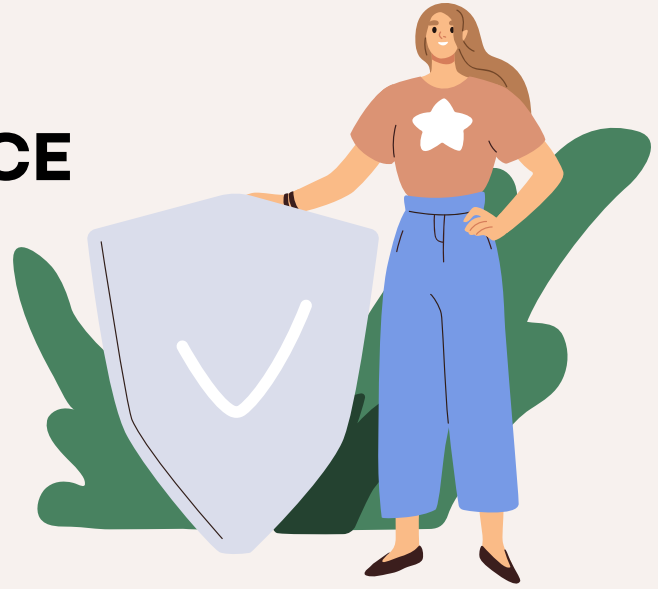


PAYMENT GATEWAY EXPLAINED: WHAT IS IT AND HOW DOES IT WORK?

SECURITY ASSURANCE

Ensures safe online transactions via encryption.



EFFORTLESS TRANSACTIONS

Seamless payment verification and fund transfers.

TRUST AND CONVERSION BOOST

Enhances confidence, leading to higher conversions.



ROLES CLARIFIED

Merchant accounts store funds; gateways transmit data.



TAILORED SOLUTIONS

Specialized gateways for unique business challenges.



SMART SELECTION CRITERIA

Prioritize integration, security, and competitive pricing.

INDUSTRY LEADERS

PayPal, Stripe, Square, Braintree.

