



## Worldpay from FIS Enables One-Click Google Pay Integration for Merchants

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### Key facts

- Online merchants using Worldpay's Hosted Payment Pages (HPP) can add Google Pay to their online checkout with no integration.
- Merchants deploying express online checkout stand to reduce shopping cart abandonment.
- Worldpay was acquired by FIS in July 2019.

JACKSONVILLE, Fla.--(BUSINESS WIRE)--May 5, 2020-- [FIS](#)™ (NYSE: FIS), a global leader in financial services technology, today announced the addition of [Google Pay](#) to its Hosted Payment Page (HPP) product for online merchants. Because Worldpay from FIS has made the technical integration within their HPP offering, merchants can simply "turn on" Google Pay to enable express online checkouts.

As consumers worldwide increasingly turn to shopping online during the COVID-19 pandemic, merchants who adopt digital payment methods and reduce friction in their online checkout process could see a decrease in shopping cart abandonment. According to a recent survey from Baymard Institute, 23 percent of card abandonments during checkout were due to a "too long/complicated checkout process."<sup>1</sup> By using Google Pay, a shopper no longer needs to enter their contact, payment and address details, reducing online checkout to a few simple clicks. Google Pay's streamlined, online experience is currently available in approximately 70 countries worldwide.

"Now more than ever, consumers are swiftly moving online for shopping, so deploying quick, secure, user-friendly options at online checkout, like Google Pay, will be where merchants can gain an edge in an increasingly competitive market," said Shane Happach, EVP, Head of Global eCommerce, Worldpay Merchant Solutions, FIS. "Because online shoppers have more choice than ever, it's vital that merchants deliver the most seamless and simple buying experience possible. Google Pay makes a truly express checkout where a single input from the shopper completes a purchase in seconds."

Consumers using Google Pay can complete checkout in seconds by authorizing payment using their biometrics such as fingerprint or face scan – or entering their Google account password. This development will allow Google Pay to leverage Worldpay's wide geographic footprint, which operates cross-border payment processing in 155 countries via 58 domestic acquiring licenses for improved payment acceptance outcomes.

"This technical integration into Worldpay's global eCommerce payment pages will make it even easier for merchants to enable our payment solution," said Spencer Spinnell, Director of Emerging Commerce Platforms at Google. "Our goal with Google Pay is to deliver a fast, secure and easy shopping experience for consumers, especially online where cumbersome checkout experiences can be a barrier to sales."

### About FIS

FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our more than 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index. To learn more, visit [www.fisglobal.com](http://www.fisglobal.com). Follow FIS on [Facebook](#), [LinkedIn](#) and Twitter ([@FISGlobal](#)).

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<sup>1</sup> Reasons for Abandonments During Checkout." <https://baymard.com/lists/cart-abandonment-rate>

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