worldpay
for platforms

Revenue Boost

Improve profitability and optimize digital shopping experiences

9%

of shoppers abandon cart due to false payment declines

42%

of shoppers are hesitant to return to a website after a false payment decline[2]

80%

of merchants use false declines as a key success metric[3]

~70%

of falsely declined transactions are difficult to recover[3]

~60%

of firms cited adverse effects on their company's reputation, staff workloads, and expenses associated with tracking and resolving failed payments[3]

False payment declines negatively impact business success — from reputational damage and increased expenses to profit loss and customer dissatisfaction.

What it is

Revenue Boost from Worldpay for Platforms is a managed solution for card-not-present (CNP) transactions that provisions, stores, and manages network tokens. With Revenue Boost, you can significantly improve profitability and increase the likelihood of repeat purchases and customer loyalty.

Revenue Boost helps you

1. Increase payment authorization rates by an average of ~2%[3]
2. Reduce interchange fees with incentives from card networks
3. Remove checkout friction and optimize digital payment experiences

2.1%

average increase in CNP authorization rates with network tokens[3]

Reduce interchange fees with card network incentives

For card networks, network tokens provide extra security and reduce reported fraud rates by nearly 30%.[3] Therefore, some card networks, such as Visa, offer reduced interchange fees when network tokens are used.

Remove checkout friction and optimize digital payment experiences

Revenue Boostr reduces checkout friction and optimizes card-not-present (CNP) payment experiences, enabling more convenient and secure transactions.

1 Baymard Institute, 49 Cart Abandonment Rate Statistics 2024
2 Fintech Times, Brand Trust is "Seriously Damaged" Following a False Decline: 42% of Consumers Won't Return
3 PYMNTS Intelligence, Fraud Management, False Declines and Improved Profitability
4 PYMNTS.com, Why Network Tokenization is eCommerce's Newest Essential

How it works

Step 1
Transaction is sent to Worldpay using existing security tokens or PAN data

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Step 2
Revenue Boost looks for a match between PAN data or security token and a Network Payment Token (NPT)

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Step 3
Worldpay sends NPT to card networks

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Step 4
Payment is approved, maximizing customers' payment authorization rates, interchange fee savings, and digital shopping experiences

Token exists

No token

Revenue Boost requests token from card network

Token is received and stored for the next transaction

Why Worldpay for Platforms

Worldpay for Platforms empowers software companies to seamlessly integrate and embed payment and financial experiences into their platforms. We're trusted by software platforms of all sizes to accept payments, manage and grow financial services while achieving hypergrowth and loyalty. Annually, we process over 4 billion transactions. To learn more about us, visit platforms.worldpay.com.

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