

Leveraging Online Banking for eCommerce



Leveraging eCommerce for Electronic Transactional Revenue

- Monetize Investment in Online Banking
- Access a New Biller Community
- Increase Online Banking Adoption, Usage, and Frequency
- Diversify and Increase Payment Transactions
- Offer New Ways for Consumers and Businesses to use Online Banking
- Enhance Consumer Loyalty and Retention
- Reach New Markets

eBillmeTM is the alternative payment option which enables consumers to pay for online and call center purchases, through the security and convenience of online banking. Financial institutions can capture new revenue opportunities by leveraging eBillme, to reach the \$632B US retail eCommerce and call center markets.

Incremental Revenue Stream for Your Bank

eBillme delivers new revenue streams to Financial Institutions by bridging eCommerce and online banking. Leading online internet retailers such as TigerDirect, Buy.com, Shoebuy and hundreds of others, offer eBillme as payment option at their checkout. Financial Institutions can partner with eBillme to reach new customers, and increase payment revenue.

Consumers Already Make eCommerce Payments at Your Bank using Online Bill Pay

eBillme's customers use their existing online bill pay accounts to pay for purchases – they do not setup an account with eBillme. Customers simply select eBillme at the retailer's online checkout, and go to their online banking site and pay for the purchase. As soon as the funds are transferred from the bank to eBillme, eBillme notifies the merchant to process the customers order. The customer maintains security and control, as they initiate the payment from their bank – the merchant never has access to personal or banking information.

Why do Customers choose eBillme?

Choice: Many consumers will not use a credit card when shopping online.

Privacy: Consumers are concerned about entering personal information online.

Security: Consumers want to keep their financial information confidential.

Peace of Mind: Free eBillme buyer protection program.

Ease of Use: Customers already know how to use online bill pay.

Convenience: Consumers already login to pay household bills.

Financial Management: Paying with available funds ensures no added debt.

Flexibility: Customers want options on how to shop and how to pay at home or at work. eBillme offers consumers and businesses choice, security, and control.

Capture eCommerce Transactions – contact us today

eBillme will bring you new Online Banking customers and will increase transaction frequency and revenue.

Contact us to discuss co-marketing programs and sales campaigns.