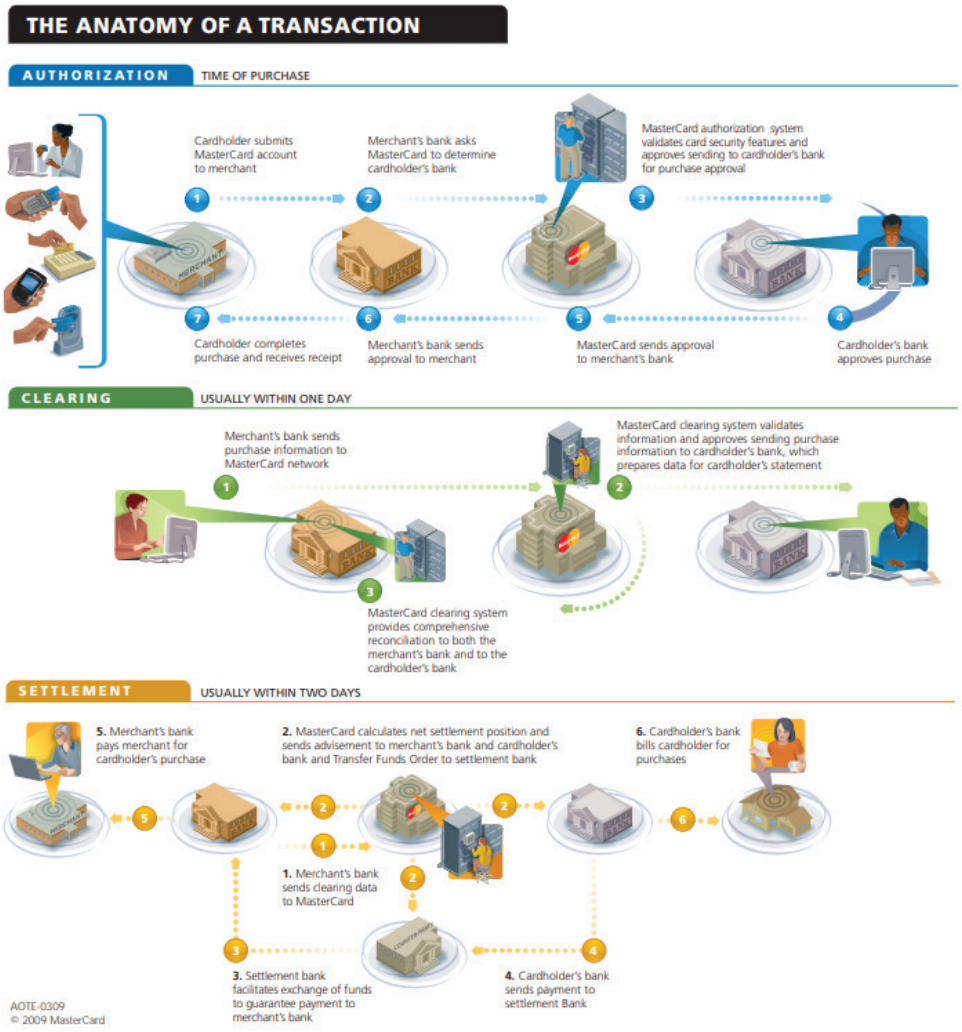
How does a Gateway Work?
A payment gateway is an interface between a merchant's website and its acquirer. Payment gateways encrypt sensitive credit card details and securely transmit the data from your website to the acquiring bank and the issuing bank.

Why Payment Gateways Matter

Card not present transactions are riskier due to fraud and chargebacks. Payment gateways like IntelliPay use data encryption to keep sensitive card data secure as it moves between you, the acquirer, and the issuing bank. A gateway also protects merchants from expired cards, insufficient funds, closed accounts, and exceeded credit limits.

A card transaction is more than a simple swipe, dip or tap. There are three parts to each transaction: Authorization, Clearing and Settlement. Each part has multiple steps and participants each charge a fee for their role.

Processing Costs



From the graphic above, we learn that there are multiple parties involved in a transaction. Each entity is charging a fee for their services. When these transaction fees are added together, they are commonly known as processing fees. See Appendix 2 for a list of typical fees. Processing fees claim 3% to 5% of every sale and can have a devasting impact on profit margins.

For many businesses, especially e-commerce companies, processing fees rank in the top 5 of business expenses. Rewards cards now used in most transactions, along with their higher fees, are a contributor to ever-rising processing costs.

The Fees on Rewards Credit Cards are Higher than Other Forms of Payment
It has been estimated that rewards cards are used in 90% of all sales. Which means your shrinking margins are subsidizing someone else's cashback and travel rewards.

Payment Models

You may be thinking now that if I want to take cards, I need to pay fees. And up until recently, you would be right. However, intelligent payment software and recent changes in regulations have made it possible for merchants to shift processing costs by adding a fee to a transaction. The addition of fees is 100% legal and card network compliant when managed by platforms like IntelliPay.

The fees a business can add to a transaction vary by industry, level of competition, transaction type, and geography. There are five fee or payment models:

- Traditional (Absorb) Fee
- Service Fee
- Surcharge Fee
- Convenience Fee
- Site Fee

Starting below, we'll explore each model and its pros and cons.

Traditional (Absorb) Fee

The most commonly used model. The merchant pays or absorbs all the processing costs as a cost of doing business.

Pros	Cons
• Easy-to set-up • Single merchant account • Simple compliance • No restrictions – available nationwide	• Merchant pays all the processing related costs • Cash and non-card paying customers subsidize credit card sales • Margins decrease every time rates go up – rates are reviewed twice a year

The fees a business can add to a transaction vary by industry, level of competition, transaction type, and geography.

Payment Models

Service Fee

Service fees are subject to VISA rule ID #0029275 which spells out how governments and educational institutions can charge credit and debit cardholders a fee on each transaction. Service fees are either a fixed dollar amount or a percent of the transaction fee for payment of taxes, fines, fees, tuition, etc.

Pros	Cons
• Legal and card brand compliant way to shift processing costs to cardholders • Eliminates processing costs – a no-cost processing solution • Can be added to debit and credit card transactions • No state restrictions – available nationwide	• Only for ***government and educational institutions*** • Limited to the following merchant classifications or MCCs: 8211; 8220; 8244; 8249; 9211; 9222; 9311; and 9399 •

Surcharge Fee

Under the surcharge fee or FairPay option, the merchant collects the fee and uses it to offset their processing costs. According to card network rules, surcharge fees can only be added to credit card transactions.

Debit, gift and prepaid card, and check transactions cannot be surcharged. Surcharges can be equal to the merchants' actual cost of processing or up to 3% (2% in Colorado). Merchants are not to profit from surcharges. Currently prohibited in Connecticut, Massachusetts, and Puerto Rico. Other states and cities may have additional rules or regulations.

IntelliPay offers a surcharge calculator at www.IntelliPay.com where businesses determine their effective rate.

Pros	Cons
• 100% legal and compliant way to shift processing costs to cardholders • Eliminates expensive processing costs • Improves margins • Levels the playing field for cash and debit card paying customers • Shifts processing costs to the cardholder who chooses convenience	• Limited to credit card transactions only • Prohibited on prepaid, gift and debit card transactions • Prohibited in Connecticut, Massachusetts, and Puerto Rico • Requires processor with experience in fee-based options

Convenience Fee

A convenience fee enables the merchant to charge a flat fee that is levied for the privilege of paying for a product or service using an alternative payment channel, or a payment method that is not standard for the merchant. Under the convenience fee option, the merchant collects the fee and uses the fee to offset their processing costs.

Movie theaters, for example, typically sell tickets face-to-face in the box office. However, if a movie theater gives customers the alternative option of paying by phone or online using a credit card, then that theater could charge a "convenience fee." So technically, the customer is not paying for using their credit card, but for the privilege of using the pay-by-phone or online option.

Pros	Cons
• Card brand compliant • Flat fee • Can be added to debit and credit card transactions • Eliminates merchant fees for payments made through alternative payment • channels • Improves margins • No state restrictions – available nationwide	• Fees can only be charged on payments made through alternative payment • channels • Not applicable to all industries or business types

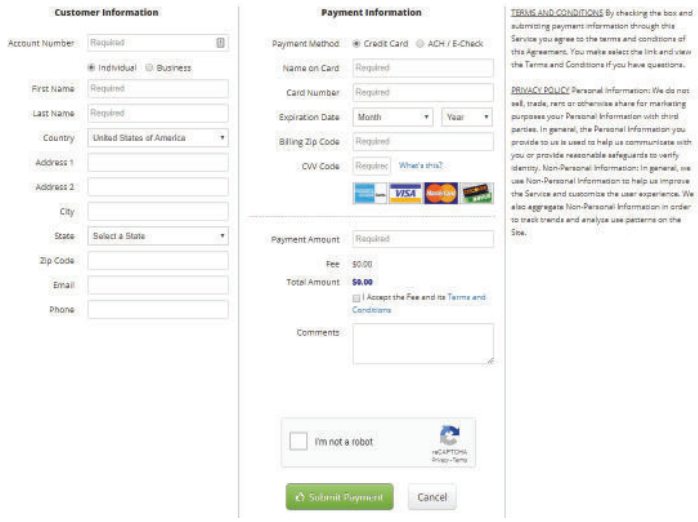
Online Payment Options

Payment solutions that are available through IntelliPay:

Hosted Web Page /Online Payment Page

An online payment page is a stand-alone solution where customers are re-directed from your website when they check out. For example using a payment gateway, the transaction data is captured on IntelliPay's server reducing your PCI compliance burden.

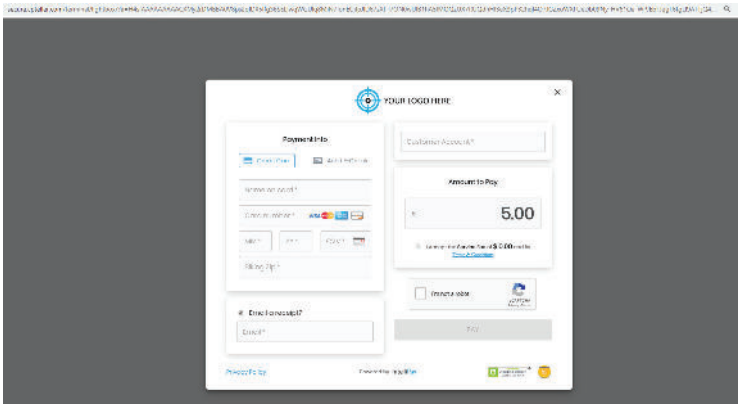
IntelliPay pages can be branded, customized, and set-up with payment models that shift processing costs to the cardholder, reducing or eliminating card processing costs.



LightBox

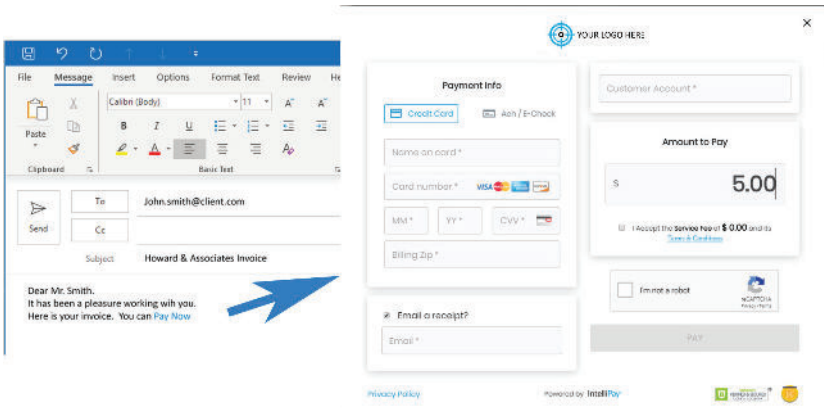
IntelliPay's platform can also be integrated with your systems. When a customer clicks to complete a transaction, a small window or lightbox opens over the web page instead of a redirect to a payment page which results in a faster check-out.

Pages can be branded and set-up with payment models that shift processing costs to the cardholder, reducing or eliminating card processing costs.



OneLink

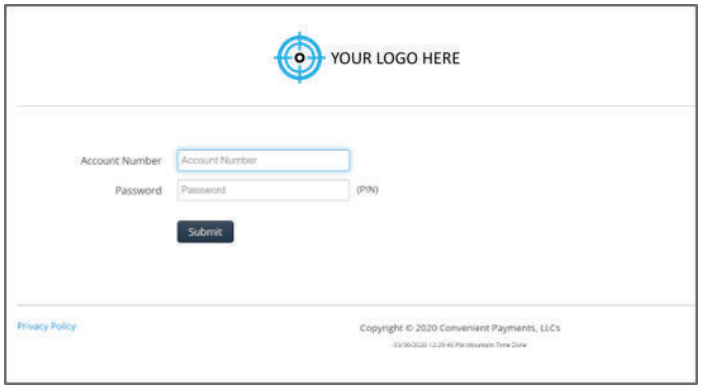
Used with any email software, IntelliPay's OneLink On-Demand Payment feature allows you to send a secure payment link directly to your customer with your invoice. OneLink emails create an urgency to pay now, speeding payments and improving cashflow.



Customer Portal

The customer portal gives you complete control over the payment experience. Branded with your logo, portal pages give your customers peace of mind while completing their transactions.

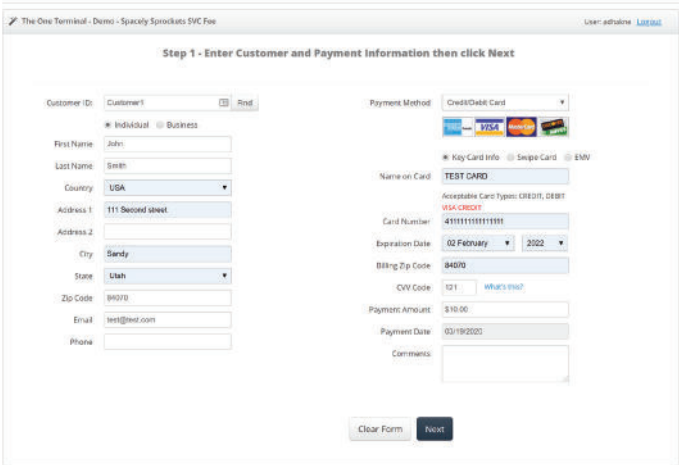
You can process in-person and phone payments and set up cardholders for recurring or scheduled transactions



The One Terminal

The One Terminal is a hosted solution your employees use to accept in-person ACH, credit card and debit card payments.

Employees can also schedule recurring payments or set up an installment plan for your customers either in person or over the phone. The One Terminal is 100% EMV compliant and fully integrated with card terminals from IDTech and Verifone.



Making the Right Choice

The right solution for your business depends on variables that are beyond the scope of this guide.

We recommend talking to an experienced payments expert who can help you put together a solution customized to your business.

For a free consultation and demo of the IntelliPay platform contact our payments experts by calling 855-872-6632 or by emailing sales @IntelliPay.com

Pro Insight #4

4 Questions You Need To Answer

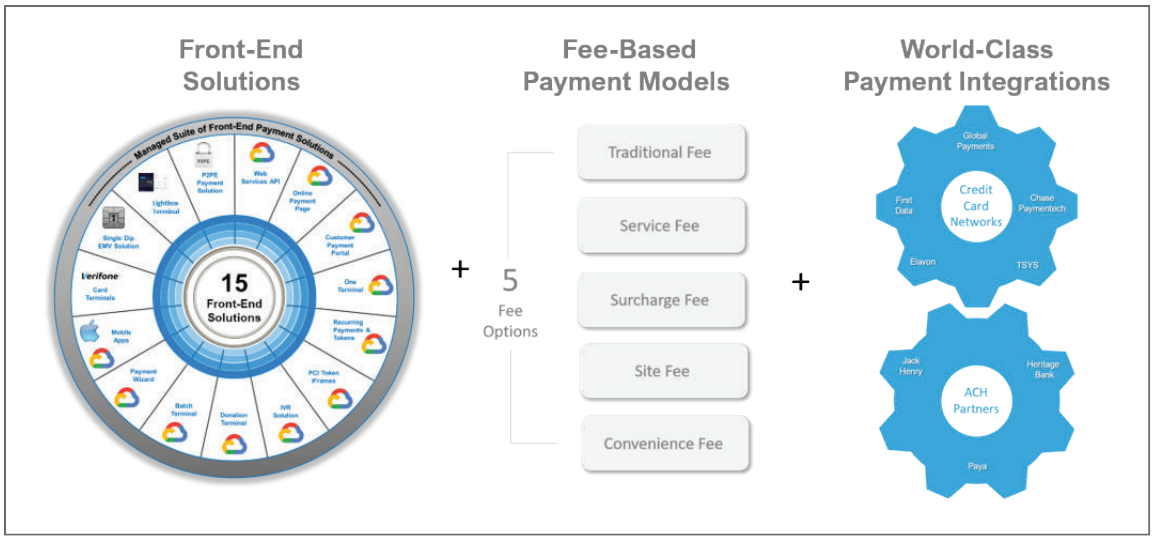
1. Do you want or need a stand-alone or integrated payment solution?
2. Do you need or want to set-up recurring payments or installment plans?
3. Do you need or want an integration solution that works for card present and card not present transactions?
4. Do you want to shift processing fees to the cardholder?

The IntelliPay Advantaqge

Customizable and Scalable to Grow with Your Business

IntelliPay's payment platform is fully integrated into our payment gateway. We make it easy to accept credit, debit, ACH, or eCheck payments online by mobile, text, and IVR. Traditional and fee-based payment models give you a choice to shift processing costs to the cardholder or to have your business pay all the processing fees. Our advanced reporting and management tools help you manage multiple locations or departments and control your payments environment.

Our Google cloud-based platform and integrations with the largest providers in the industry, provide an unparalleled level of scalability and security that dynamically grows as you grow.



What We Do

IntelliPay streamlines the entire payment process. We offer an all-in-one solution from card terminals to mobile and online payments and API integration, all backed by a dedicated U.S. support team. Our single payment platform eliminates patchwork integrations, standardizes equipment, and provides a single point of contact for support while unifying payment monitoring and reporting.

What We Won't Do

We won't lock you into exclusive merchant accounts, proprietary equipment, or a limited set of payment models. To learn more or to schedule a demo,email the IntelliPay sales team at sales@intellipay.com.

Not all payment processing platforms offer an all-in-one solution from a single vendor. Platforms that merge multi-vendor solutions are more complicated to use, are less adaptable to changing needs, and often result in multiple touchpoints for support. IntelliPay owns, maintains, and supports its proprietary software and gateway.

Appendix 1 - Resources

Domain Registration
https://www.domain.com/

https://www.bluehost.com/

https://www.godaddy.com/

https://www.hostgator.com/

Online Stock Images
https://stock.adobe.com/

https://www.shutterstock.com/home

https://www.123rf.com/

https://www.pexels.com/

Site Builders
https://www.wix.com/

https://www.squarespace.com/

https://www.site123.com/

https://hibu.com/

https://wordpress.com/

Professional Site Builders
https://mainstreetcomp.com/web-services.html

https://www.fiverr.com/

https://www.upwork.com/

Creating Content
https://contentmarketinginstitute.com/2019/06/creating-valuable-content-checklist/

https://neilpatel.com/blog/a-17-point-content-marketing-checklist-proven-to-boost-your-engagement

Appendix 2 - Processing Fees

Three Main Fee Types

Transaction fees: Transaction fees are the sum of the interchange rate, the assessment fee, and the payment processor markup. Frequency: Every transaction

Flat fees: Flat Fees are the fees that Payment Gateways charge for using their service. Frequency:

Monthly

Incidental fees: Incidental fees charged by the payment processor when a current condition occurs. Examples: chargebacks and non-sufficient funds. Frequency: when needed
Not all the fees appearing here are charged to every merchant. This list details the fees that may be charged.

Transaction Fees
Interchange Fee: Non-negotiable fee charged by the issuing bank – Percentage and Fixed amount per transaction.

Assessment Fee: Non-negotiable fee charged by the card network – Percentage and fixed amount varies by transaction type and method. Usually combined with the interchange rate and know as the interchange fee.

Processor Mark-up: Negotiable fee charged by payment processors. Tiered, Interchange Plus and Flat Rate plans.

Flat Fees
Recurring
Monthly or annual account fees: Charge to keep your account open

Monthly minimum processing fee: The difference between how much you incurred in processing fees and a monthly minimum.

Terminal lease or rental fees: Credit card machine lease or rental fees. credit card terminal.

Withdrawal fee: A processor may impose a fee if you move funds from your payment processor account into your business bank account.

Payment gateway provider fee: Fee charge by a payment gateway provider.

Statement fees: Fee for paper or online statements.

IRS reporting fee: Fee to report transactions to the IRS and prepare requisite tax reporting forms.

Payment card industry (PCI) fees: Fee charged for payment processor provides support to ensure PCI compliance.

Appendix 2 - Processing Fees

Credit Card Processing Costs

Flat Fees continued

One Time

Account setup fee: Processor charge to cover the cost of setting up a merchant account.

Terminal purchase fee: Processor charges for buying credit card terminals or equipment

Cancellation fee: Charged by the payment processor for early termination of a contract

Incidental Fees

Cardholder dispute fees: Processors may charge you a fee each time a customer disputes a transaction

Chargeback fees: Fee for customer initiated chargebacks or refunds

Non-sufficient funds fee (NSF): Fee charged if a merchants business banking account does not have sufficient funds to pay for processor services

Batch payment processing fee: Small fee charged for every batch of credit card transactions submitted to the processor.

Appendix 3 - IntelliPay Integrations

Non-Integrated

- Online Payment Page
- One Terminal
- Donation Site
- Payment Wizard
- IVR
- Mobile Apps

Semi-Integrated

- Lightbox Modal
- Hosted webforms
- Payment Portals
- IVR
- Mobile Apps

Fully-Integrated

- API/Web service
- IVR

API Integrations

- RESTful Apps
- SOAP
- Lightbox Terminal
- Token iFrames
- Hosted Web Forms
- Card Not Present
- Card Present

Lightbox Integration

- PHP
- PERL
- CFML
- RUBY
- C# .NET
- VB.NET
- Node.js
- Any Additional Languages

Terminal Integrations

For in person or without computer or workstation payment acceptance, we offer a line of integrated credit card machines.

Developers can find documentation at https://intellipay.com/developers/

Have specific integration requirements?
Call 855-82-6632 or email sales@intellipay.com