Google Pay

Tap into billions of Google users around the world

How Google Pay can help your business

Google Pay holds payment information for hundreds of millions of consumers. This enables Google Account holders to purchase from any Google Google product, such as Google Chrome and Android apps, without having to provide their payment details again, which means you can deliver quick and simple payment experiences for your customers.

By offering a simple payment flow for consumers, it will enable you to provide a seamless checkout experience that can increase conversion rates.
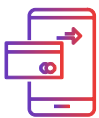
Key benefits of Google Pay

Seamless shopping journey
Checkout is quick and easy for consumers, with no redirects and no need to enter payment and address details with each purchase.

Tap to buy
Place the Google Pay payment facility within a product page rather than on a separate checkout page. Users can simply tap or click to buy, leading to higher conversion rates and increased sales.

Fast and safe
Google Pay uses a card tokenisation system, which means the shopper's confidential card details aren't sent during the transaction. For consumers and merchants, Google Pay can reduce exposure to online fraud.
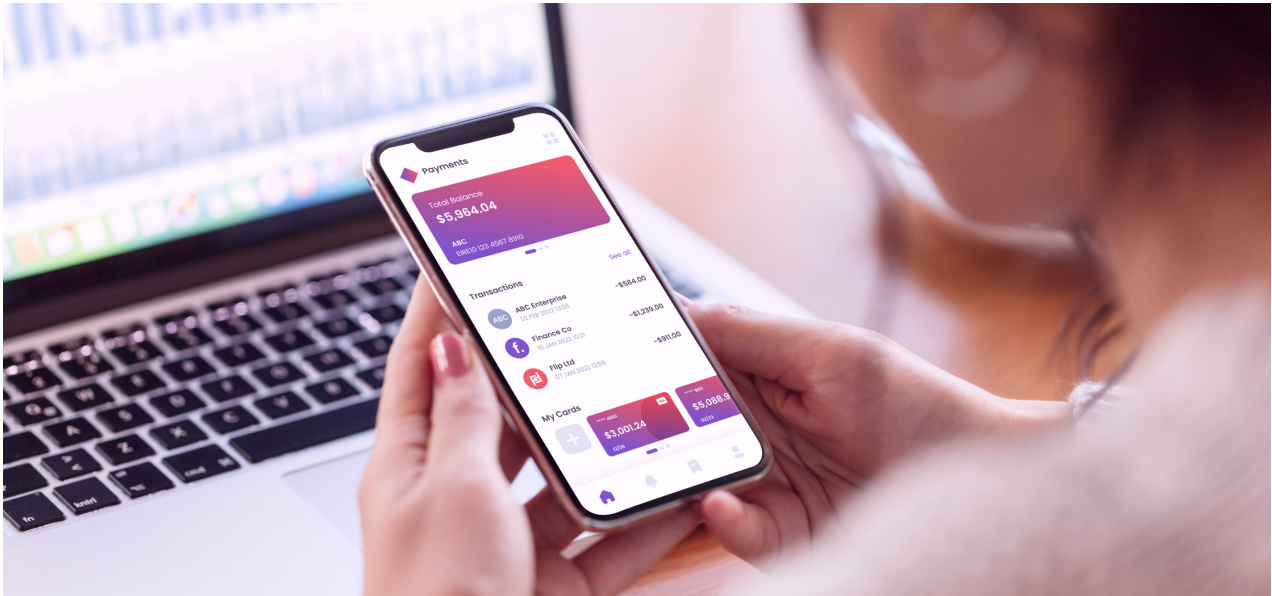
Improved consumer choice
Your customers' credit and debit cards are stored securely and are accessible at any time and on any device, giving them full control of all payments.

About Zai

Transforming the future of financial services

Zai is boldly transforming the future of financial services and powering customers by making innovative financial services accessible to all. Zai's payment API is a core capability within its suite of embedded finance products and services, helping businesses manage multiple payment workflows and move funds. Its innovative platforms apply a reliable micro- service architecture to enable authentication, liquidity, payment and settlement with zero wait-times.

Zai's payment orchestration platform allows businesses to optimise their payment stacks and scale faster. With our automated API you can connect with multiple payment processors, accept a growing number of payment methods and expand geographically, all while improving your payment workflow.

Also under Zai's umbrella is CurrencyFair, a global currency exchange platform serving consumers and businesses with competitive exchange rates. Zai has over 200 employees, with plans to grow to 450 by 2025, and is expanding its presence across APAC, UK, USA and the Middle-East.

For more information please visit hellozai.com

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