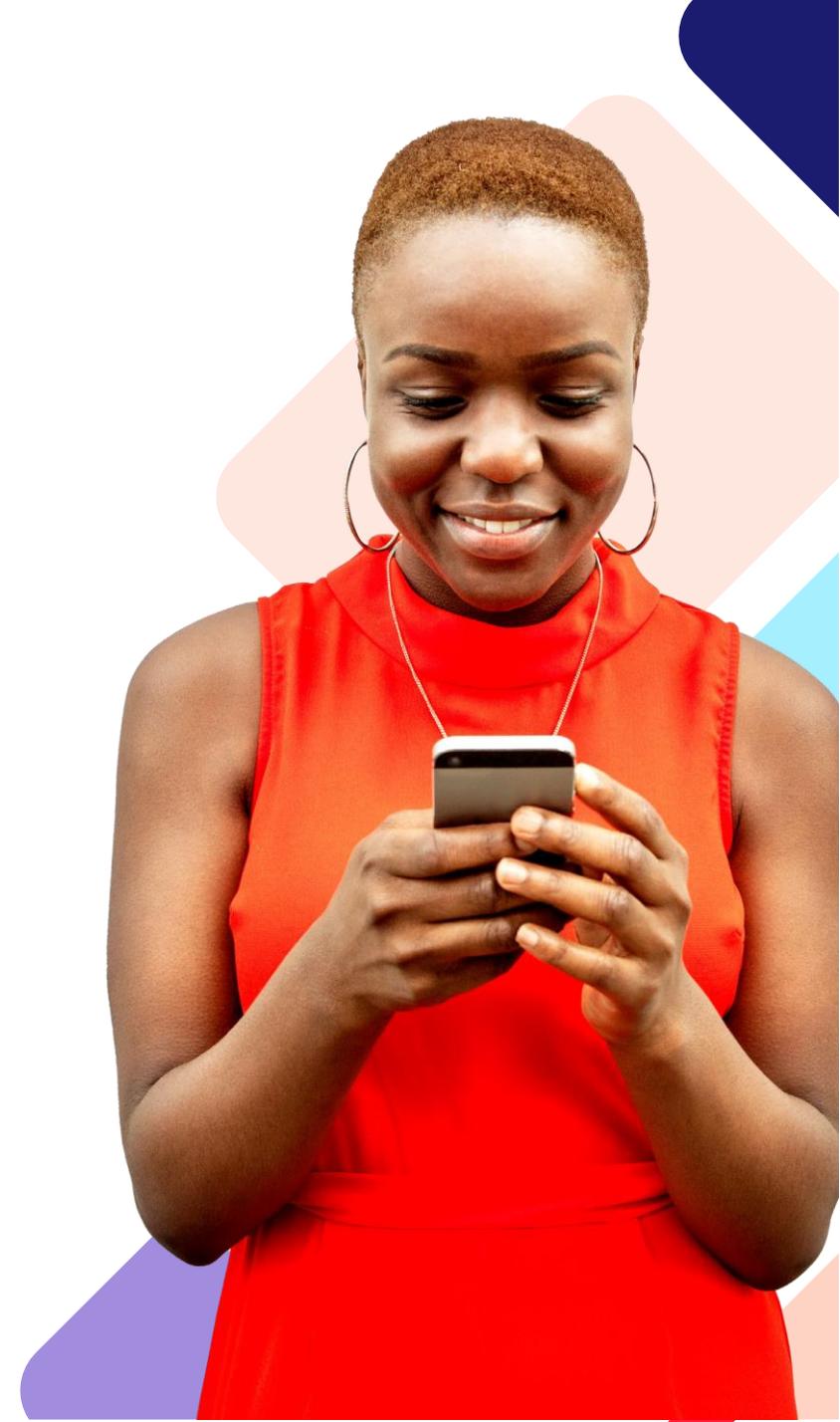


Text-to-Pay for partner marketers

Marketing playbook

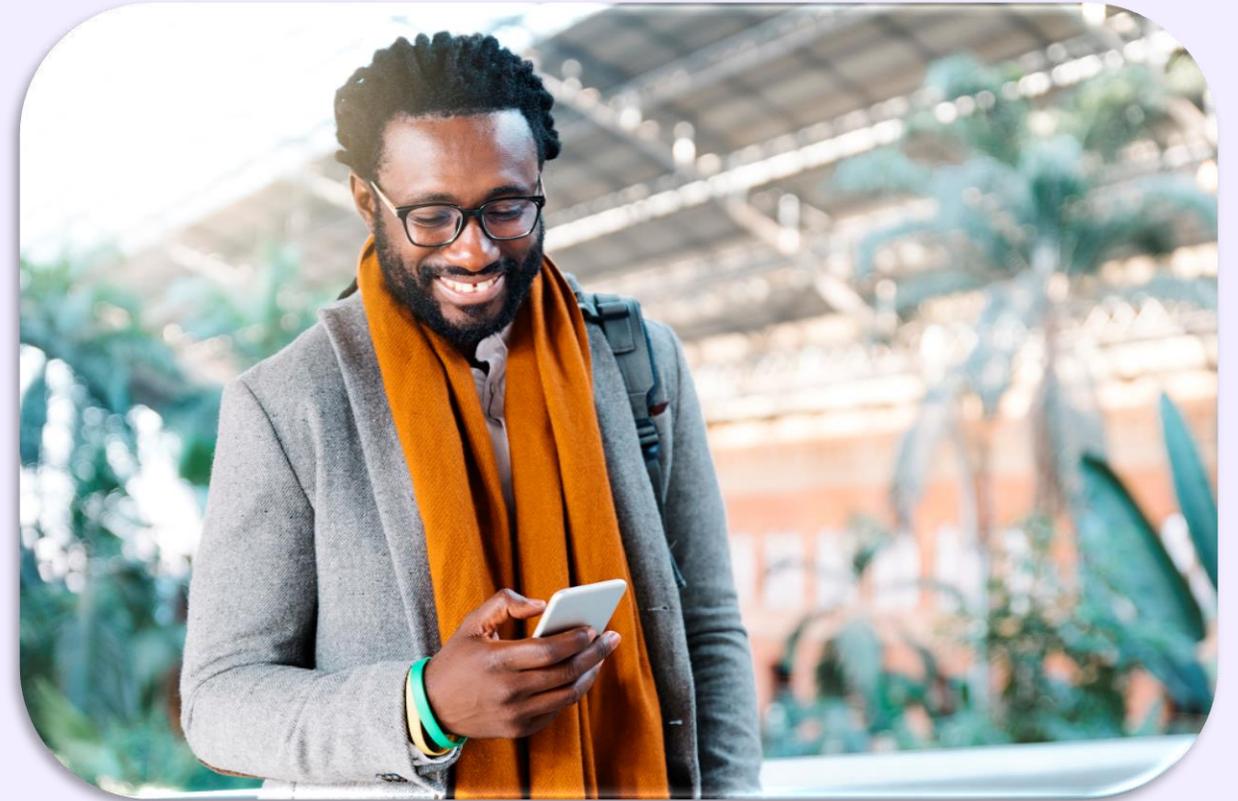
An overview of your Text-to-Pay solution,
marketing tools and resources



How to activate and promote Text-to-Pay

Empower your platform and help your merchants drive engagement with **Text-to-Pay**—a seamless, secure way for their consumers to pay directly via text message. With Text-to-Pay, you enable effortless and accessible payment experiences that boost conversion rates and build loyalty for your merchants.

This playbook equips you with the essential tools, messaging, and best practices to successfully promote, adopt, and activate Text-to-Pay. Use these resources to highlight its unique benefits, position your platform as the leading choice for modern, mobile-first payments, and enable your merchants to build stronger relationships with their consumers and drive repeat business.



Contents

- 1** Text-to-Pay 101
- 2** How it works
- 3** Marketing toolkit overview
- 4** Contact us

Text-to-Pay 101

This sections provides you with an overview on what Text-to-Pay is, how it works, why it's important and common business challenges it solves for.

About Text-to-Pay

Increasingly, people prefer to pay and engage via text. Text-to-Pay meets the demands of today's consumers, while accelerating billing and payment collection.

What is it?

Text-to-Pay is a white-label solution that empowers you, and your customers, to engage consumers and accept payments via text. With Text-to-Pay, you can leverage Worldpay's ecosystem and infrastructure (from onboarding to support), and your customers can:



Strengthen consumer engagement



Improve revenue cycle management



Accelerate speed-to-payment



Lower operational costs through automation and scale



Text-to-Pay from Worldpay for Platforms

WHAT IT IS

White label solution that empowers businesses to engage consumers and accept payments via text.



VALUE PROPOSITION

Modernize your billing, payment, and engagement experiences via text.

Strengthen consumer engagement, increase speed-to-payment, improve revenue cycle management, and lower operational costs (i.e., labor, paper, and postage) through automation and scale.

WHY TEXT-TO-PAY

#1 Securely modernize billing, payment, and engagement experiences

Consumers do not un-learn convenience and most check their text messages 10 times per day². Engage them with secure and convenient text-based billing and payment experiences that boost retention and loyalty.

#2 Increase speed-to-payment and improve revenue cycle mgmt

Eliminate the delays of traditional mail and reduce the risk of overlooked emails. Receive prompt, timely payments that accelerate cash flow and improve revenue cycle management to strengthen your overall financial stability.

#3 Automate payment collection to scale and reduce operational costs

Collect payments faster with fewer resources. Automate and scale payment collection while reducing operational costs, such as labor, paper, and postage.

#4 Leverage Worldpay technical infrastructure

Text-to-Pay is a Worldpay provided solution. Meaning, Text-to-Pay is fully integrated into the Worldpay ecosystem, including onboarding and support.



Payment-related business challenges that Text-to-Pay solves

CHALLENGE

Delayed and delinquent payments. Unpredictable cash flow.

Delayed and delinquent payments restrict cash flow, often forcing costly borrowing to maintain operations. Payment uncertainty creates both operational inefficiency and financial vulnerability, preventing investment in opportunities critical for future success.

SOLUTION

Secure faster payments. Boost cash flow.

Eliminate postal lag and overlooked communications, securing faster payments that boost cash flow and streamline revenue management.



CHALLENGE

Manual payment collection. Human errors.

Manual payment collection requires time-consuming administrative tasks: generating and mailing invoices, tracking payments across systems, making repetitive follow-up calls, and reconciling payments. These manual processes often lead to human errors and costly accounting problems.

SOLUTION

Secure faster payments. Boost cash flow.

Eliminate postal lag and overlooked communications, securing faster payments that boost cash flow and streamline revenue management.



Payment-related business challenges that Text-to-Pay solves

CHALLENGE

Consumer indifference. Competitive vulnerability.

When consumers are disengaged, they view the relationship as purely transactional, showing little interest beyond the basic exchange of goods or services for payment. They become susceptible to switching to competitors based on convenience or price.

SOLUTION

Meaningful engagement. Increased loyalty.

Transform payments into personalized and convenient interactions, increasing engagement and strengthening relationships.



CHALLENGE

Unsecure and non-compliant payments. Reputational damage.

Unsecure transactions heighten the risk of data breaches, regulatory penalties, and legal action that damage both finances and reputation. Non-compliance consequences extend beyond immediate fines to include costly remediation, increased insurance premiums, and lost business opportunities.

SOLUTION

Maintain compliance. Limit risk.

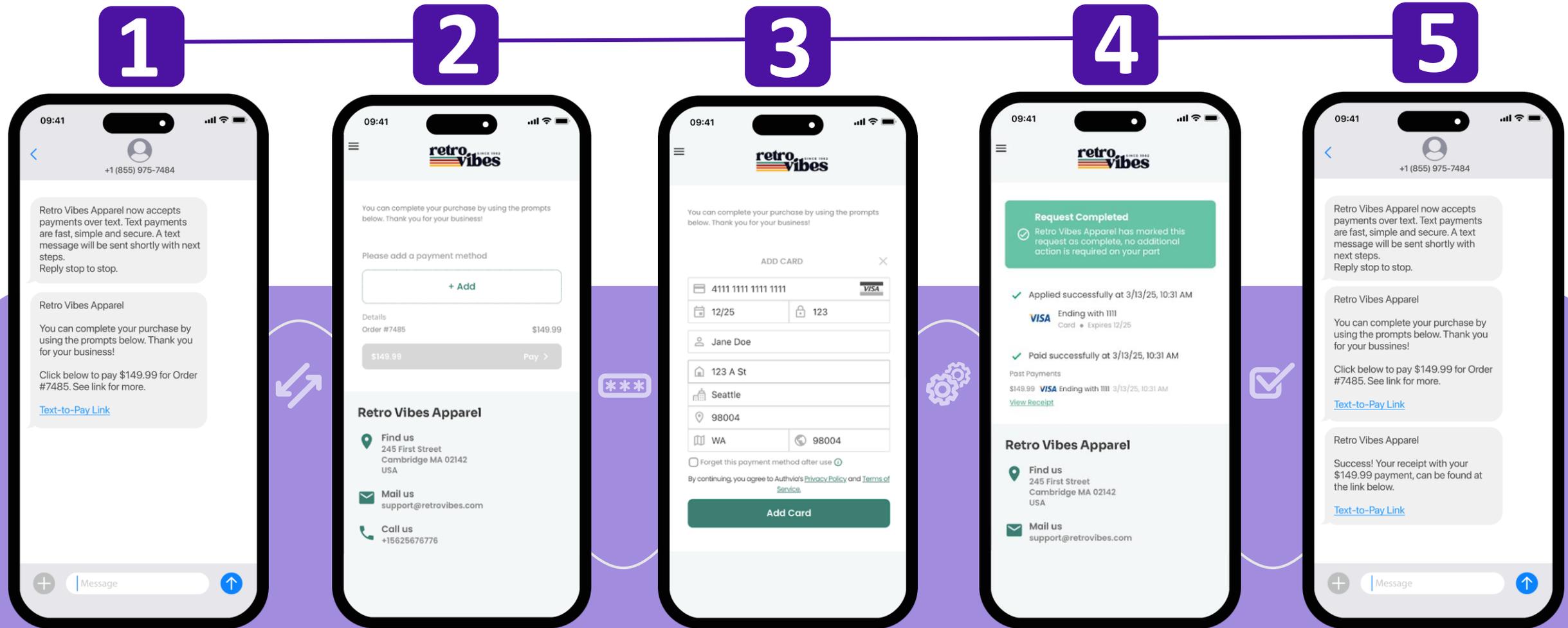
Maintain transaction security and PCI compliance.



How it works

A quick step by step guide to visually understand the Text-to-Pay process.

How Text-to-Pay Works (First time user)



Consumer receives text message

Consumer clicks on link

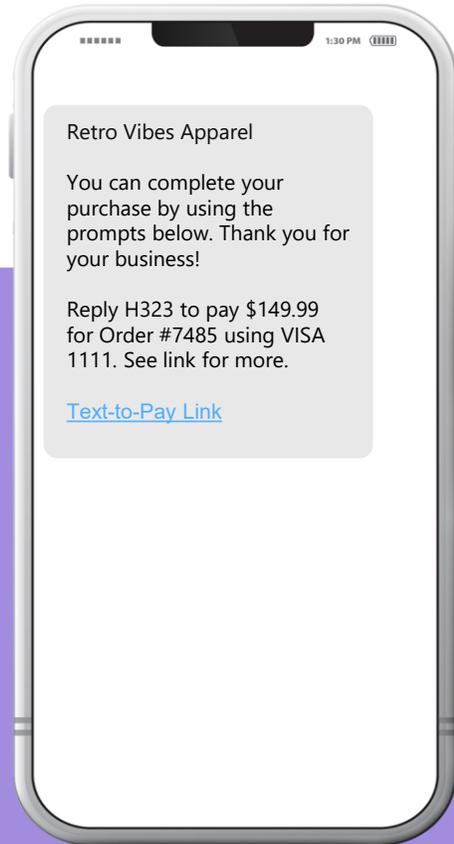
Consumer enters payment info

Payment is processed

Payment is confirmed

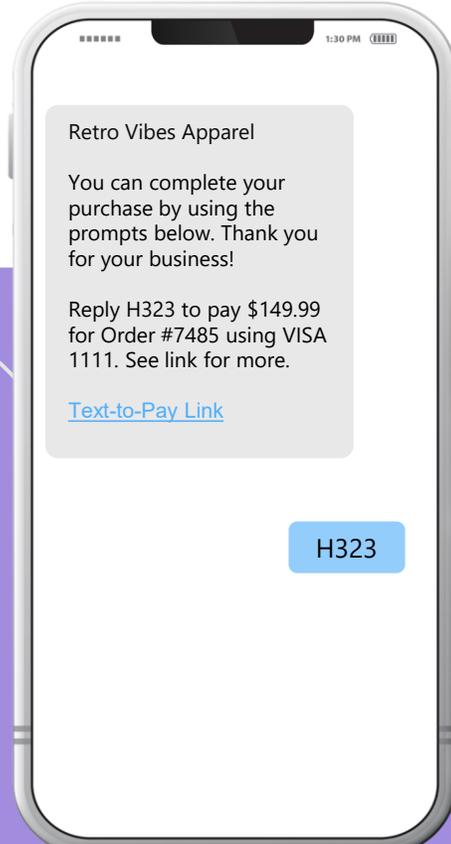
How Text-to-Pay Works (Return user)

1



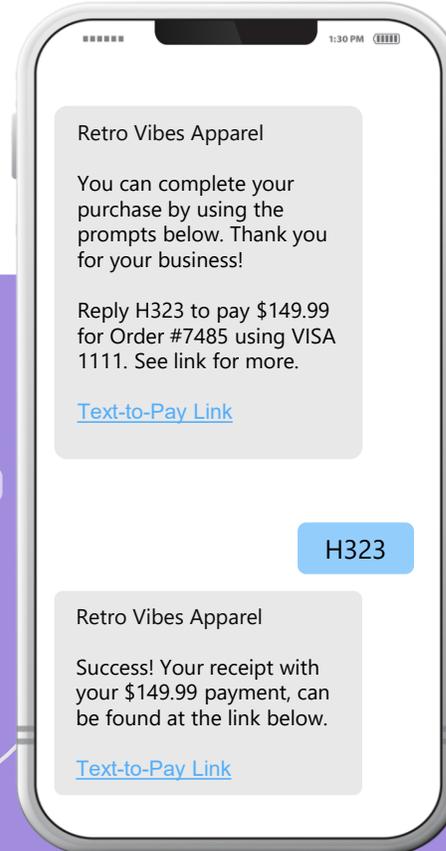
Consumer receives text message

2



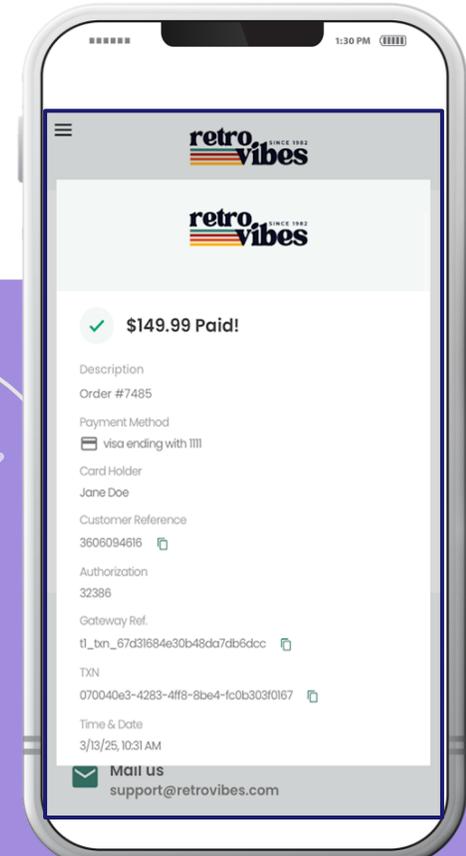
Consumer responds to make payment

3



Payment is processed

4



Payment is confirmed

Marketing toolkit overview

Our marketing templates makes it easy for you to activate your customers. Modify the copy as much or as little as you'd like to meet the needs of your business or audience.

Please visit <https://platforms.worldpay.com/text-to-pay-marketing-kit> or contact your Partner Success Manager for digital versions of the following resources.

Unlock growth with Text-to-Pay

- Text-to-Pay helps you grow your business and solve customer pain points
- Success relies on our collective efforts toward effective marketing of this new solution
- Worldpay for Platforms offers you comprehensive toolkit with marketing assets and content to support your launch



The value prop

- Integrate Text-to-Pay directly into your sales conversations and marketing to deliver a seamless, modern payment experience.
- Worldpay for Platforms empowers software companies like you to offer Text-to-Pay, making your platform more engaging, profitable, and indispensable for your merchants.
- With Text-to-Pay, you can provide a frictionless, mobile-first payment solution that matches your platform's brand and user experience. Our expert team delivers tailored support and guidance to help you activate merchants quickly and drive new revenue streams through effortless, secure payments via text message.



Sales sheet

A concise overview to help your internal teams confidently position, explain, and support Text-to-Pay with merchants.

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Text-to-Pay

Stop chasing payments and start growing

Increasingly, people prefer to pay and engage via text. Text-to-Pay helps meet the demands of today's consumers and resolve payment-related business challenges, transforming mundane transactions into personalized connections.

What it is

Text-to-Pay is a white label solution that helps you securely modernize billing, payment, and engagement experiences via text.

With Text-to-Pay, you can:

- Secure faster payments that boost cash flow and streamline revenue management
- Automate and scale payment collection
- Reduce human errors and operational costs
- Increase engagement and strengthen relationships
- Deliver modern payment options that meet consumer preferences and behaviors
- Maintain transaction security and PCI compliance

Why Text-to-Pay

Increase retention and build loyalty

Today's consumers check their text messages 10+ times daily² and never compromise on convenience. Text is preferred over calls, read more frequently than emails, and perceived as the fastest, easiest payment method. Engage them with secure text-based billing and payment experiences that shift transactional moments into personalized connections.

Collect faster and strengthen stability

Delayed and delinquent payments restrict cash flow. Payment uncertainty creates both operational inefficiency and financial vulnerability, preventing



investment in critical growth opportunities. With Text-to-Pay, receive prompt payments that accelerate cash flow and improve revenue cycle management, strengthening your overall financial stability.

Eliminate manual tasks and reduce costs

Manual payment collection requires time-consuming administrative tasks: generating and mailing invoices, tracking payments across systems, making repetitive follow-up calls, and reconciling payments. These manual processes often lead to human errors and costly accounting problems. Text-to-Pay empowers you to automate and scale billing and payment collection.



¹ [SMS Comparison](#), SMS Marketing Statistics 2024 for USA Businesses

² [SimpleTexting](#), Text and SMS Marketing Statistics in 2024

³ [Text Report](#), 2023 State of Business Texting Report

⁴ [Datavis Insights](#), The State of Bill Pay: Digital Payment Trends and Growing Demand for Text Messaging



Sales deck

Equip your team with industry overviews, product details, customer use cases, demo slides, and proven results, to confidently communicate the value of Text-to-Pay, answer questions, and show how it drives faster payments and stronger customer relationships.

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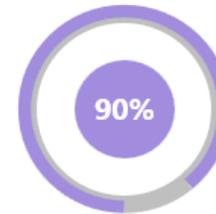
Consumers Do Not Unlearn Convenience

Most check their text messages 10 times per day²



1

95% of text messages are read and responded to within three minutes of being received¹



2

90% of consumers prefer text messages over direct phone calls¹



3

70% of consumers state texting is the fastest way to reach them³



4

98% of text messages are opened and read compared to only 20% of emails⁴

See Notes for Sources





Infographic

Create urgency with engaging and easy to understand infographics that provide industry insights and address your customer pain points.

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8 key insights

simplify payments and transform transactions into connections

The Text-to-Pay Advantage

Text-to-Pay streamlines payment processes while simultaneously enhancing consumer relationships. This dual transformation represents a significant competitive advantage for forward-thinking companies to remove friction from the payment experience while creating touchpoints that feel personal, convenient, and respectful of preferences – as consumers do not unlearn convenience. The result is not just operational efficiency, but a foundation for stronger, more enduring customer relationships.

1

95%

of text messages are read and responded to within three minutes of receipt¹



Read 3 minutes ago

2

90%

of consumers prefer text messages over direct phone calls¹



3

70%

of consumers state texting is the fastest way to reach them¹





Communications kit

This kit includes pre-written emails, social media posts, and messaging scripts, making it easy for you and your teams to deliver clear, consistent, and persuasive information to merchants. Simply download, customize, and send to accelerate merchant engagement and adoption.

Email 1

Subject line: New! Transform your payment collection with [partner name]

Preview copy: Meet changing preferences while accelerating cash flow

Body:

Hello [first name],

In today's fast-paced world, have you noticed how challenging it's become to capture your customers' attention when it comes to payments?

Consider these facts:

- 95% of text messages are read within the hour
- 90% of consumers prefer texts over phone calls
- Only 20% of emails are ever opened¹

We understand that payment delays and collection issues are a pain, and we're excited to introduce you to Text-to-Pay — a

Text-to-Pay enables you to:

- Accelerate payment collection with convenient text-to-pay
- Reduce operational costs through automation
- Strengthen customer relationships with modern, digital payment options

[insert final CTA]

LinkedIn Options

OPTION 1: Business challenge focus

Headline: Stop chasing payments. Start accelerating cash flow

Body: Payment delays restricting your growth? Text-to-Pay eliminates postal lag and overlooked communications, with 95% of texts read within 3 minutes. Transform payment collection while reducing operational costs.

CTA: Start streamlining your payments today—ask us about Text-to-Pay

Call 1

Call script

Hi, [customer name], it's [name] from [company]. I just wanted to make sure you received the Text-to-Pay information that I sent.

Yes, I did.

That's great. Do you have any questions about Text-to-Pay?

Nope, no questions.

Very good. What I find most compelling is that 70% of consumers want to receive text messages related to making payments. And about 50% of those who received a payment text in the last 12 months paid their bill directly via text. These numbers show how well this solution aligns with today's consumer preferences.

But, more importantly, it can significantly reduce common payment-related business challenges, such as delayed or delinquent payments. I'd like to schedule a detailed demonstration where we can show you exactly how it works. Would you be available [suggest two date options] for a 30-minute demonstration? Which day is better for you?

Tomorrow isn't good, but I can do ___day.

Okay, do you prefer morning or afternoon?

Afternoon.

Great. Let's talk at 0:00?

That sounds good.

Perfect. Then I'll [call you/stop by your office/send you a Zoom link] for

[date and time]. Thanks so much! I look forward to connecting with you.

[Slide Callout] Incorporate a call after every two emails. Tip: Expect to receive questions on pricing so make sure you've trained your sales team.

Merchants want payment-related texts

and digital payment methods aligned with their preferences.

Merchants prefer texts over calls, and 95% of texts are opened vs. only 20% of emails. This is where they are with Text-to-Pay.

Discover how Text-to-Pay can improve your payment collection. Discover



Consumer marketing kit

Provide your merchants with a comprehensive consumer marketing kit designed to educate customers, answer their questions, and clearly highlight the benefits of Text-to-Pay. These resources make every rollout seamless, helping build trust and drive adoption with confidence.



X Post Options

OPTION 1: Cash flow focus

Headline: Keep Your Cash Flowing—Pay with a Text

Body: Paying your bill is now as easy as replying to a text. With Text-to-Pay, 50% of customers pay instantly—no extra steps required.

Pay—try Text-to-Pay today!

Pay to Payment Hassles

automates collections—no more
calls or tracking. Just fast, simple
for you and your customers.

Seamless payments with Text-to-

Worldpay-for-Platforms-Demo-Video

Step #2:

Consumer responds
to make payment

Trust Healing.
You can complete your
purchase by using the
prompts below. Thank you
for your business!

Reply H323 to pay \$149.99
for Order #7485 using VISA
1111. See link for more.

[Text-to-Pay Link](#)

H323

00:06

Partnering with Worldpay for Platforms means dedicated support to drive awareness and adoption of your payment solutions. Our team is here to help with your launch, provide tailored marketing assistance, and answer any questions. Contact your Partner Success Manager.

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