



ShopHeat

Eliminating e-commerce discounts



When pushing for more sales, standard eCommerce practice is to offer a discount. As a brand, the core elements of your brand won't change, but by offering a discount, you let your customers know your real cost is less than what you have promoted on your website. **After learning the true cost of a product, today's savvy buyers won't become repeat buyers without further discounts.**



To avoid this from happening, merchants such as ShopHeat can issue a ProfitPay virtual card as a credit rather than offering a discount.

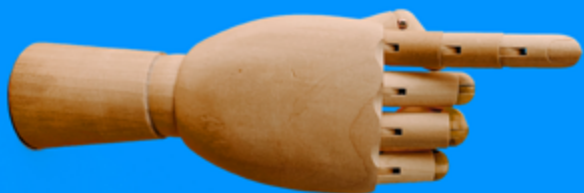


The ProfitPay AI and rules-based engine will analyze customer buying behavior then issue a credit for the consumer at the right time in the funnel, turning indecision into a closed sale while maintaining a smooth checkout experience.



This increases your margin, creates loyalty, and repeat buyers who will not ask for a discount the next time they want to purchase.





Ease and flexible

Consumers want what they can't have. If the offer and rules are set up correctly, such as specific products or price points, you not only grab the sale **but also set up the business for long term success without discounting your services.** ProfitPay is changing the game by **putting control back in the merchants' court** - so they never have to offer a discount again.



PayCertify has the best solutions to help you make more profits through payments. Start now and scale faster at the click of a button:

my.paycertify.com/signup