



FuturePay Announces Integration with Shopify

New payment option enables thousands of Shopify merchants to simplify their checkout

SALT LAKE CITY, Utah – February 4, 2016 – [FuturePay](#), an online payment option that allows shoppers to buy now and pay later, has announced a partnership with [Shopify](#), a leading commerce platform with more than 200,000 merchants in their portfolio. The partnership allows Shopify merchants to customize their online stores to cater to new types of online shoppers, create new revenue streams and increase average cart size.

Merchants using Shopify will benefit by providing their customers with a customer-friendly financing option that works elegantly on any device. This helps attract new customers, especially as mobile commerce becomes more common, and reduce cart abandonment by lowering the barriers to completing a purchase. Simply adding a third payment option can increase cart conversions by 28 percent.

FuturePay provides shoppers with an online payment option that is secure and convenient, with no credit card required. FuturePay customers have the luxury to spread their payments over time and pay for items on their own schedule.

“Shopify is one of the most well-known and reputable commerce brands in the world; this is a fantastic partnership for us,” said Bobbi Leach, CEO of FuturePay. “The FuturePay integration with Shopify gives their more than 200,000 merchants the ability to easily provide their customers with an affordable way to buy now and pay later.”

“We’re always looking for ways to improve the consumer experience, and the integration with FuturePay enables our merchants to provide shoppers with affordable financing options,” said Andrew Paliga, Product Manager at Shopify.

Shopify merchants can visit www.futurepay.com to learn more about how FuturePay can help attract new customers to their existing storefront.

About FuturePay:

FuturePay is the safe and secure way for merchants to offer instant online financing to their customers. With FuturePay, customers can buy now and pay later with one click, creating a streamlined checkout process on every device. With guaranteed payments and an easy



integration, merchants can start attracting new customers instantly. To learn more about how FuturePay can benefit your business, visit www.futurepay.com. Follow us on Twitter [@FuturePay](https://twitter.com/FuturePay).

Media Contact:

Courtney Gringras
press@futurepay.com
888-317-9221, Ext. 2