



PRESS RELEASE

Mix Payment: HiPay facilitates purchases due to a combination of several payment methods

HiPay, the European fintech specialised in omni-channel payment solutions allows e-commerce sellers to fluidly combine several payment methods in a single purchase

Paris, 20 November 2018 - [HiPay](#) now offers a mix payment solution whose objective is to facilitate online purchases and improve the conversion rate. This innovation means that a purchase made using a gift voucher or meal ticket can be supplemented by credit card or any other alternative means of payment. It is invisible for the end user who can place his order effortlessly, no questions asked.

This innovation arose from a need, that of the baby care products distributor Aubert. *“Our client informed us that its customers were experiencing difficulties using gift vouchers online, particularly when the amount of the voucher did not cover the entire amount of the purchase, causing orders to be abandoned. So we looked for a solution where the gift voucher can be used and then the purchase supplemented by another means of payment”*, explains Samuel Gallard, Product Director at HiPay.

HiPay then innovated using the “Design Thinking” method. The fintech company listened to what Aubert needed in order to co-develop a suitable solution, with a “proof of concept” (POC), regular adaptations in “test and learn” and a simple final rollout. Aubert was involved alongside HiPay throughout the process.

After six months of development and improvement, the result exceeds expectations with 100% of payments being accepted. Even better, by facilitating the user experience, this Mix Payment solution has in fact increased the average value of customer purchases. “Orders paid for using a gift voucher have increased in value by 40% on the Aubert site”, states Samuel Gallard.

Using this experience of cooperating with Aubert, HiPay intends to capitalise on this innovation by opening it up to new e-commerce sellers and forming partnerships with new types of payment instruments but also by offering a new concept of grouped payment where consumers can share a purchase directly on the sales site. HiPay is developing a new way of making grouped purchases, without having to collect the funds beforehand or transfer money further down the line.



HiPay is a omnichannel payment platform. At HiPay, we believe payment is about more than transactions. Thanks to a unique, agile platform, we enable merchants to get more from their payment data, across all sales channels. Boost conversion rates, increase revenue and discover new opportunities.

More information on hipay.com
You can also find us on [Twitter](#), [LinkedIn](#)

HiPay Group is listed in compartment C of Euronext Paris (ISIN code: FR0012821916 – HIPAY mnemonic).

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