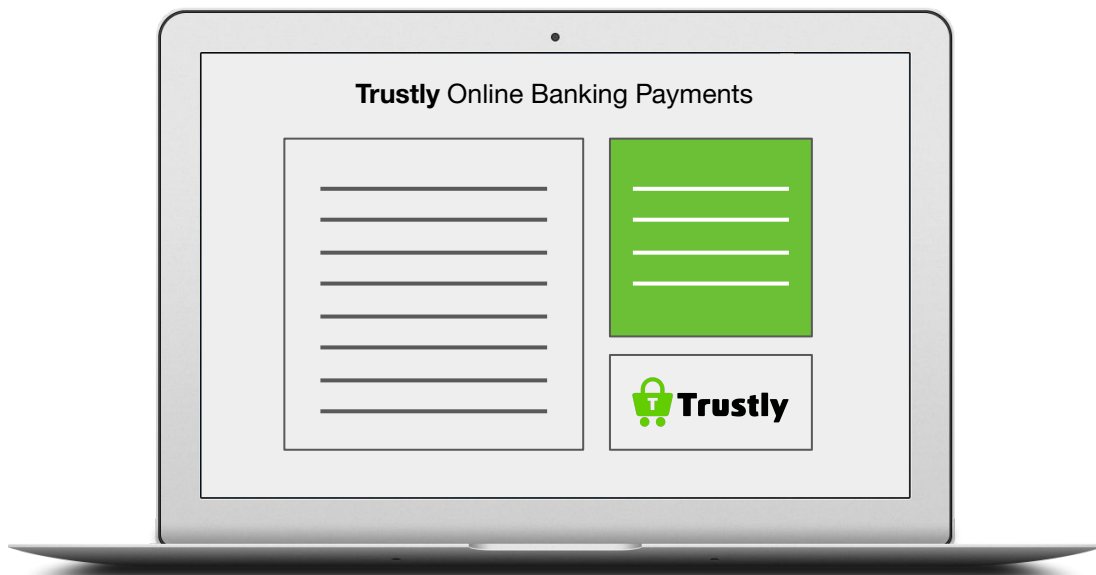


HOW TO PRESENT TRUSTLY ON YOUR WEBSITE



Introduction

We know it can be tricky to describe Trustly on your site, so we've created this best practices handbook to help you out. The tips here will aid you in describing our service in a simple way and help your audience better understand the benefits of Trustly's offering through your service.

What will I find in this document?

You'll find a short and a long description, both suitable depending on how you usually present partnerships on your website. On the last page, you'll find more information about how to present Trustly in your checkout and tips for optimizing your payment flow.

Copy & paste

Every website looks different. We recommend that you copy and paste the content from the short description or the long description, and that you try to keep the same structure as described here.

Do you need help?

Please reach out to your Key Account Manager at Ecommpay if you have any questions on how to use the information provided in this document.

Short description



What is Trustly?

Trustly is a European fintech company that makes online bank payments fast, simple and secure for consumers and merchants alike. The company offers cross-border payments to and from consumer bank accounts at over 3,300 banks across Europe.

Trustly is an authorized Swedish payment institution under the supervision of the Swedish Financial Supervisory Authority (Finansinspektionen) and is licensed to provide cross-border payment services with the EU/EEA.

Why Trustly?

Real-time cross-border bank transfers | Automated refunds | Unrivalled coverage | Instant credit notifications

Toolkit for Trustly's service presentation

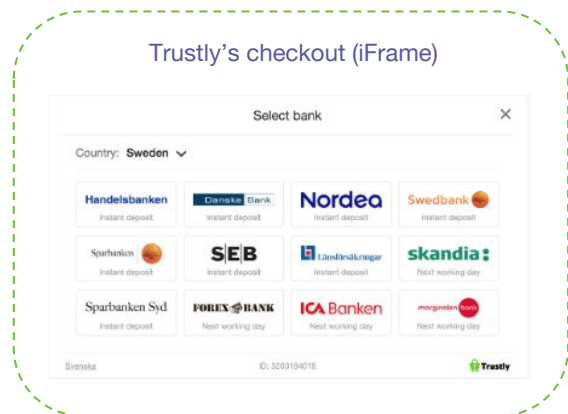
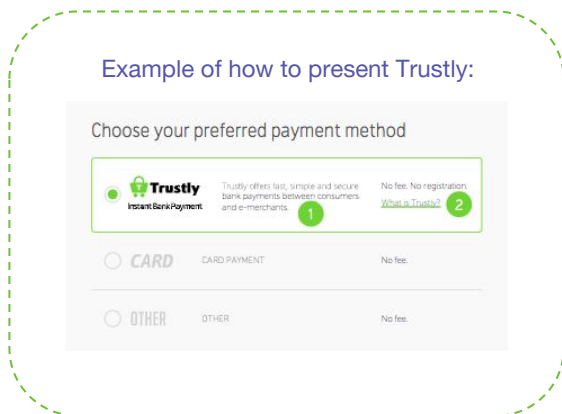
Trustly logos (available in .png)

- Use Trustly's primary logo (1) whenever possible
- Use Trustly's secondary logo (2) on dark backgrounds
- Use Trustly's inverted logo (3) when the background color conflicts with the green cart, for example, green or light blue




How to present Trustly in the checkout


Here are some best practices for how to present Trustly in your checkout. Following these guidelines will help your to optimize conversion in your checkout.

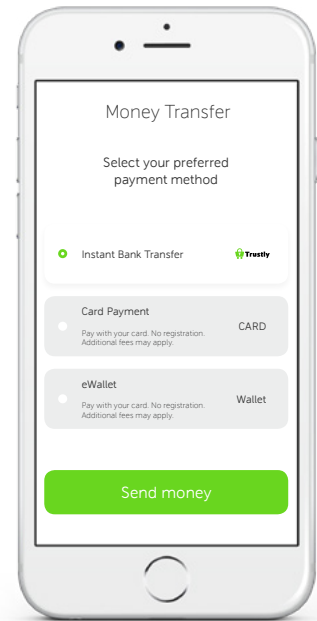


Example 3

Checkout based on radio buttons.

Instant Bank Transfer 

 Instant Bank Transfer



Example 4

Checkout with limited space for checkout logo or name, and description.

Instant Bank Transfer

Instant Bank Transfer

