



Pay-by-Link



Novalnet

WhitePaper on Novalnet's Pay-by-Link

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Introduction

Novalnet creates customised payment links for you to accept payments. Using Pay-by-link, you can accept payments from all payment types available at Novalnet except for SEPA credit. The links created are shortened URLs which can be shared with your customers. Short URLs have the advantage of being portable and easy to use in any browser.

Moreover, payment links are highly secured, giving you no reason to worry about PCI compliance for your business. Novalnet hosts the payment link but still carries your brand name and logo. A shareable payment link can be generated from your Novalnet Merchant Portal.

A payment link can be created in two ways: through Novalnet Merchant Portal or via an API request. You can do corporate customization and style sheet adaptations for the payment links through API requests.

This whitepaper describes how Pay-by-Link can be effectively used for your business.



Glossary

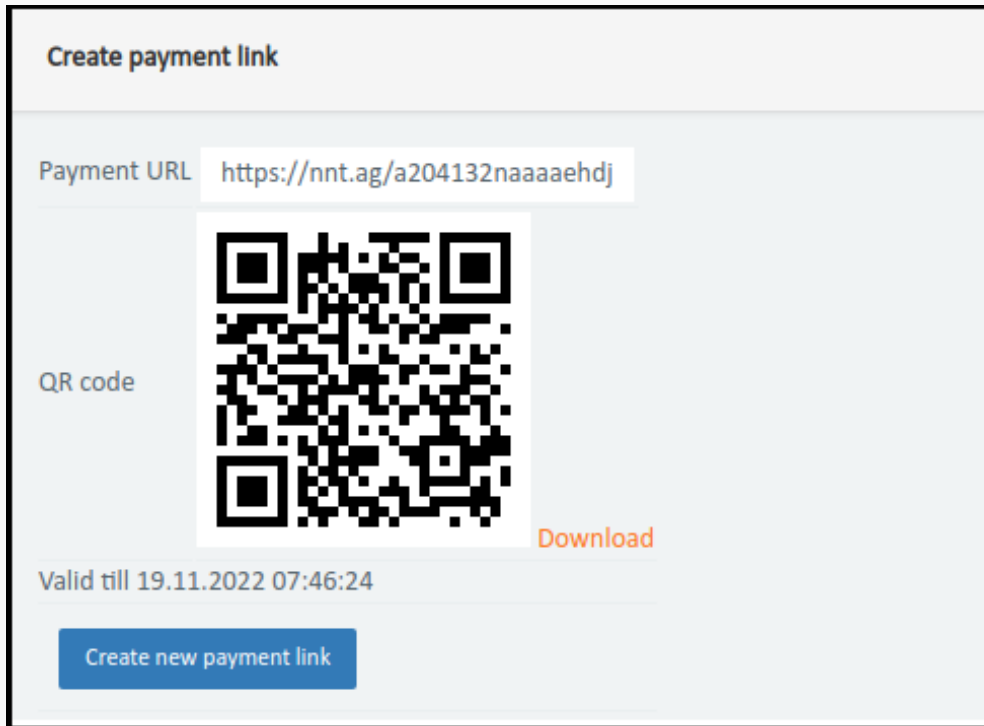
POS - Point of Sale

QR Code - Machine readable, 2 dimensional barcode, used to store data

PCI DSS - Payment Card Industry Data Security Standard

Level 1 - Applies to businesses that process more than 6 million card transactions annually

How to Pay via Payment Link



The screenshot shows a web interface titled "Create payment link". It features a text input field for the "Payment URL" containing the text "https://nnt.ag/a204132naaaaehdj". Below the URL is a square QR code. To the right of the QR code is a red "Download" link. Below the QR code, it says "Valid till 19.11.2022 07:46:24". At the bottom, there is a blue button labeled "Create new payment link".

The generated payment link is valid only for a certain period that (by default 21 days). You can share the payment link to your customers through telesales, email messages, text messages, social media and invoices.

Alternatively, a QR code can be used instead of a payment link where the customer scans the code to complete the payment. The link/QR code opens up a checkout form with the order items - products or services. Here, the end customer enters their personal details and uses the payment methods available in the checkout form to complete the payment.

Payment takes place through a secured environment and the customer gets notified on successful payment completion.

How Pay-by-Link benefits your Business

- Payment links can be instantly generated from the Novalnet merchant portal, no coding required.
- Payment links created are transferable anywhere, and customers pay without logging in to the online shop.
- Through Pay-by-Link, you can start accepting payments even if you don't own an e-commerce platform.
- Pay-by-link operates as a hosted page acting as a stand-alone sales channel.
- Payment links can be shared with customers who can reinitiate aborted or failed transactions.
- Payment links help to follow up clients who left their carts abandoned or if they had unpaid dues to make them complete the transactions.
- Payment links are flexible and scalable, which can be recreated during every upgrade.
- A payment link replaces a POS terminal or payment app, which supports card payments and QR code scanning.
- Payment links are unique for each transaction and allow you to keep track of the payment status.

Simple Steps to Get Paid



Get paid through a secured payment environment using these five simple steps.

- | | |
|---------------|---|
| STEP 1 | Generate the payment link from the Novalnet Merchant Portal. |
| STEP 2 | Share the payment link with your customers through various channels. |
| STEP 3 | Your customers pay using any of the payment methods available in the Hosted Payment Page. |
| STEP 4 | Novalnet processes the payment and sends a success/fail notification to you. |
| STEP 5 | If the transaction succeeds, you will receive the payment from Novalnet. |



About Novalnet AG

Founded in 2007, Novalnet is a pioneer in all-in-one payment services. Our strength remains in the unrelenting pursuit for perfection, innovation and acceleration, supported by the best people in the industry. This constant drive to innovate and scale keeps our global payment solutions ahead of the game and gives you the business edge. Our belief in exceeding the best of expectations have made us one of the most popular payment service providers in Europe.

Thank You

Accept 200+ payment methods in 150+ currencies globally in a highly secure, state-of-the-art environment supported by AI-powered risk management for SMEs & large enterprises. Novalnet hosts multiple value-added features & services including recurring payments, debt collection, automated marketplace.



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