



Marketing Toolkit for E-Commerce Platforms



Welcome

This toolkit is designed to support E-Commerce platforms in driving adoption of Apple Pay through bespoke marketing communications. It contains guidelines, tips, and templates to help create and implement marketing campaigns. The materials we've provided are easy to customize to fit various campaign objectives and marketing channels.

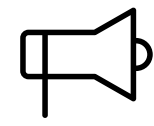
Toolkit Contents



Why Apple Pay

Key Benefits

Case Studies



Crafting Communications

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Marketing Activities

Guidelines



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FAQs

Helpful Links

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Why Apple Pay

Key Benefits

Grow your business with Apple Pay.

Apple Pay boosts conversion rates and user adoption by making buying easier than ever. It's a simple and secure way for online shoppers to speed through checkout and for online businesses to increase sales. It's a win for shoppers and a win for businesses.



Increase Conversion Rates

Apps and websites enabled with Apple Pay see higher conversion rates.



Faster Checkout

Shoppers can complete purchases with a single tap. No lengthy forms are necessary.



Improve Privacy and Security

Every transaction requires authentication with Face ID, Touch ID, or passcode.



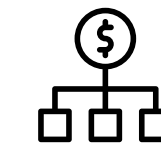
Reduce Cart Abandonment

Shoppers can easily check out with Apple Pay and create an account post transaction.



Generate Higher Purchase Frequency

With a high satisfaction rate, Apple Pay drives stickiness as shoppers are more likely to come back.



Support All Payment Use Cases

Delivery, Buy Online Pickup In-Store, subscription, and split shipment are available for merchant integration.

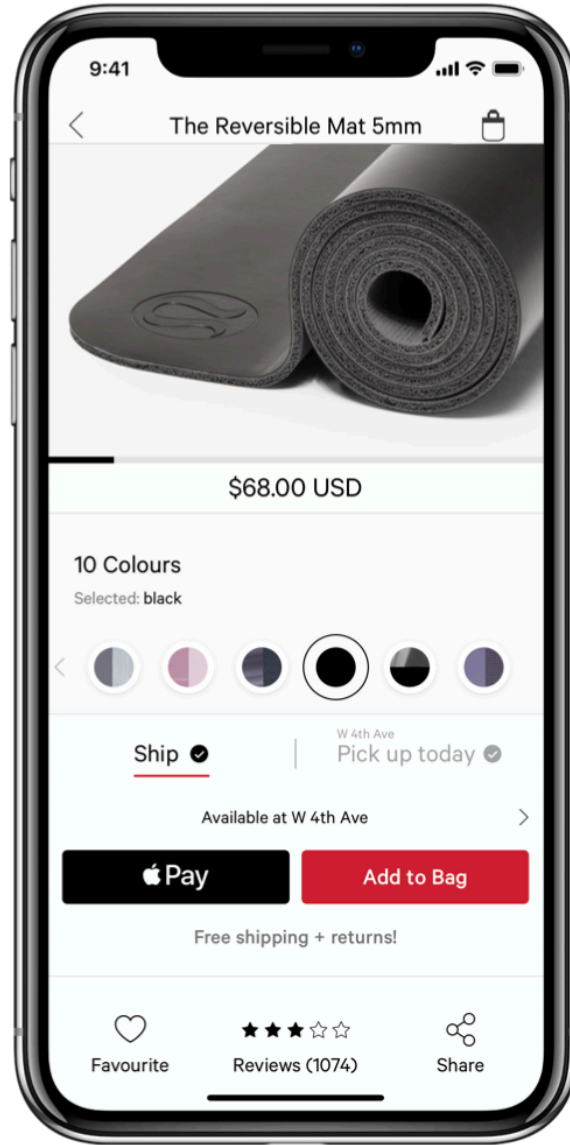
Case Studies



Faster Checkout

“Customers love the Apple Pay experience higher in the purchase funnel. We are seeing 50% of our Apple Pay transactions direct from product pages. No data entry required, just tap to transact!”

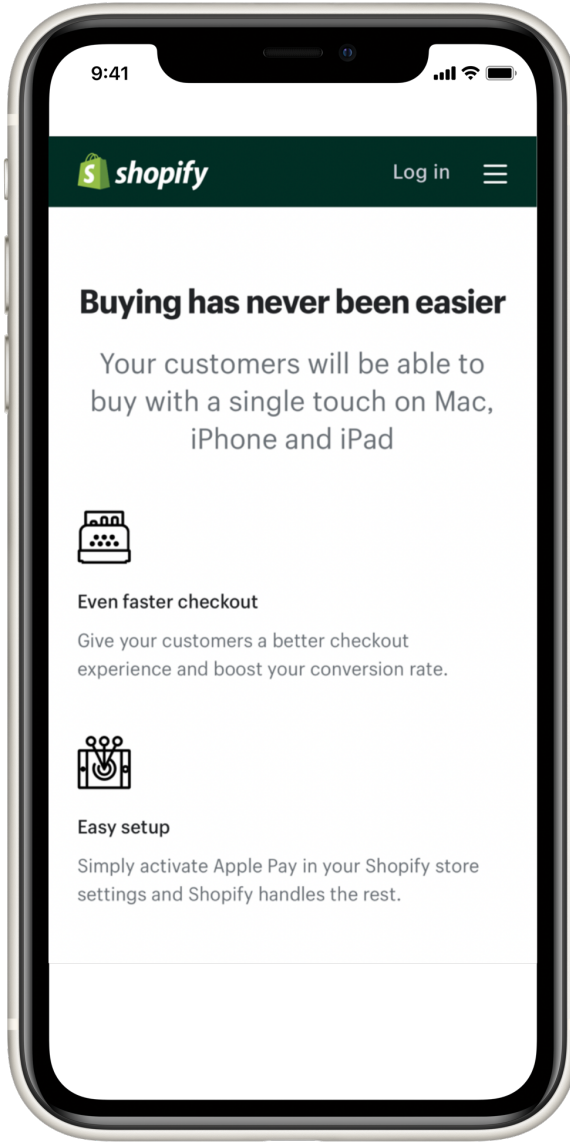
Nick Engel, VP eCommerce North America at Lululemon
November 2019



Faster Checkout. Increased Conversions.

“Shopify launched Apple Pay for the web, and already tens of thousands of Shopify’s merchants have elected to offer Apple Pay as a means for checkout. Stores supporting Apple Pay have seen an increase in checkout conversion rate of up to 2x on mobile, and customers are able to checkout up to 60% faster with Apple Pay than with a credit card alone.”

Shopify Third-Quarter Financial Results
November 2016



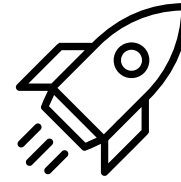
The data shown is self-reported by the merchant involved in the case study. Any reproduction or use of this content is forbidden.

Crafting Communications

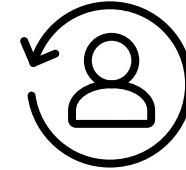
Marketing Roadmap to drive adoption of Apple Pay



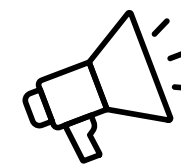
Integrate Apple Pay on your platform



1. Launch Apple Pay



2. Engage Existing Merchants



3. Attract New Merchants



4. Onboard Newly Enabled Merchants



Optimize communications with A/B testing

Marketing Activities

After integrating Apple Pay on your platform, design a lifecycle marketing strategy to launch, attract, engage, and onboard merchants. Continuously test and optimize to boost effectiveness.

Key Communication Channels

Click the links to view and download templates.

1. Launch Apple Pay

Announce that Apple Pay is now available on your platform

[Learn how >](#)

- [Dashboard \(Interstitial, Banners\) >](#)
- [Email / Newsletter >](#)
- [Social Media >](#)
- [Website \(Landing Page, FAQs\)](#)
- [Blog](#)

2. Engage Existing Merchants

Motivate merchants to enable Apple Pay

[Learn how >](#)

- [Dashboard \(Interstitial, Banners\) >](#)
- [Email / Newsletter >](#)
- [Social Media >](#)
- [Case Studies](#)
- [Webinars](#)

3. Attract New Merchants

Utilize Apple Pay as a differentiator in acquisition campaigns

[Learn how >](#)

- [Website \(Banners\) >](#)
- [Sales Leads Email >](#)
- [Social Media >](#)
- [Digital Advertising](#)
- [Sales Enablement Materials](#)

4. Onboard Newly Enabled Merchants

Encourage merchants to promote Apple Pay to their shoppers

[Learn how >](#)

- [Merchant Guide >](#)
- [Welcome Email >](#)
- [Case Studies](#)
- [Webinars](#)

1

Launch Apple Pay

Get the word out and announce that Apple Pay is now available on your platform, and integrate launch messaging across your channels.

Launch Apple Pay

Recommended Copy

Headlines

Apple Pay is now available.

Apple Pay is now available on [Platform].

Boost online sales with Apple Pay.

Copy

Increase conversion rates with Apple Pay.

Grow your business by making checkout easy with Apple Pay and [Platform].

Boost sales by offering a fast, simple, and secure checkout experience with Apple Pay.

CTAs

Get started

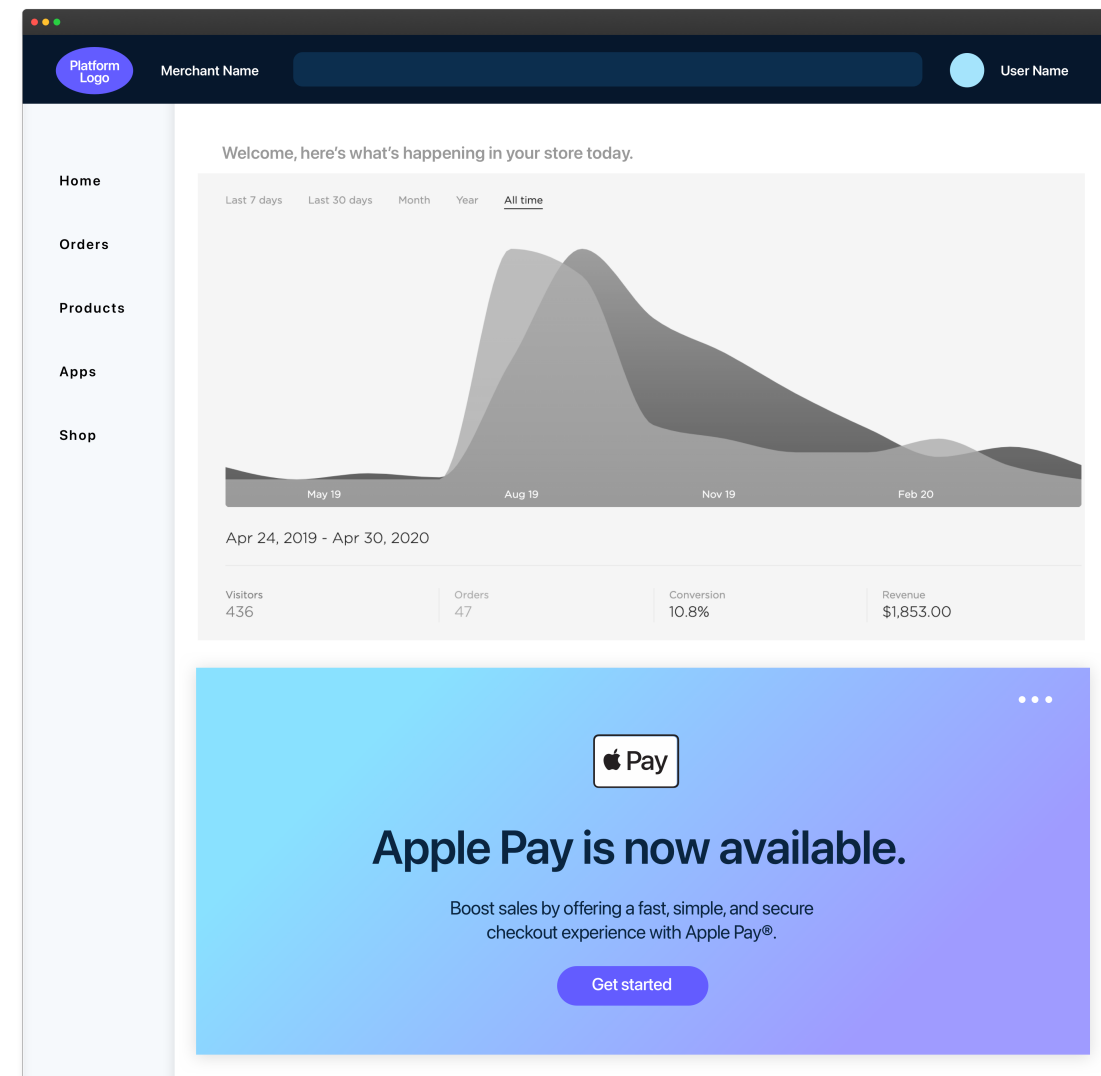
Learn how to accept Apple Pay

Add Apple Pay to your online store

Launch Apple Pay

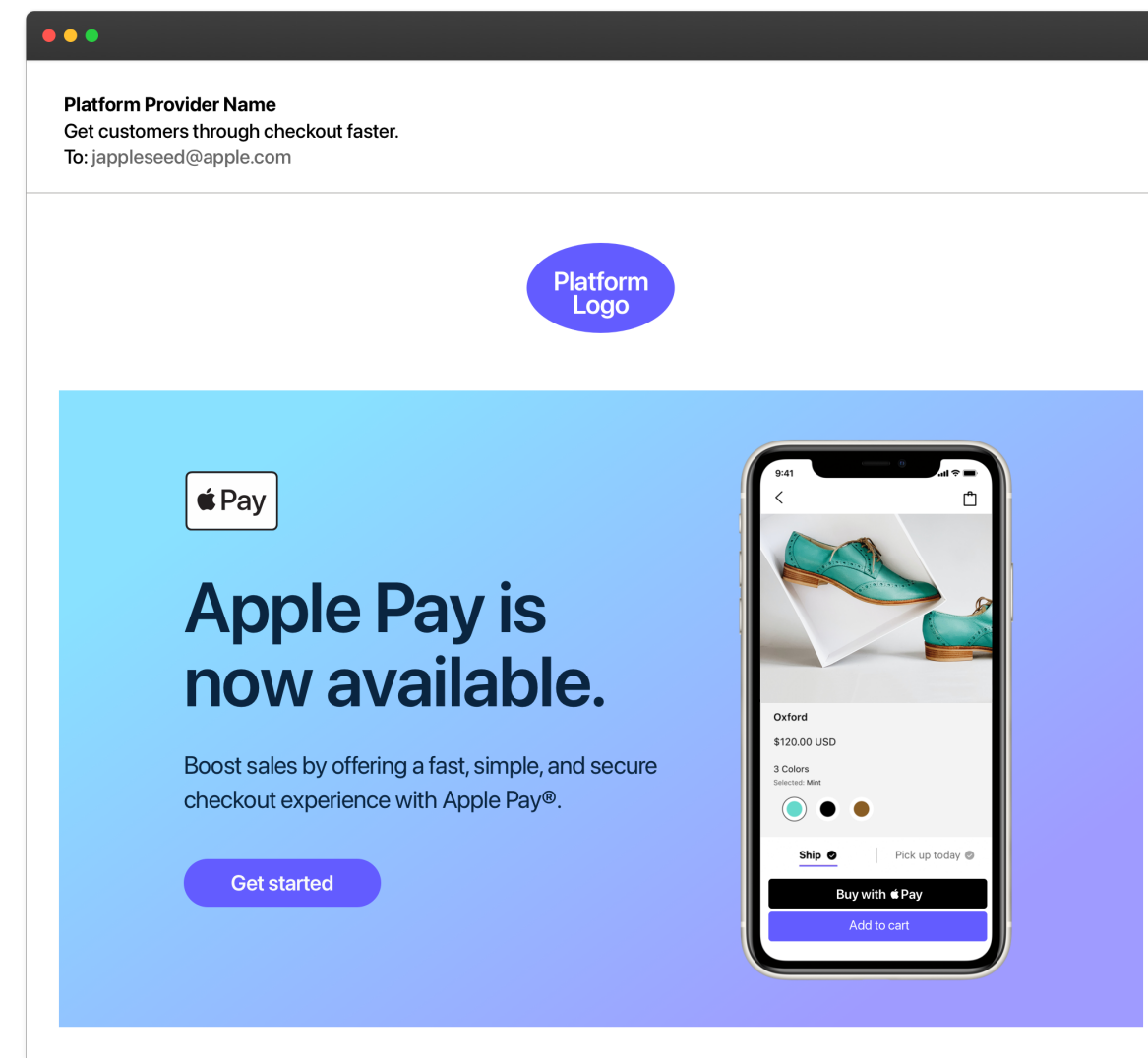
Choose your communication type

Click “view” to see and download templates.



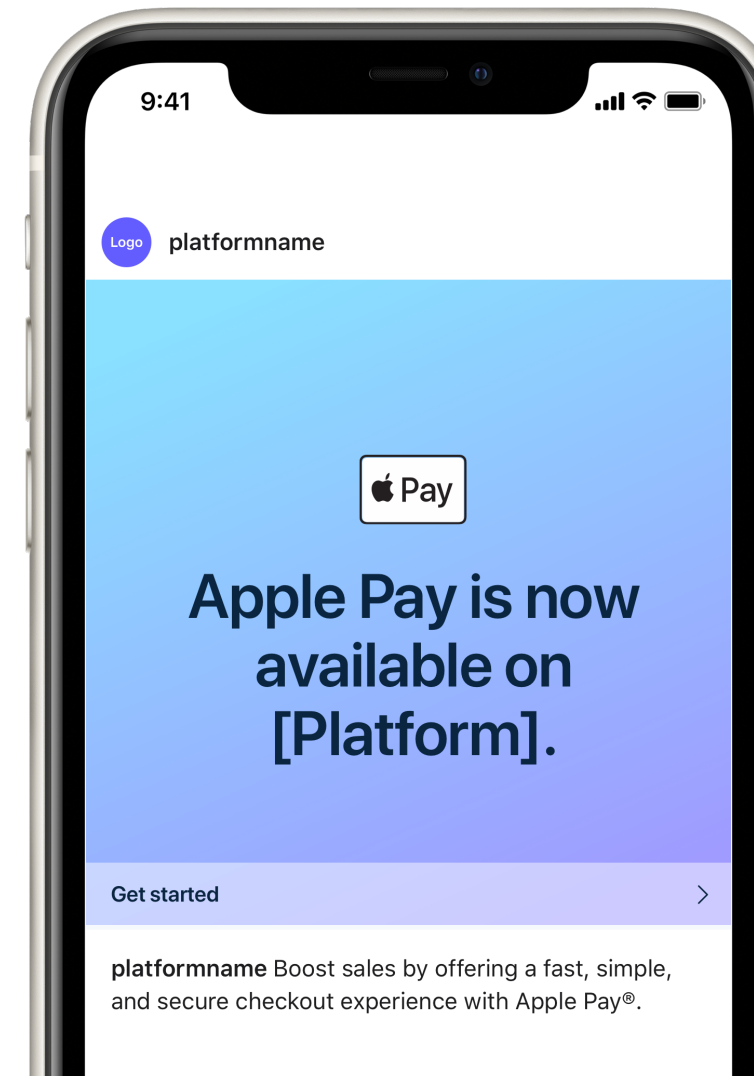
Dashboard

[View >](#)



Email

[View >](#)



Social Media

[View >](#)



Pro Tip

In addition to the templates provided, you should develop evergreen content across your channels. For example:

- Dedicated Apple Pay landing page
- Payments page content
- Blog article

2

Engage Existing Merchants

Encourage your merchants to enable Apple Pay by informing them about benefits through website integration, social media, and email.

Engage Existing Merchants

Recommended Copy

Headlines

Start accepting Apple Pay.
Boost online sales with Apple Pay and [Platform].
Increase conversion rates with Apple Pay.

Copy

Increase your online conversion rate with Apple Pay. Shoppers can complete purchases with a single tap and are more likely to come back.
Most of the top internet retailers accept Apple Pay on their websites. With Apple Pay enabled on your website, you can reduce cart abandonment and generate higher purchase frequency.
Grow your business by making checkout easy with Apple Pay and [Platform].
Now more than ever, shoppers want a fast, simple, and secure online checkout experience. That's why by enabling Apple Pay, you can increase your conversion rates.

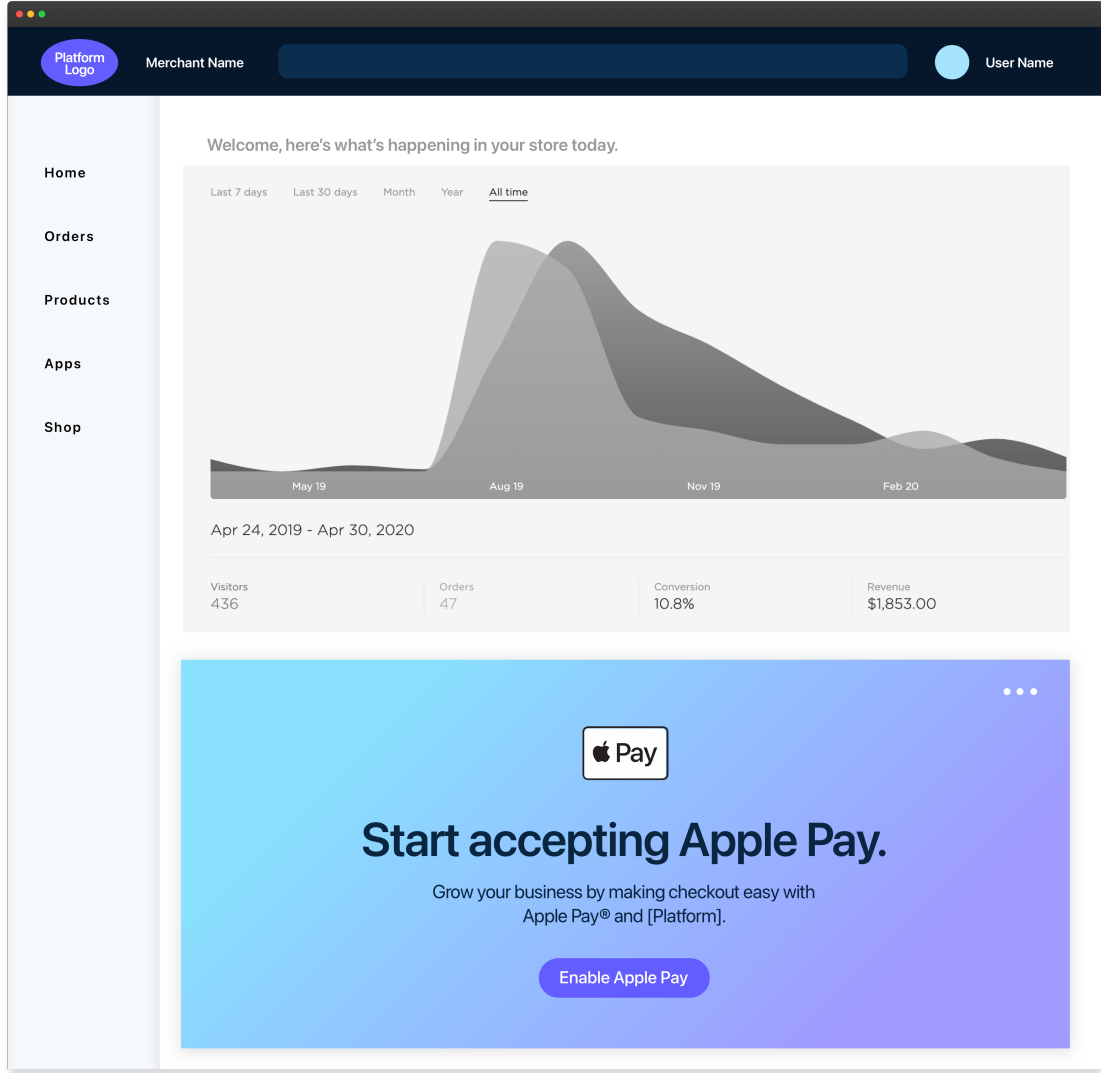
CTAs

Enable Apple Pay
Enable Apple Pay in your online store today
Learn how to enable Apple Pay

Engage Existing Merchants

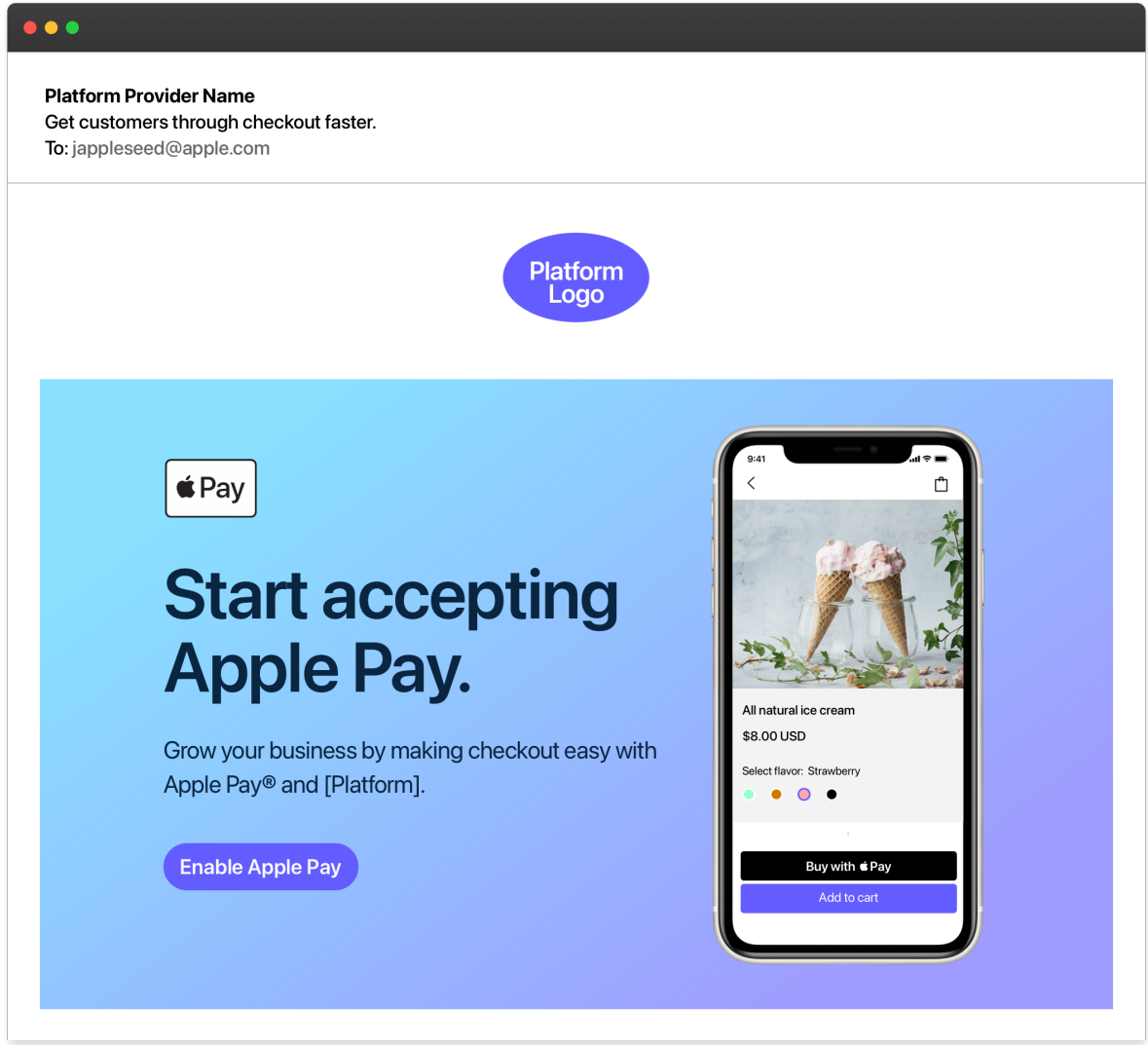
Choose your communication type

Click “view” to see and download templates.



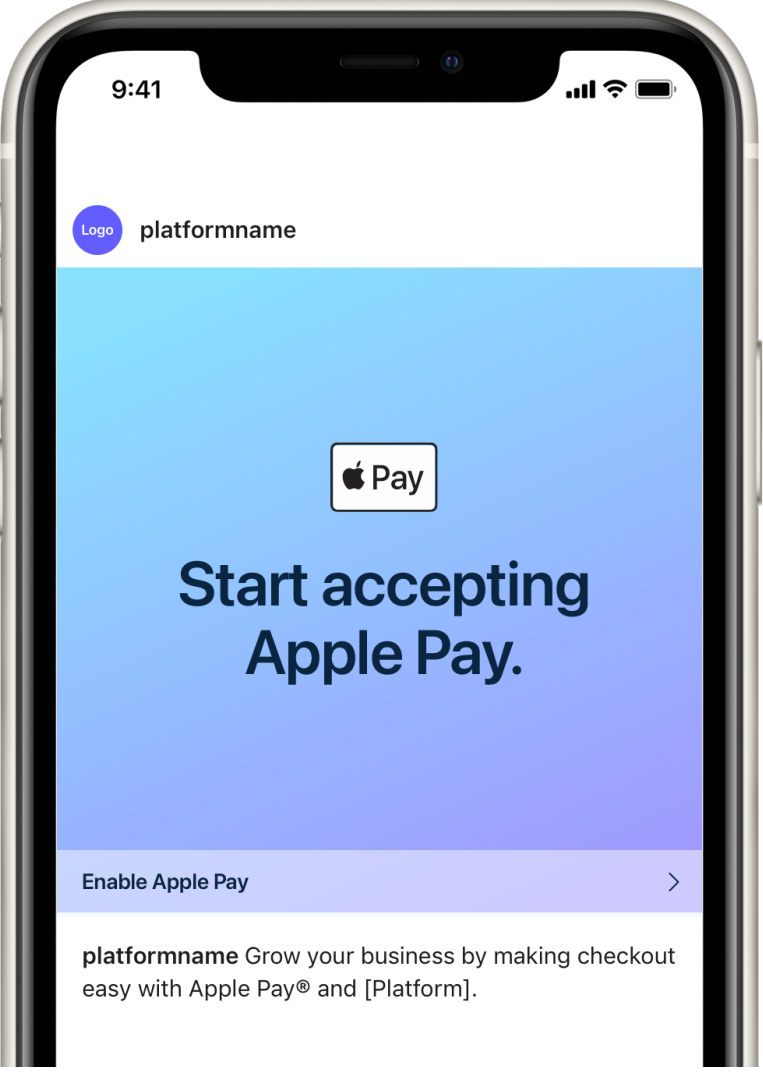
Dashboard

[View >](#)



Email

[View >](#)



Social Media

[View >](#)

 **Pro Tip**

Develop webinar content that showcases success stories and tips on how to best enable Apple Pay from your platform.

3

Attract New Merchants

Position Apple Pay as a differentiator in acquisition campaigns.
Drive prospective merchants to get started with an Apple Pay enabled online store to increase conversion rates.

Attract New Merchants

Recommended Copy

Headlines

Grow your business faster with Apple Pay.

Boost sales with an Apple Pay enabled online store.

Offer the easiest checkout experience online with Apple Pay.

[Platform] and Apple Pay boost online sales.

Copy

Apps and websites enabled with Apple Pay see higher conversion rates. Start growing your business today.

Starting an online business? Offer your shoppers a fast and secure way to pay with flexible shipping options. Apple Pay supports delivery, split shipments, Buy Online Pickup In-Store, subscriptions, and more.

CTAs

Launch your online store with Apple Pay

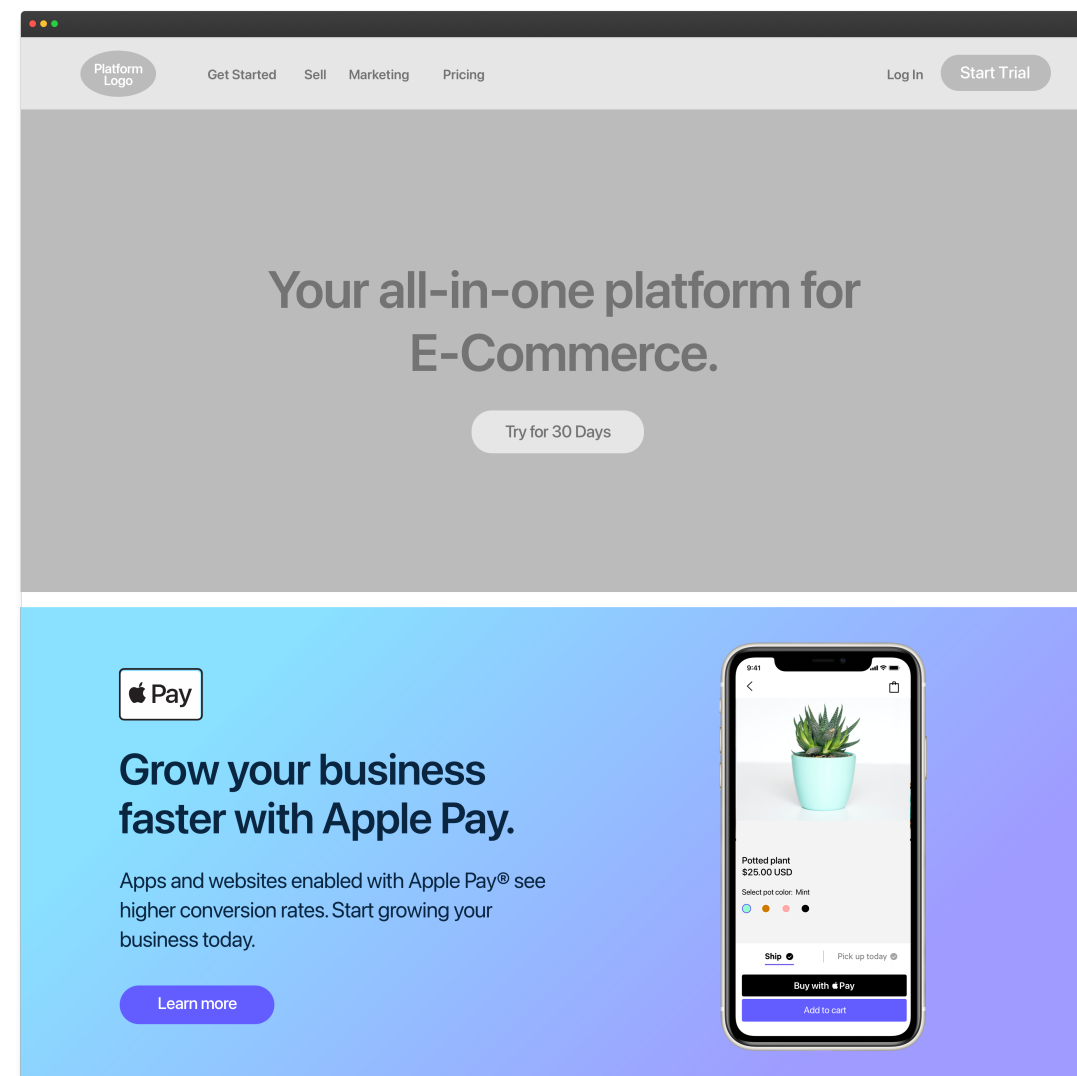
Increase your conversion rates with Apple Pay

Learn more

Attract New Merchants

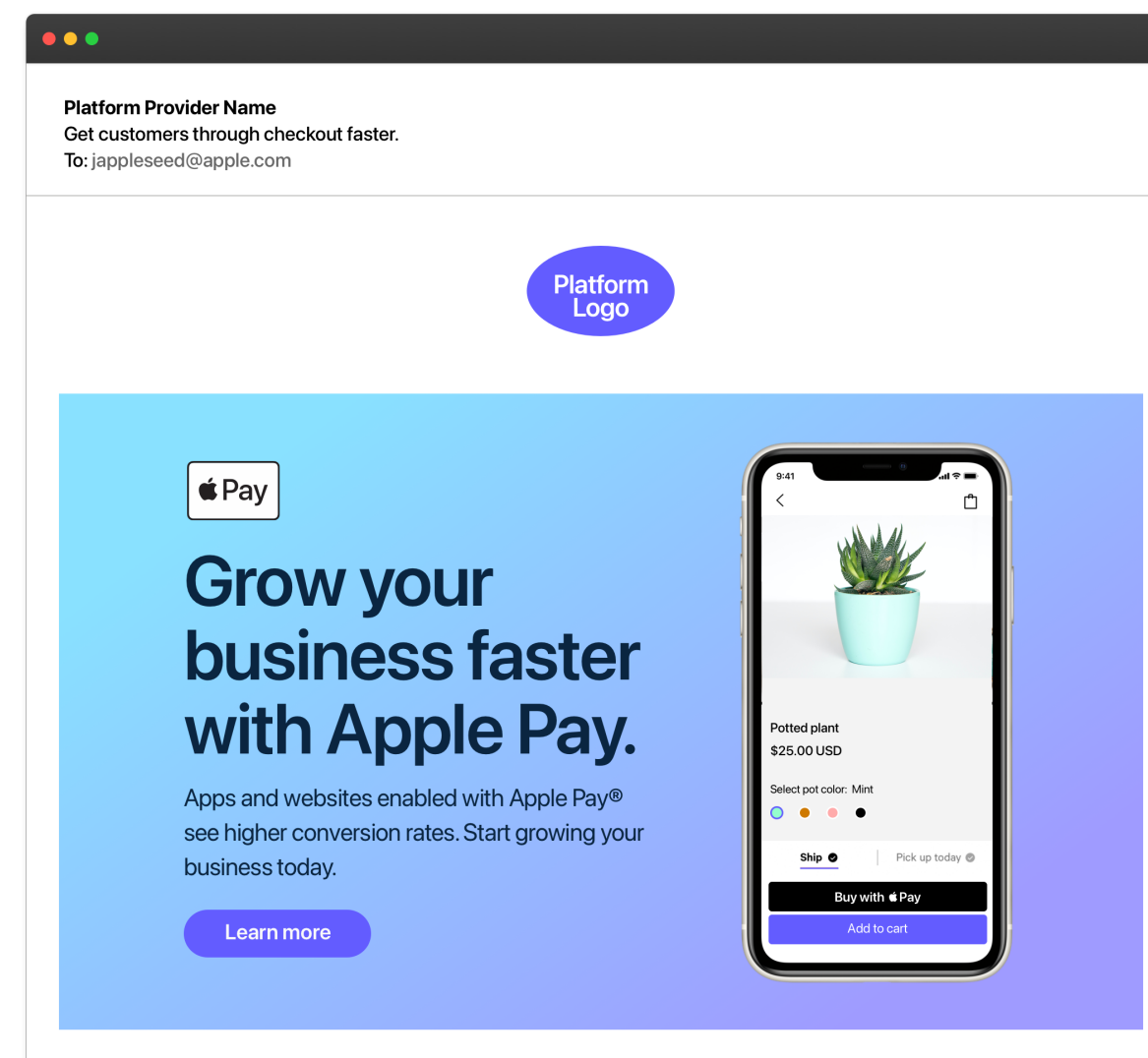
Choose your communications type

Click “view” to see and download templates.



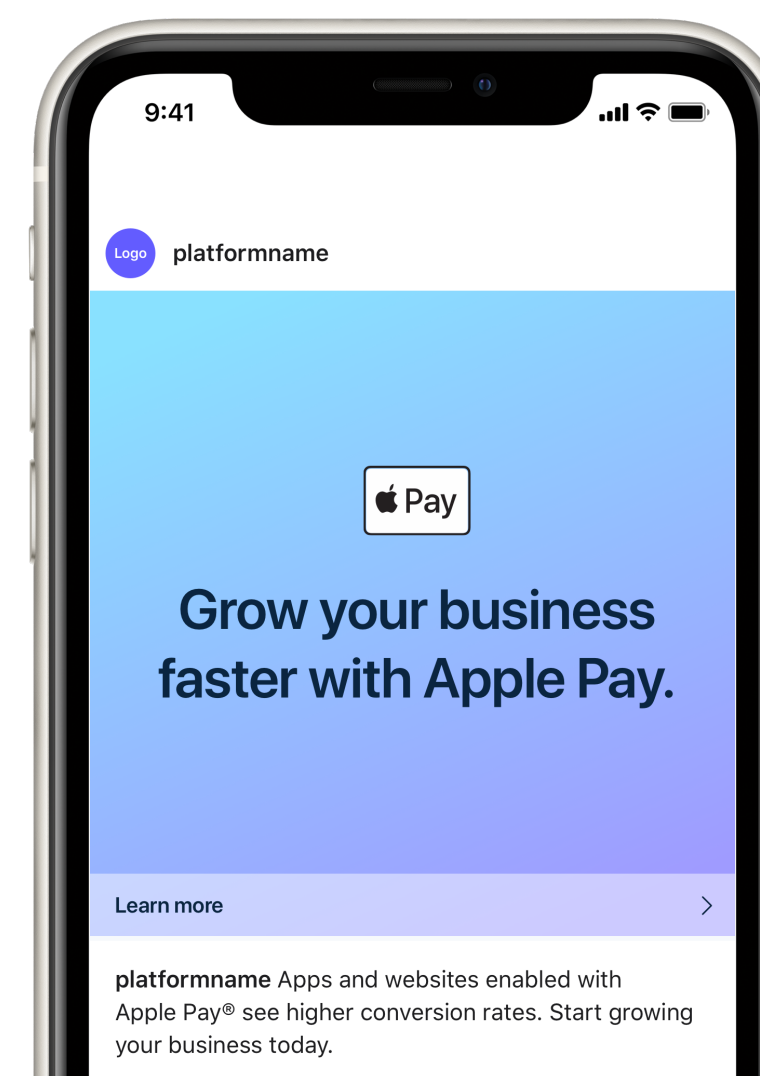
Website (Banners)

[View >](#)



Sales Leads Email

[View >](#)



Social Media

[View >](#)



Pro Tip

You can also use this messaging for:

- Digital Advertising
- Sales Enablement Materials

4

Onboard Newly Enabled Merchants

Empower merchants to market Apple Pay to their shoppers.

Onboard Newly Enabled Merchants

Recommended Copy

Headlines

- Get your customers excited about Apple Pay.
- Start communicating about Apple Pay.
- Start marketing Apple Pay.

Copy

Now that you accept Apple Pay, here's a marketing guide with tips and best practices for creating campaigns to drive awareness and usage of Apple Pay.

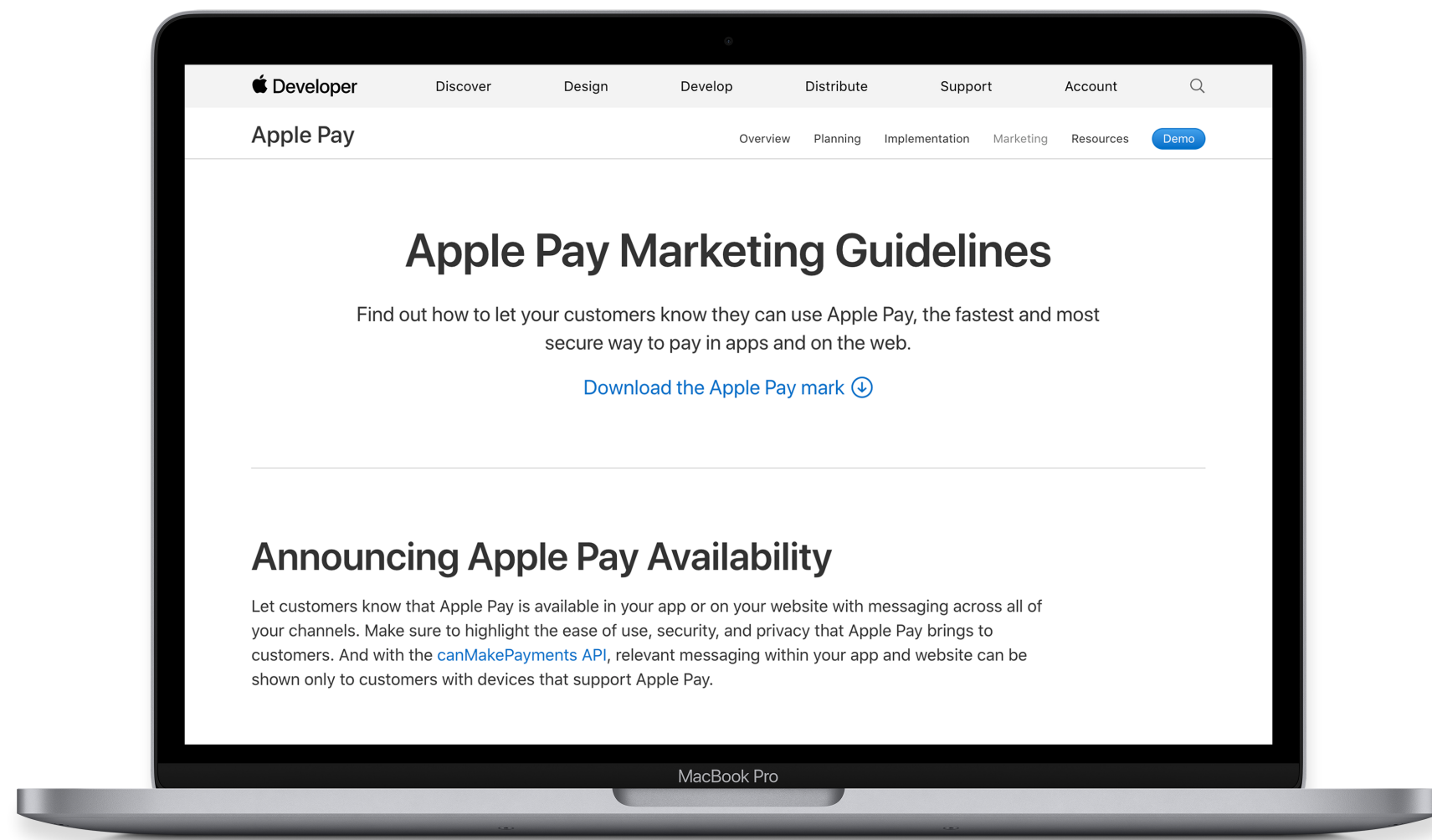
CTAs

- Get the guide
- Get the Apple Pay marketing guide
- Get started

Onboard Newly Enabled Merchants

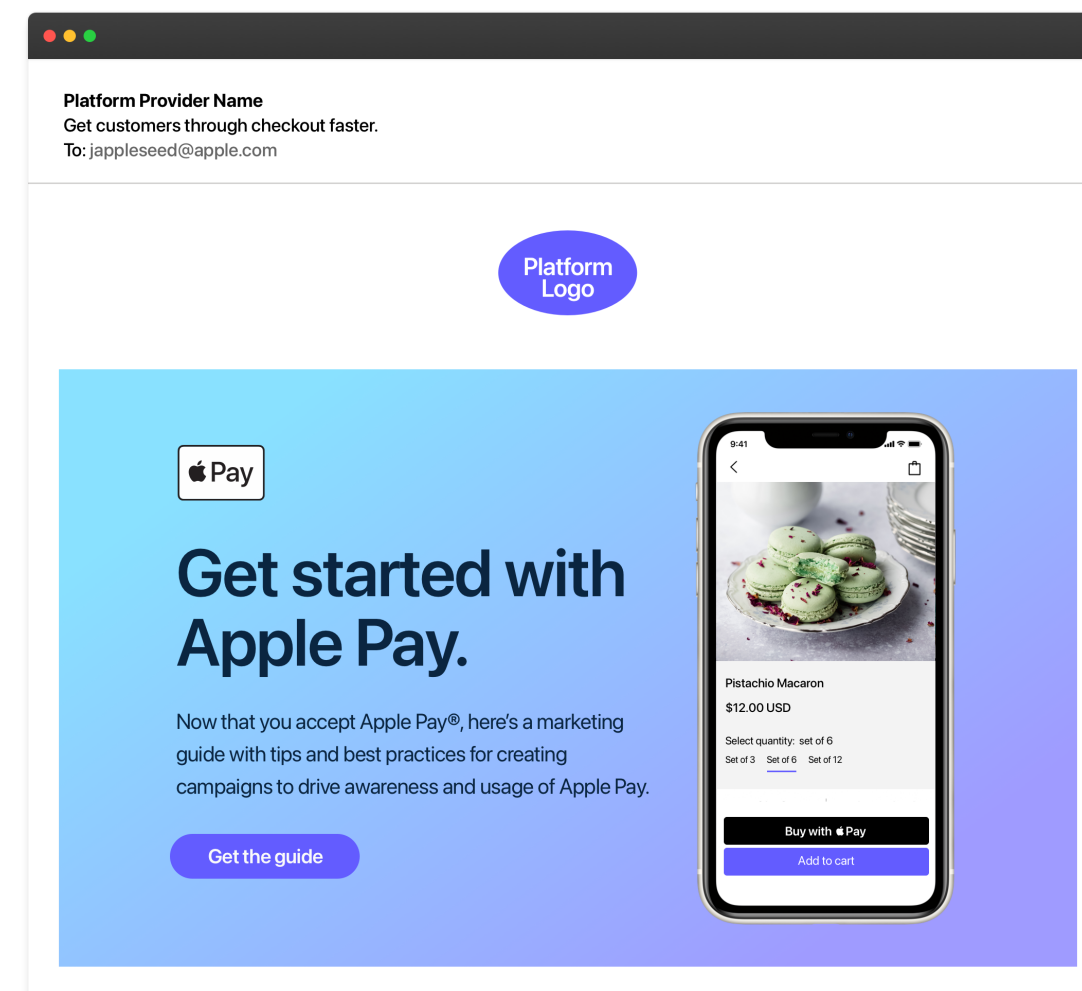
Choose Your Communications Type

Click “view” to see and download templates.



Merchant Guide

[View >](#)



Welcome Email

[View >](#)



Pro Tip

Collaborate with merchants on your platform to develop case studies of successful Apple Pay campaigns and share their stories in the onboarding communications.

Guidelines

Refer to these guidelines before downloading and using the templates in this toolkit.

Apple Pay Mark Guidelines

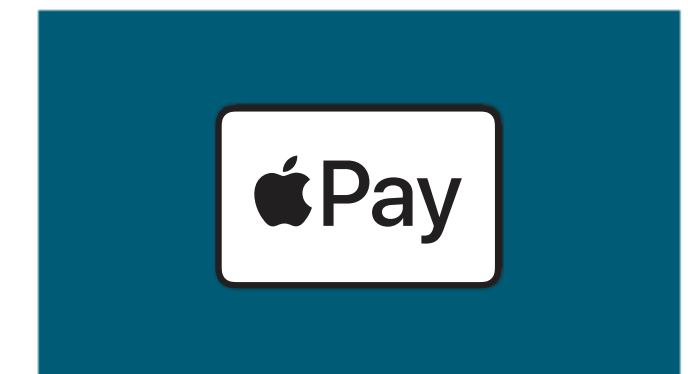
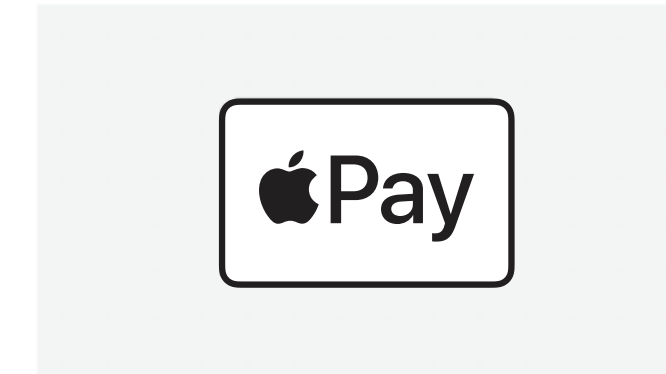
Artwork

The Apple Pay mark is available only in white with an outline rule. Other color options are not available. Do not alter the artwork in any way or create your own version of the Apple Pay mark. Use only the artwork provided by Apple.



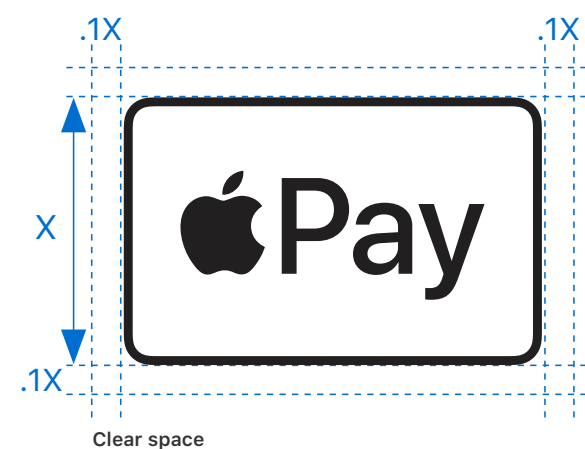
Background color

A white or light background is preferred when displaying the Apple Pay mark. The mark can also appear on a marketing layout that features a dark background.



Clear Space

The minimum clear space for the mark is one quarter the height of the mark. Do not place graphics or typography in the clear space area.



Apple Pay with other mobile payments

To increase acceptance awareness, it is recommended that the Apple Pay mark be positioned first in an arrangement with other mobile payment marks.



Trademark and Legal Guidelines

Apple requirements

Apple Pay and the Apple Pay UI assets as described in these guidelines cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with Apple Pay, Apple products, or Apple itself.

Trademark attribution

Do not add a trademark symbol to the Apple Pay UI assets provided by Apple. In apps, include Apple trademark attributions wherever legal information is displayed.

In marketing communications, distributed only in the United States, the appropriate symbol (™, SM, or ®) must follow each Apple trademark the first time it is mentioned in marketing copy, for example:

Apple®
Apple Pay®
Apple Watch®
Face ID®
iPad®
iPhone®
Safari®
Touch ID®

Refer to the Apple Trademark List at apple.com/legal/intellectual-property/trademark/appletmlist.html for the correct trademark symbol.

In all regions, include the following credit line:

Apple, the Apple logo, Apple Pay, Apple Watch, Face ID, iPad, iPhone, iTunes, Mac, MacBook Pro, Safari, and Touch ID are trademarks of Apple Inc., registered in the U.S. and other countries. Touch Bar is a trademark of Apple Inc.

List only the specific Apple trademarks used in the text or audio in your marketing communications.

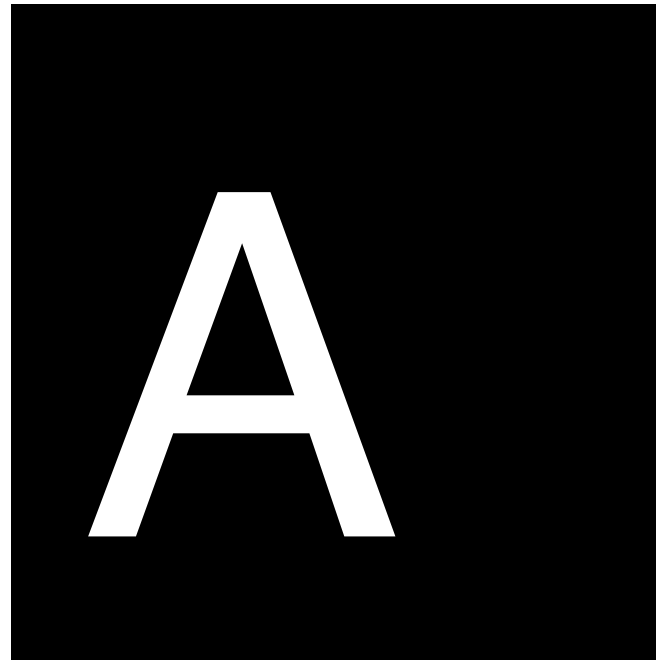
For more information about using Apple trademarks, visit “Guidelines for Using Apple Trademarks and Copyrights” at apple.com/legal/intellectual-property/guidelinesfor3rdparties.html

With Apple’s approval, a translation of the legal notice and credit line (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

Notes

- Trademark symbols do not need to be included in marketing headlines. The mark is only required the first time the name of a trademarked product appears in the text. If space is restricted, you can include the credit line on the link-to page.

Design Guidelines



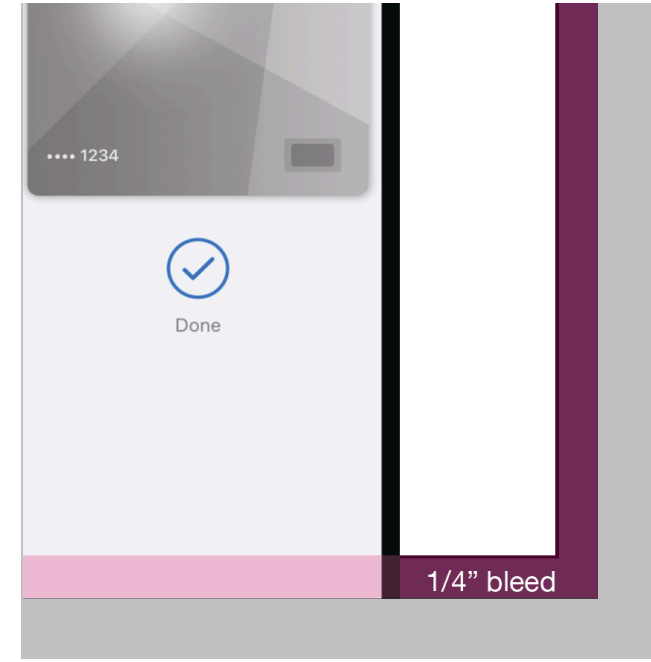
Typography

You can update the template's default font with your brand's font. Add additional fonts using your brand's typographic standards and hierarchy.



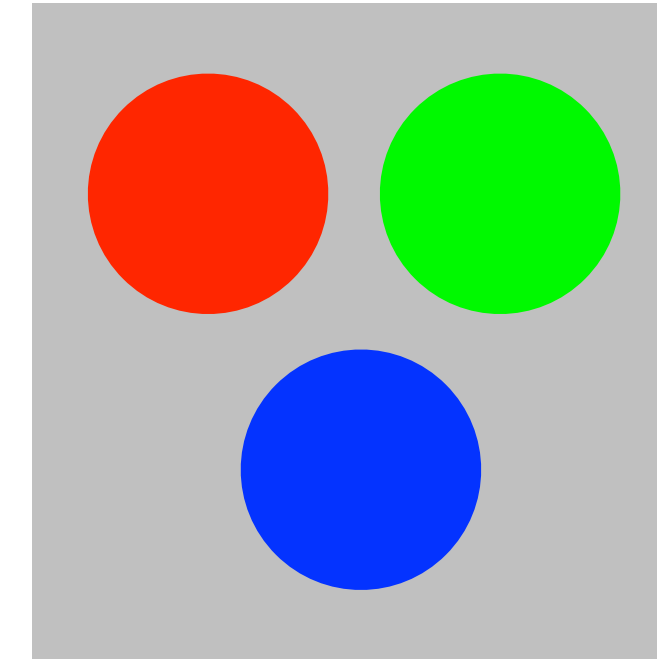
Images

Start with hi-resolution images in an RGB color profile. Final output for all digital assets should be 72 dpi or 144 dpi (@2x) for retina screens. Test and be sure images are sharp at final size.



Bleed

Extend all images and background flood colors beyond the bounds of the template to ensure an accurate output.



Color

All digital content should be set in an RGB color profile space for web. Refer to and use your brand's RGB or HEX codes for color matching and accuracy.

Writing your own copy

Messaging Guideline

Keep it clear and concise.

All messaging should be simple, fun and relatable. To achieve this:

- Headlines should be purposeful and descriptive.

Example: **Boost online sales with Apple Pay.**

- Subheads should be simple, informative, and to the point.

Example: **Grow your business by making checkout easy with Apple Pay and [Platform].**

- Avoid overloading too many details at once, focus on one benefit.

Example: **Increase conversion rates with Apple Pay.**

Use real language.

Don't be too formal, but keep it professional by avoiding the use of jargon.

Example: **Apple Pay is accepted here.**

Prioritize the role of Apple Pay.

Whether talking about benefits, offers, or information, make sure the role of Apple Pay is at the forefront.

Example: **Grow your business faster with Apple Pay.**

Make the next step clear.

Include Call To Actions that are clear, concise, and let customers know exactly what to expect.

Example: **Get the guide.**

Additional Resources

FAQs

Example FAQs to share on your Apple Pay dedicated landing page or to provide to merchants. Use and create more as needed.

How do I start accepting Apple Pay?

To accept Apple Pay on the web or in app, go to [platform to include instructions and link to its owned webpage with relevant information].

Are there additional fees to accept Apple Pay?

No. Apple doesn't charge any additional fees.

Where can I learn more about Apple Pay for merchants?

Check the Apple Pay webpage or contact merchant support. [Platform to link to its owned webpages with relevant information].

How can I communicate to my shoppers that my online store accepts Apple Pay?

Create campaigns to drive awareness and usage of Apple Pay with this marketing guide <https://developer.apple.com/apple-pay/marketing/>. It includes best practices and a link to download the Apple Pay mark.

Helpful Links

[Apple Pay website](#)

[Apple Pay developer site](#)

[Apple Pay implementation best practices](#)

[Apple Pay developer support](#)

[Download Apple Pay mark](#)

[Download Apple device images](#)

Templates

Launch Apple Pay

Launch Apple Pay

Dashboard – Interstitial

What it is

An overlay for web or mobile app dashboards that informs merchants about the benefits of Apple Pay before they start their session.

How to use it

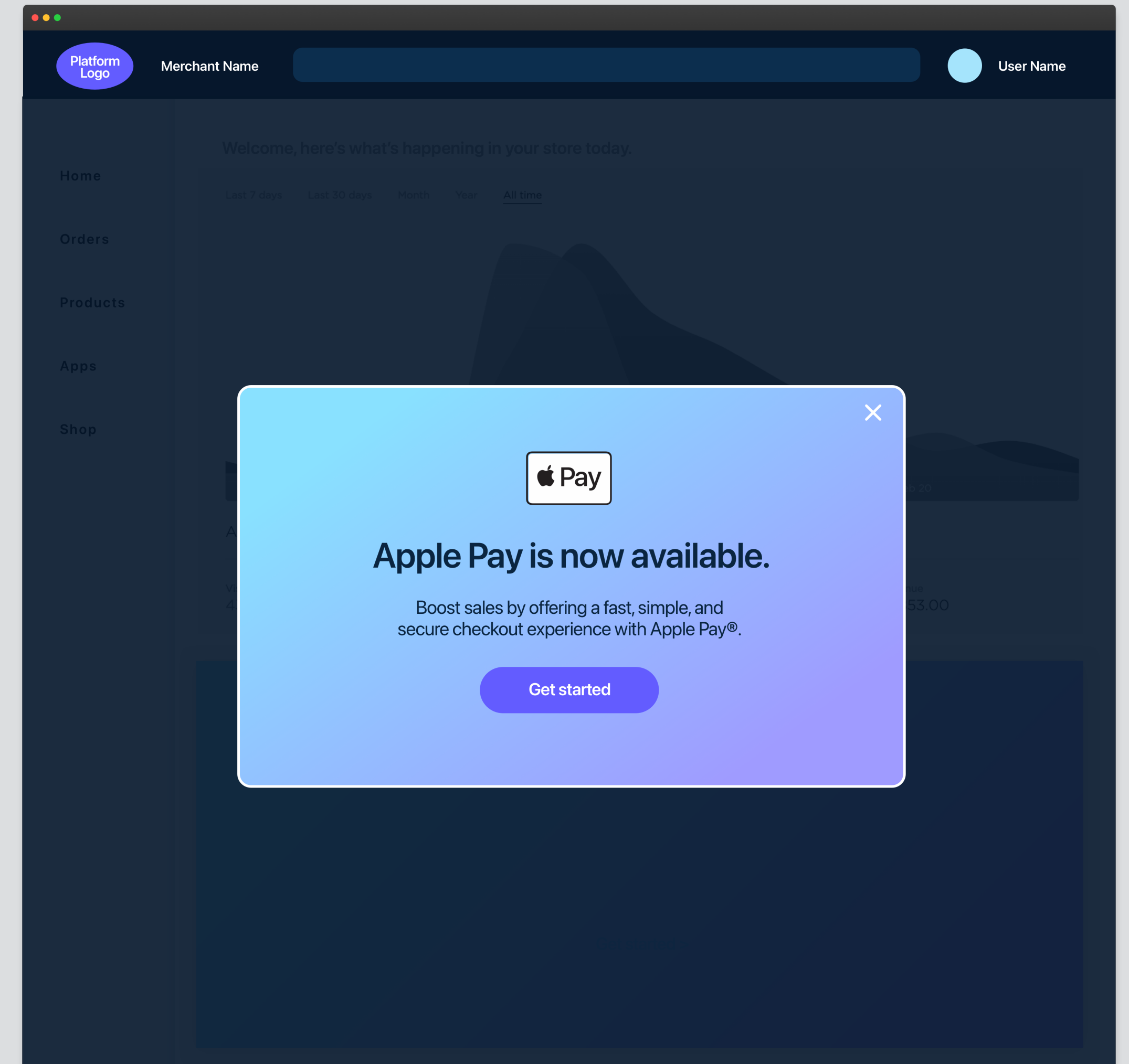
Use as interstitial in web and app logged in experiences. Download the template and customize with your branding.



Pro Tip

Drive to the your payments set up webpage for the merchant to start enabling Apple Pay.

[Download template](#)



Launch Apple Pay

Dashboard Banner – Card

What it is

A card integrated into the logged in dashboard experience that announces Apple Pay availability when space is limited.

How to use it

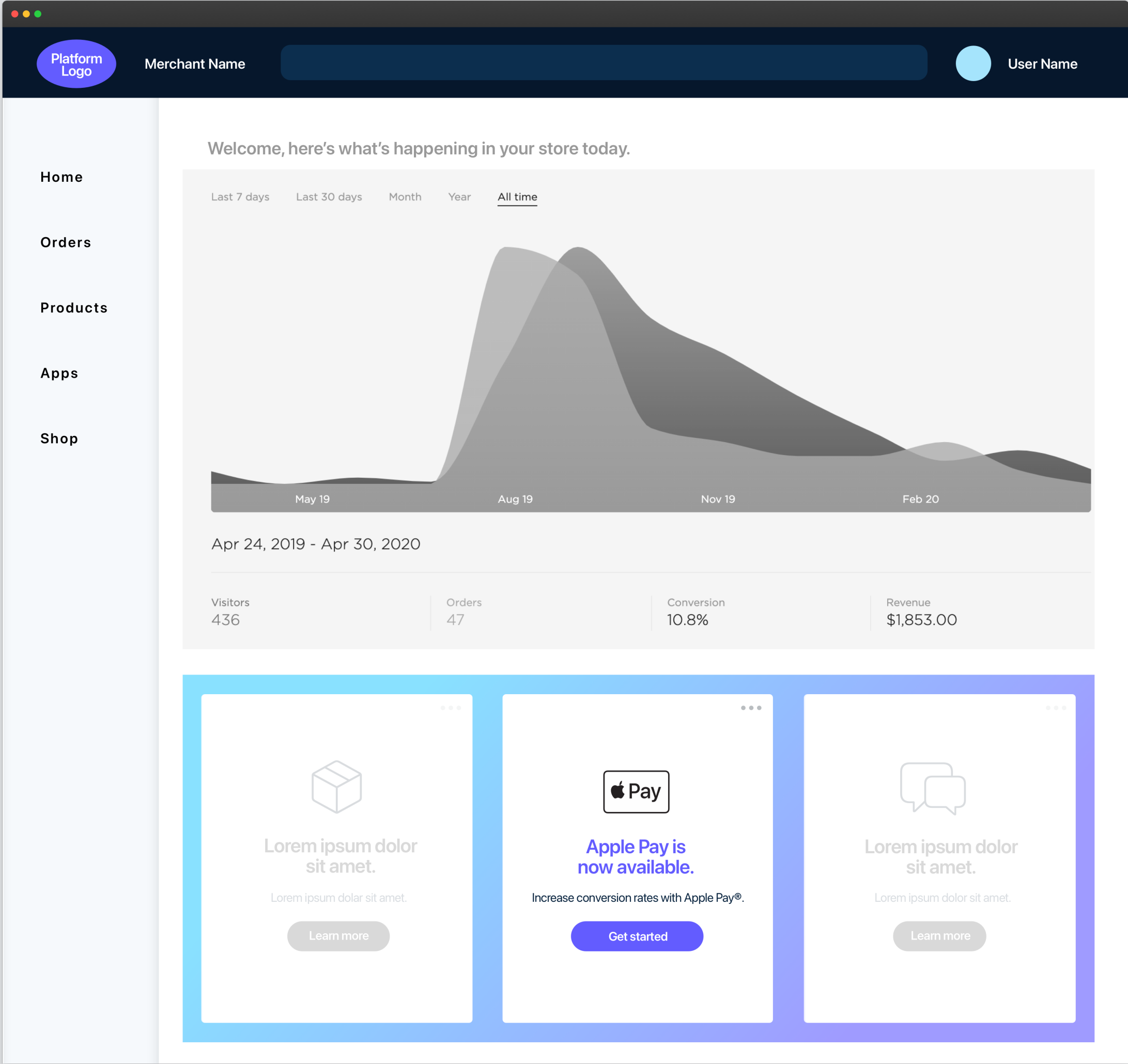
Use short, punchy copy to maximize space. Customize template with your branding. Place in line with additional dashboard cards.



Pro Tip

Make sure merchants see your banner by positioning it on your dashboard screen, close to sales information, or above the fold. Drive to the your payments set up webpage for the merchant to start enabling Apple Pay.

[Download template](#)



Launch Apple Pay

Dashboard Banner – Full Width

What it is

Create an attention grabbing moment on web and app dashboards to drive enablement.

How to use it

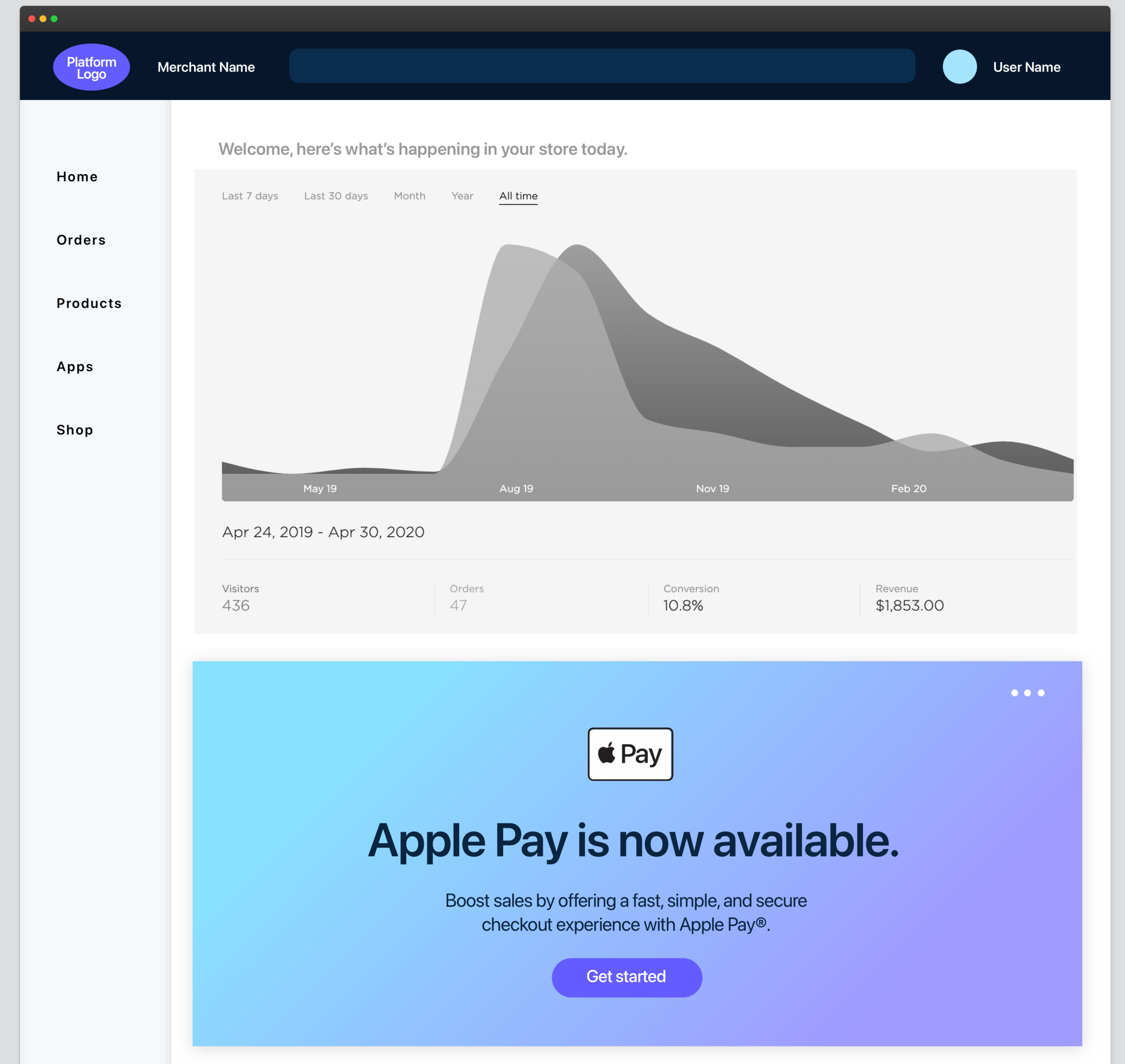
Download the template, customize with your branding, and place within dashboard above the fold.



Pro Tip

Make sure merchants see your banner by positioning it on your dashboard screen, close to sales information, or above the fold. Drive to the your payments set up webpage for the merchant to start enabling Apple Pay.

[Download template](#)



Launch Apple Pay Email

What it is

A highly targeted and direct message to inform your merchants about the benefits of Apple Pay.

How to use it

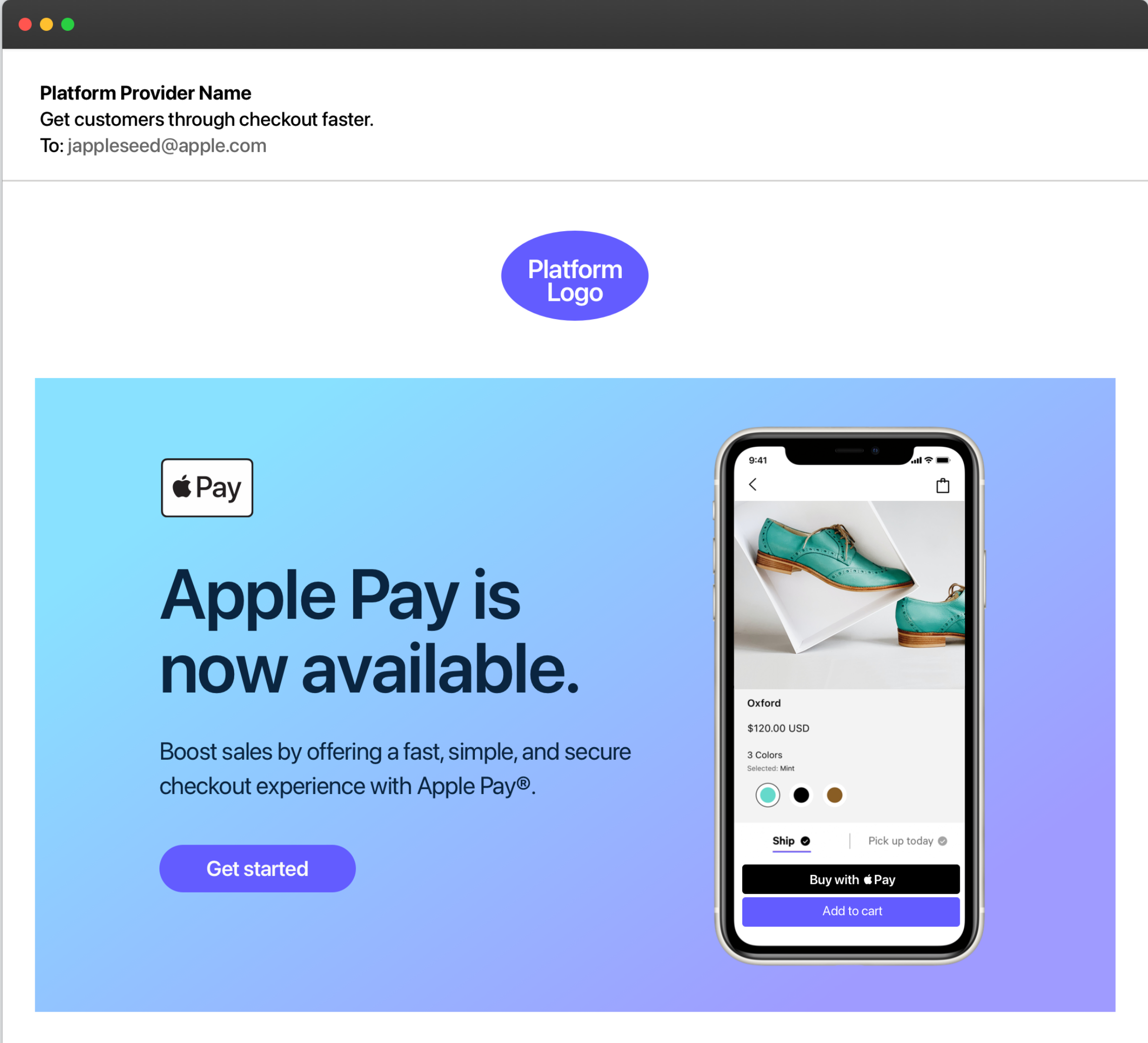
Download the template and customize with your branding. Consider sending as a standalone email or as part of a regular newsletter. Incorporate instructions to get started.



Pro Tip

Use the flexibility and control of email to provide additional information, including activation or deployment instructions, if necessary. Choose UI that reflects an authentic Apple Pay experience and purchase process. Drive to the your payments set up webpage for the merchant to start enabling Apple Pay.

[Download template](#)



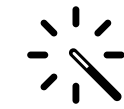
Launch Apple Pay Social – Post

What it is

Social posts to announce Apple Pay to new and existing merchants.

How to use it

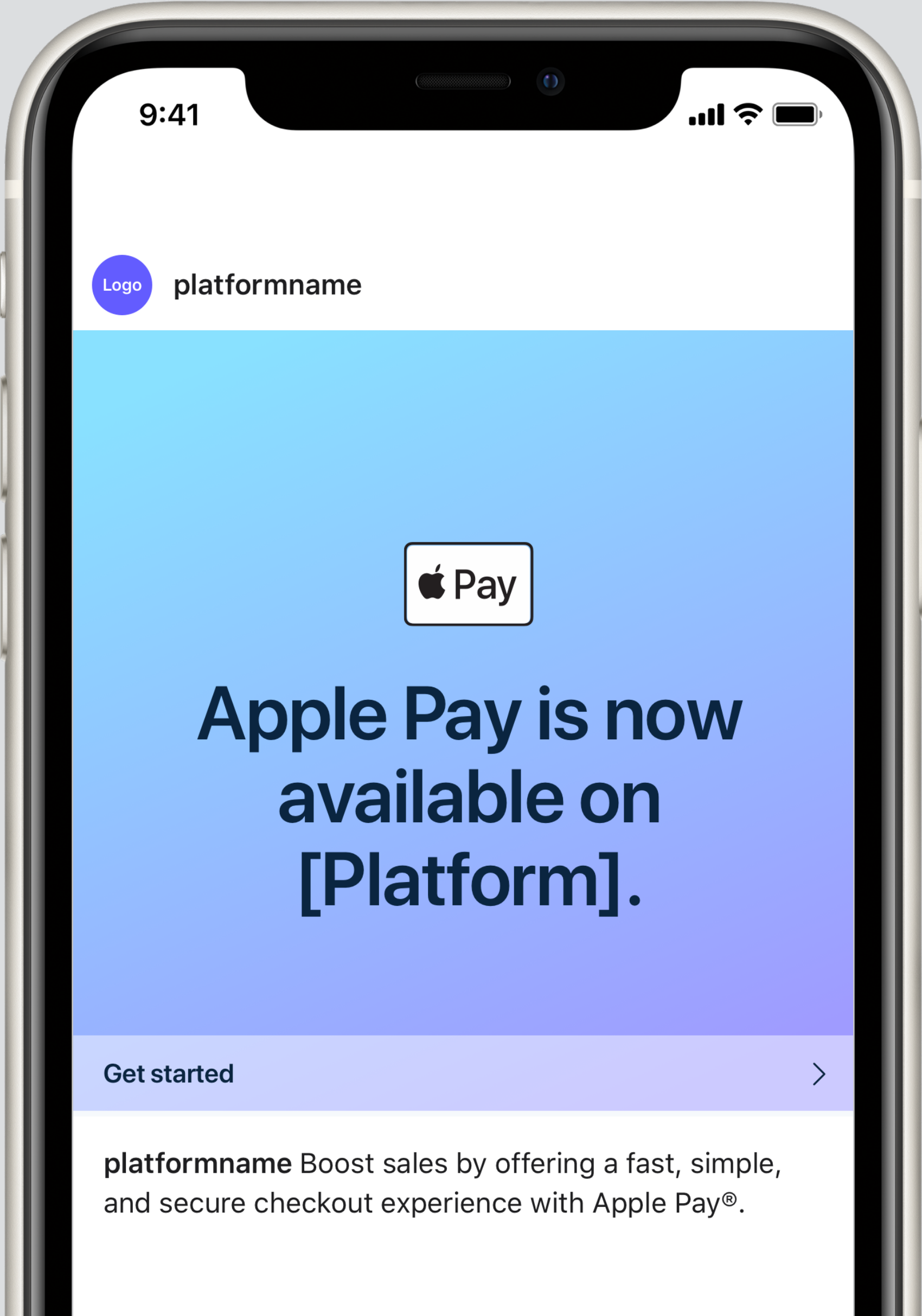
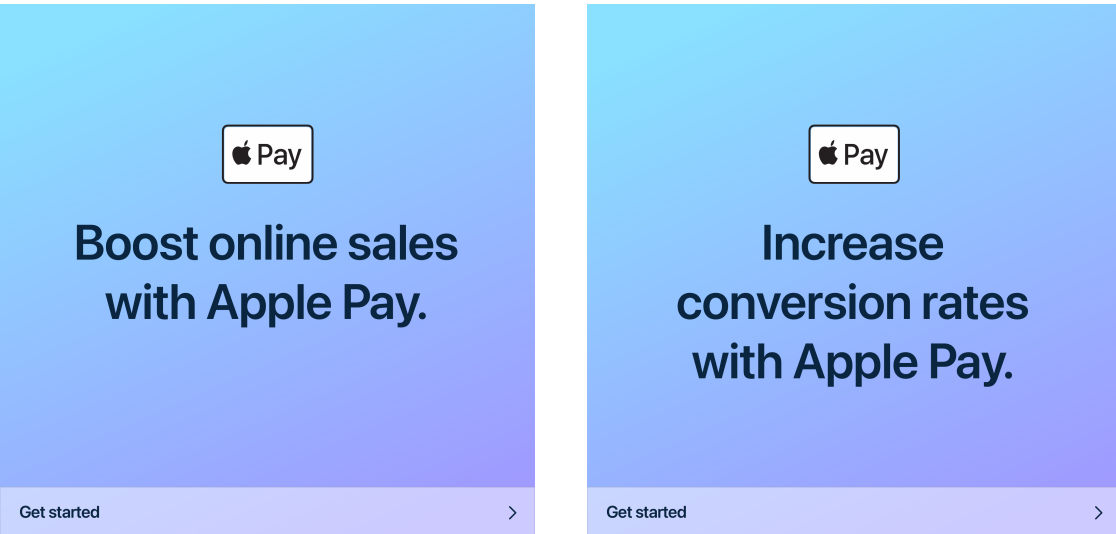
Choose the key frames you would like to include from the template provided. Download the template, customize with your branding, adjust to social platform specs, and share.



Pro Tip

If available, include CTA that drives to an Apple Pay dedicated landing page. Create an engaging carousel to incorporate multiple messages with brand imagery, videos, or animation.

[Download template](#)



Engage Existing Merchants

Engage Existing Merchants

Dashboard – Interstitial

What it is

An overlay for web or mobile app dashboards that informs merchants about the benefits of Apple Pay before they start their session.

How to use it

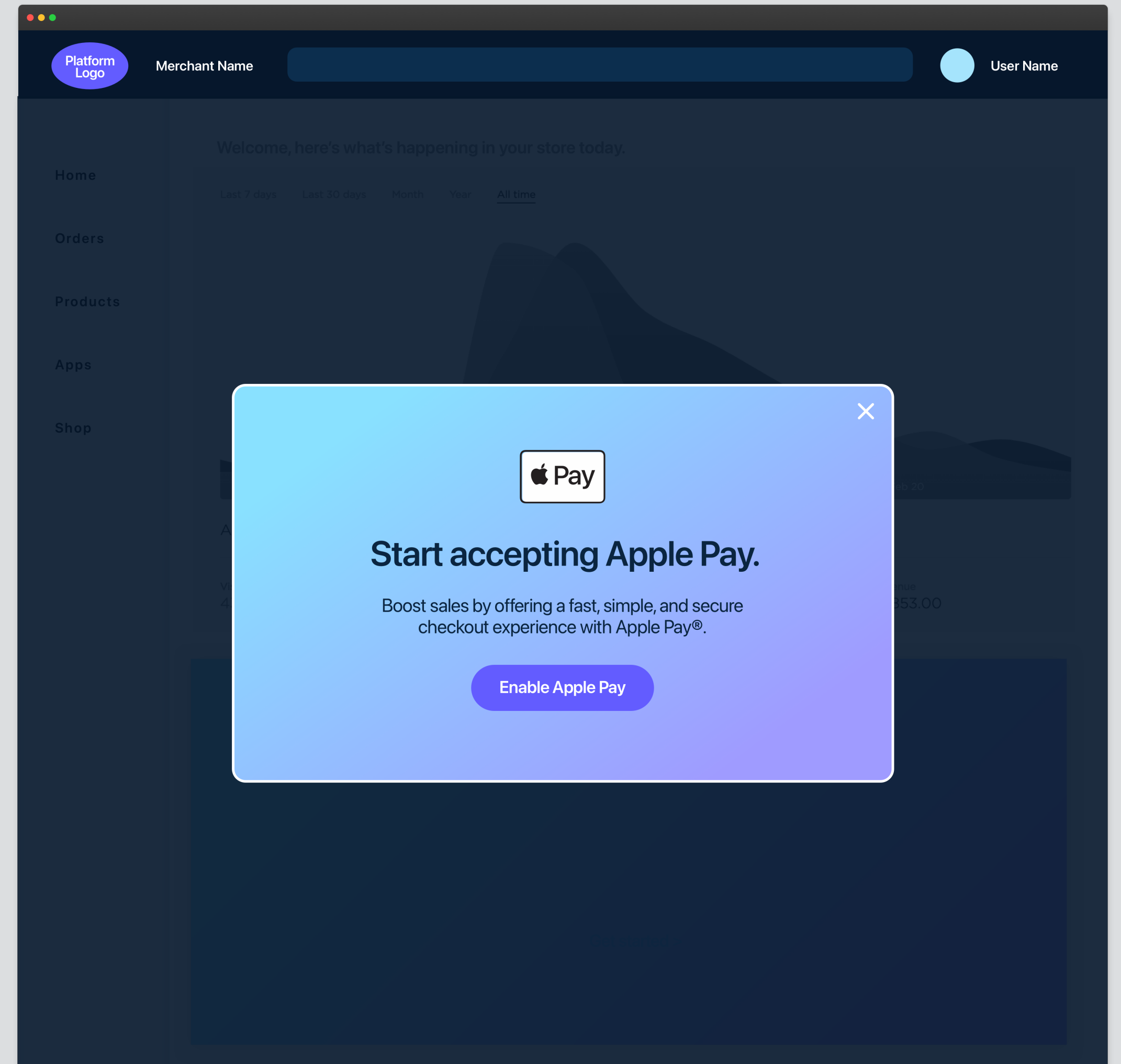
Use as interstitial in web and app logged in experiences. Download the template and customize with your branding.



Pro Tip

Drive to the your payments set up webpage for the merchant to start enabling Apple Pay.

[Download template](#)



Engage Existing Merchants

Dashboard Banner – Card

What it is

Inform merchants when space is limited.

How to use it

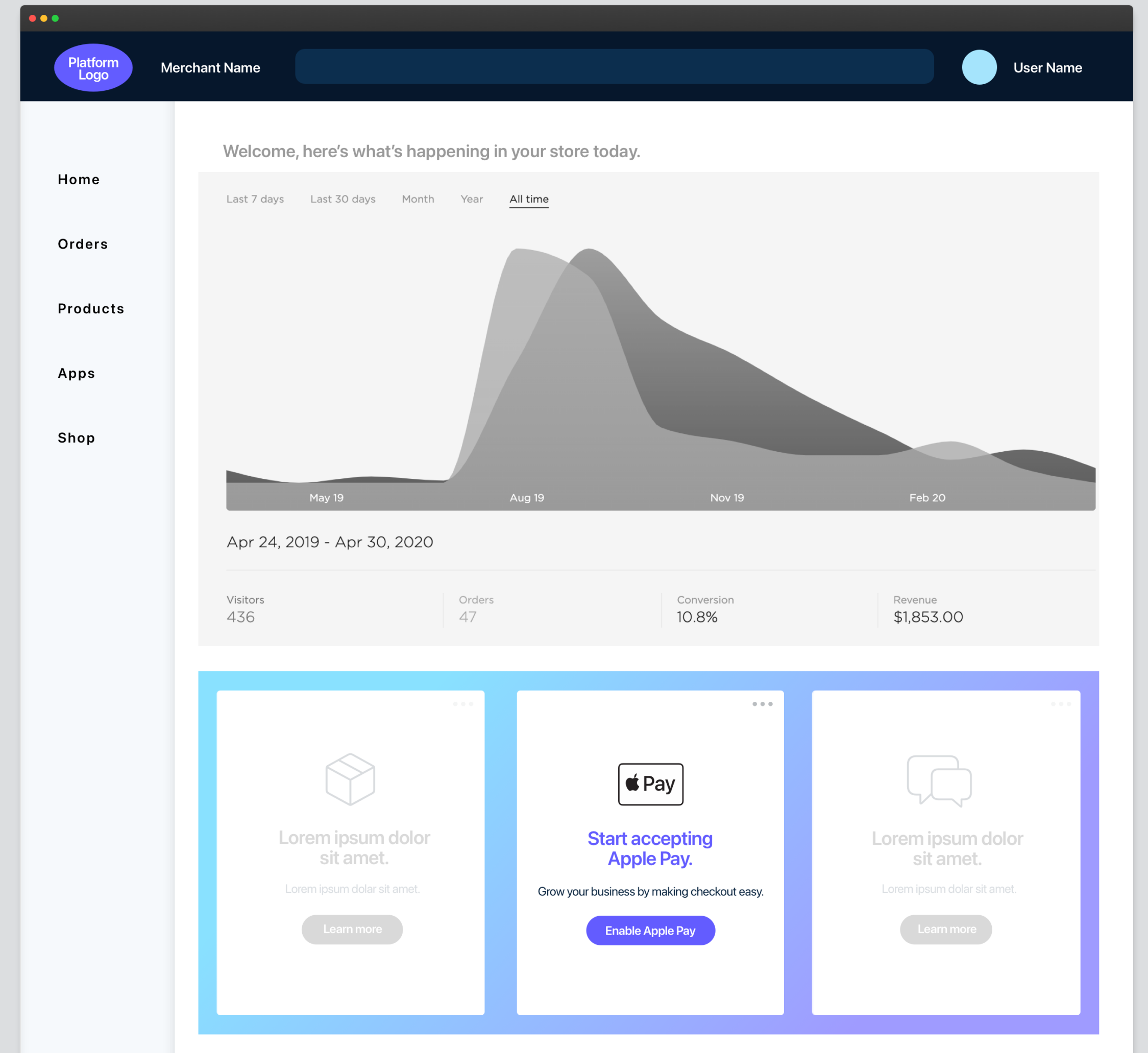
Use short, punchy copy to maximize space. Customize template with your branding. Place in line with additional dashboard cards.



Pro Tip

Make sure merchants see your banner by positioning it on your dashboard screen, close to sales information, or above the fold. Drive to the your payments set up webpage for the merchant to start enabling Apple Pay.

[Download template](#)



Engage Existing Merchants

Dashboard Banner – Full Width

What it is

Grab the attention of merchants who have not enabled Apple Pay.

How to use it

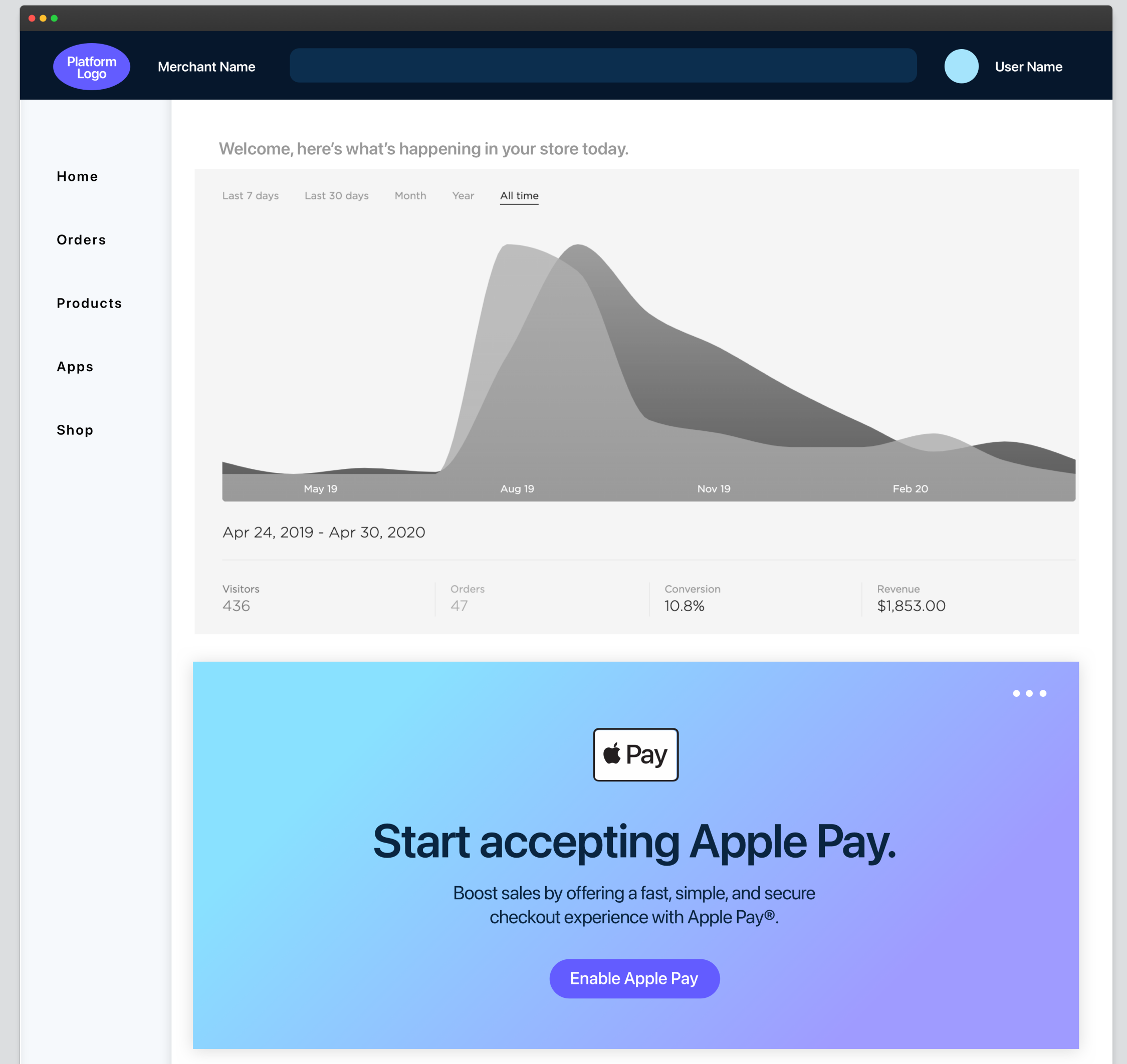
Download the template and customize with your branding. Place above the fold to alert merchants as they start their session.



Pro Tip

Use the Apple Pay logo for instant recognition. Make sure merchants see your banner by positioning it on your dashboard screen, close to sales information, or above the fold. Drive to the your payments set up webpage for the merchant to start enabling Apple Pay.

[Download template](#)



Engage Existing Merchants

Email

What it is

A highly targeted and direct message to inform your merchants about the benefits of enabling Apple Pay.

How to use it

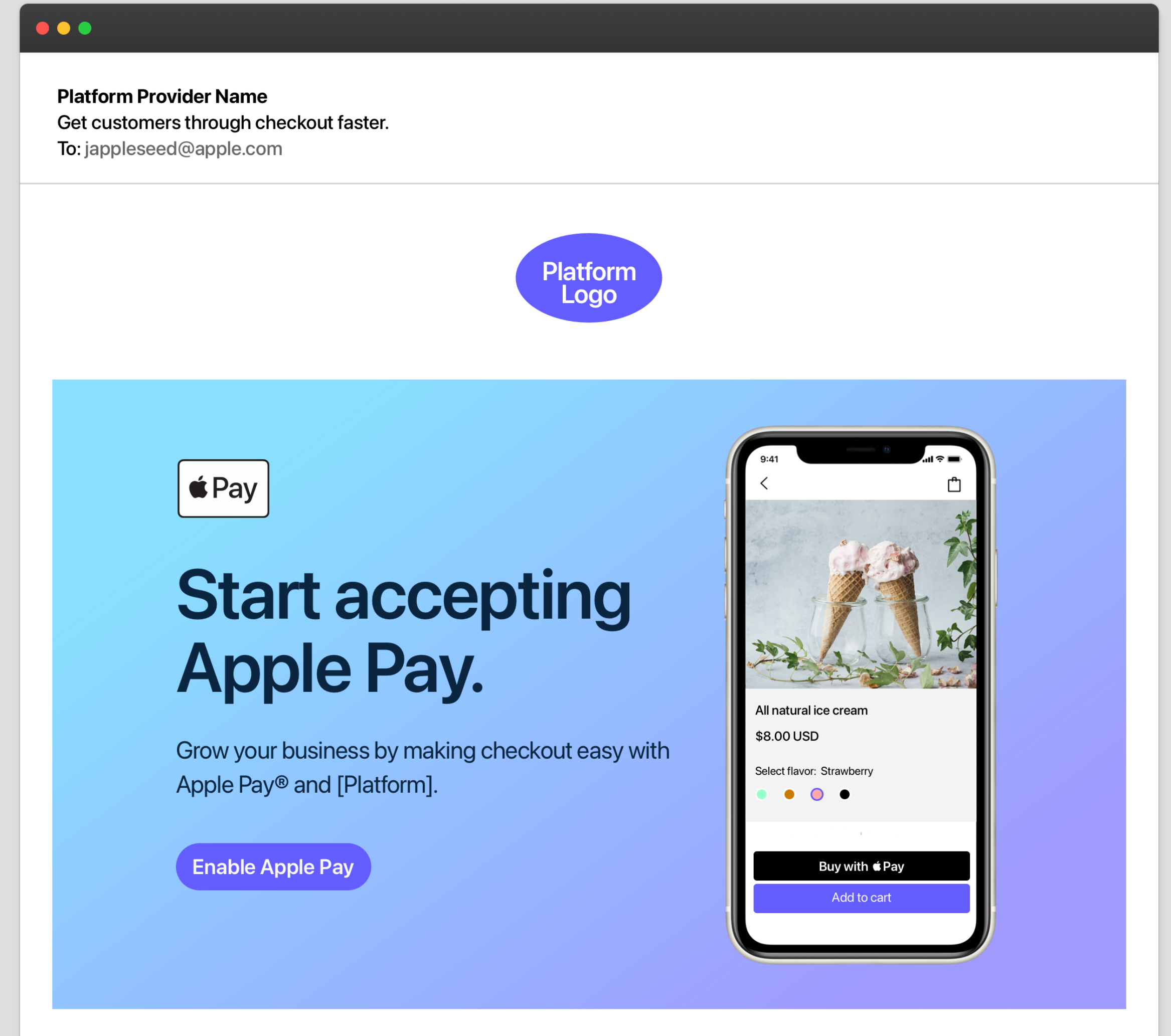
Download the template and customize with your branding. Consider sending as a standalone email or as part of a sequenced newsletter.



Pro Tip

Use the flexibility and control of email to provide additional information, including merchants success stories with Apple Pay and activation instructions. Choose UI that reflects an authentic Apple Pay experience and purchase process. Drive to the your payments set up webpage for the merchant to start enabling Apple Pay.

[Download template](#)



Engage Existing Merchants

Social – Post

What it is

Social posts inform your merchant followers about Apple Pay as they have a lean back experience watching stories.

How to use it

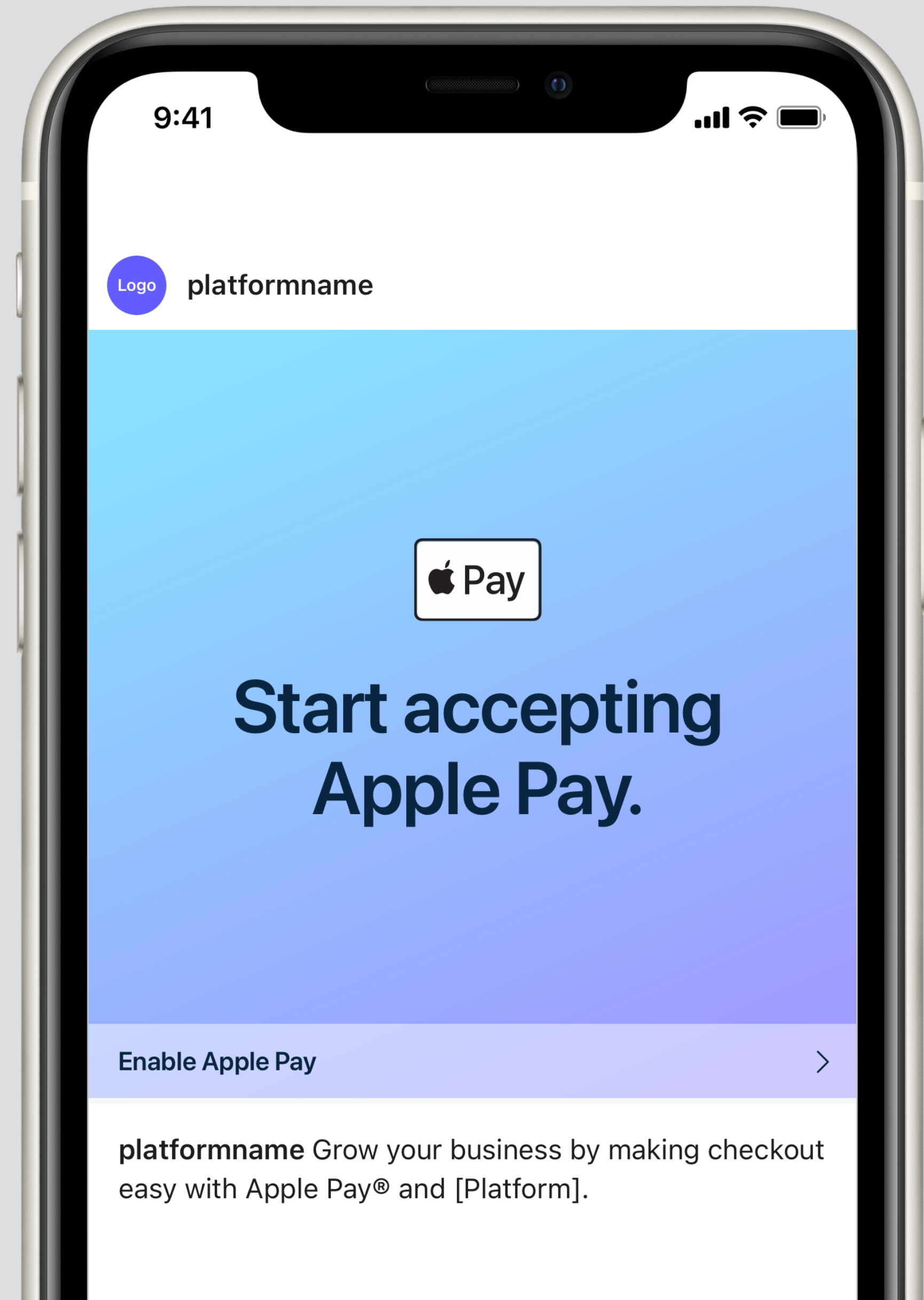
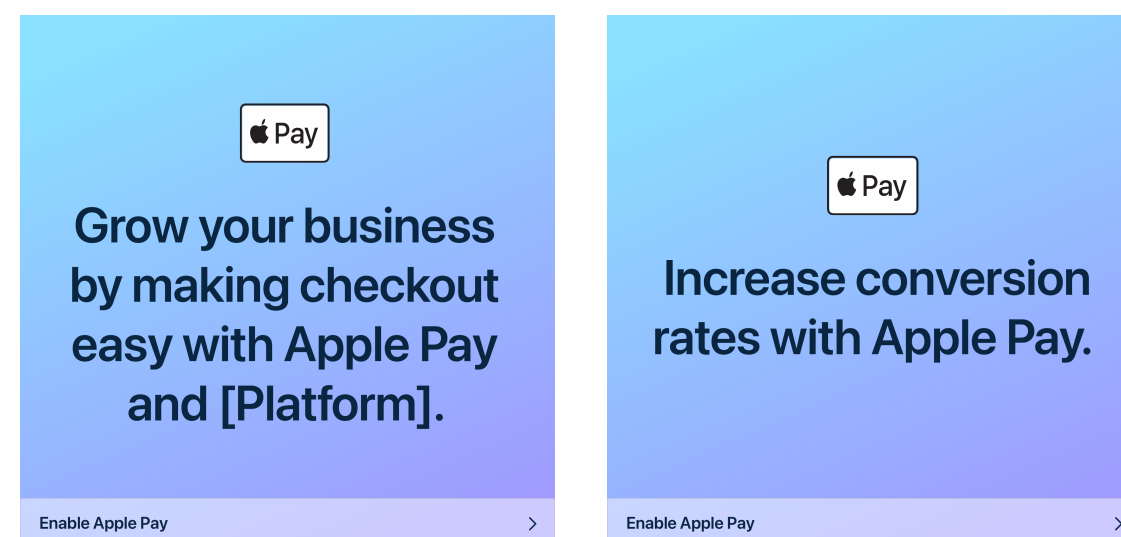
Choose the key frames you would like to include from the template provided. Download the template, customize with your branding, adjust to social platform specs, and share.



Pro Tip

If available, include a CTA that drive to the your payments set up webpage for the merchant to start enabling Apple Pay. Create an engaging carousel to incorporate multiple messages with brand imagery, videos, or animation.

[Download template](#)



Attract New Merchants

Attract New Merchants

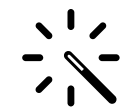
Website Banner

What it is

Communicate the benefits of Apple Pay directly with merchants assessing E-Commerce platforms.

How to use it

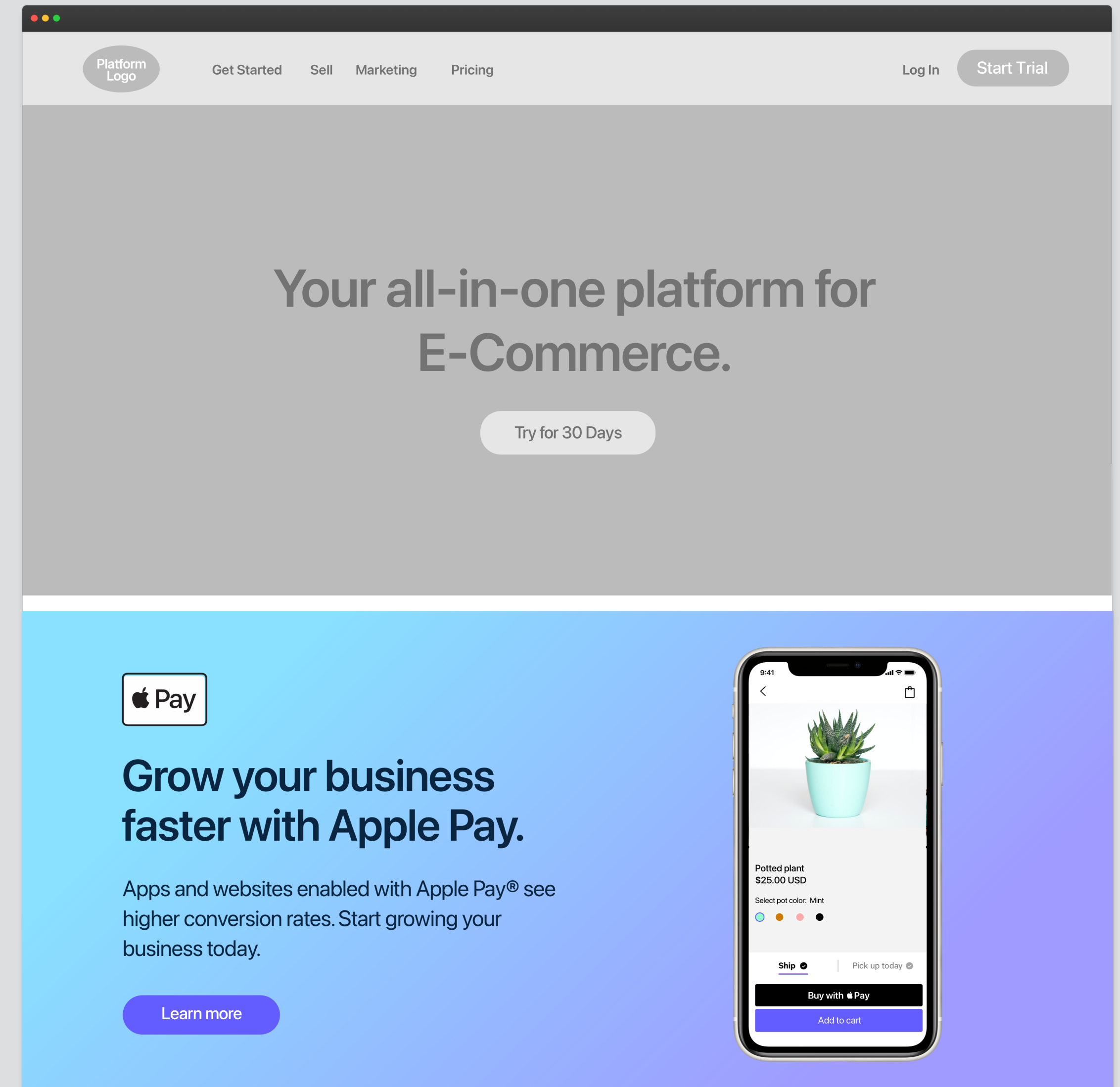
Download the template and then customize with your branding colors, typography, and imagery.



Pro Tip

Make sure merchants see your banner by positioning it directly below the marquee, close to sales information, or above the fold. Choose UI that reflects an authentic Apple Pay experience and purchase process. Drive to the your Apple Pay dedicated landing page.

[Download template](#)



Attract New Merchants

Sales Leads Email

What it is

A highly targeted and direct message to inform prospective merchants about the benefits of Apple Pay.

How to use it

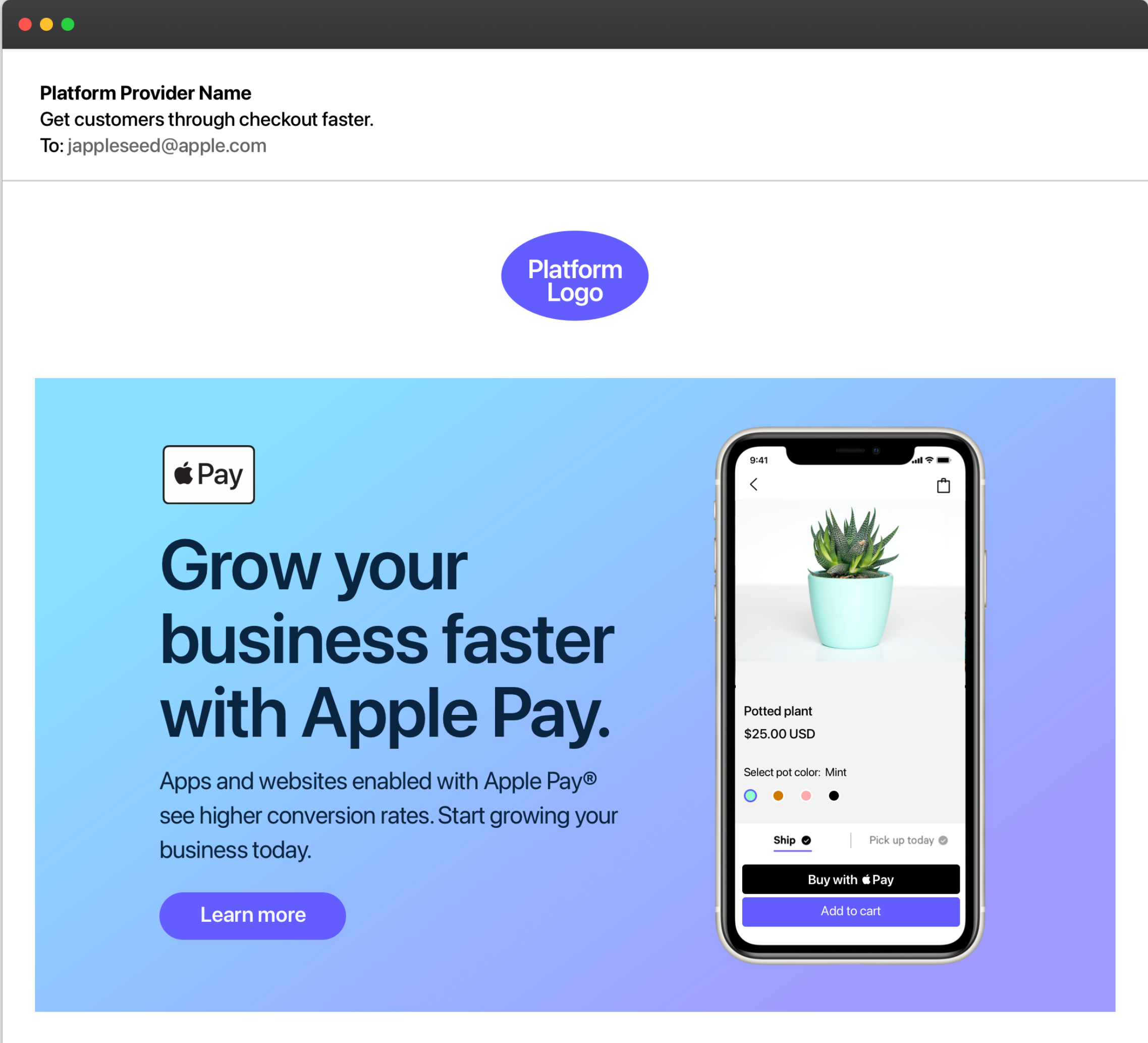
Download the template and customize with your branding. Incorporate in a sales lead email or craft a standalone Apple Pay email that highlights the key benefits of Apple Pay.



Pro Tip

Choose UI that reflects an authentic Apple Pay experience and purchase process. Drive to the your Apple Pay dedicated landing page.

[Download template](#)



Attract New Merchants

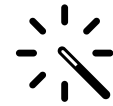
Social – Post

What it is

A social media campaign that attracts new merchants by positioning Apple Pay as a unique differentiator.

How to use it

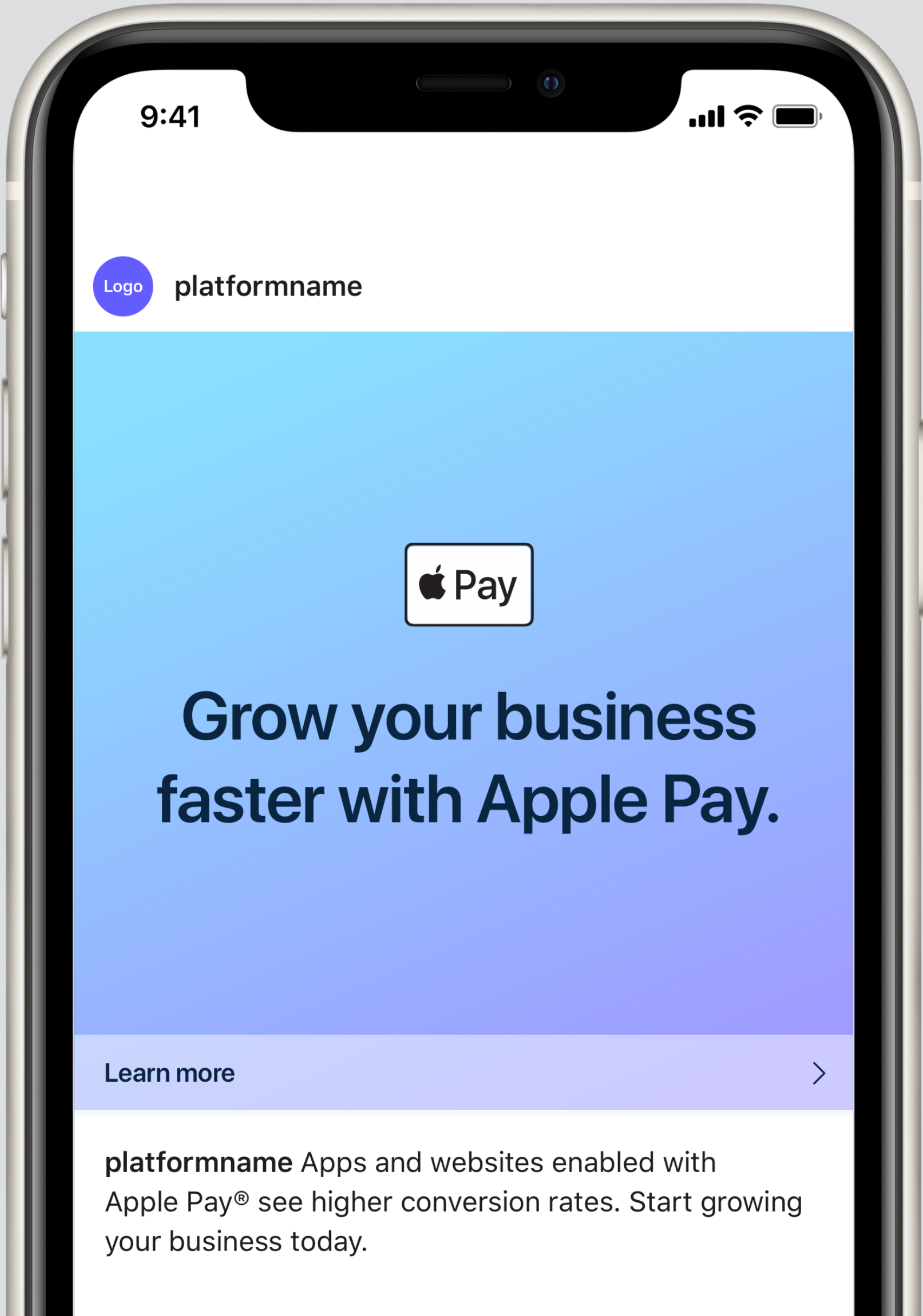
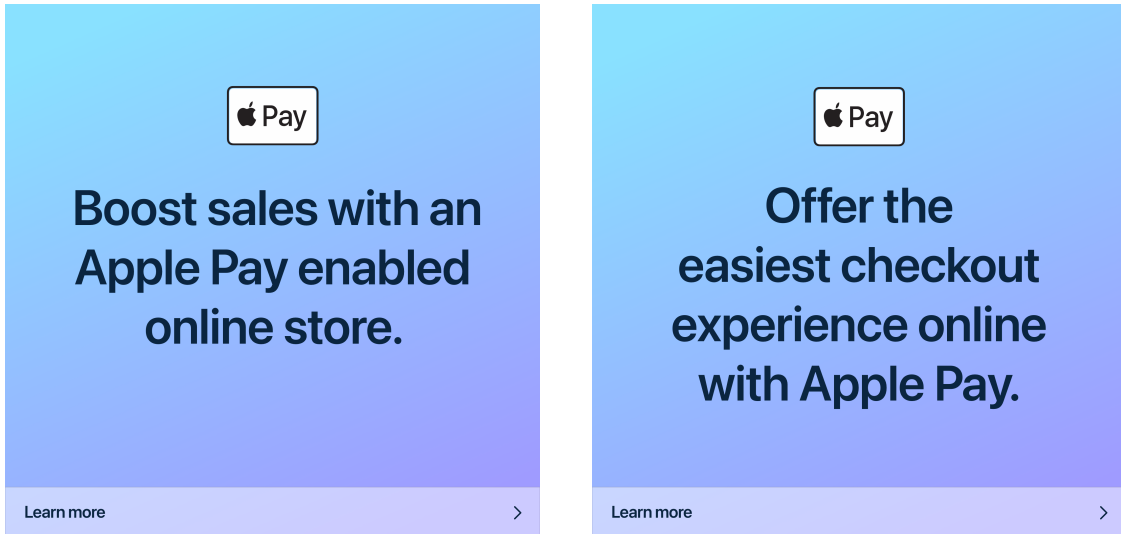
Choose the key frames you would like to include from the template provided. Download the template, customize with your branding, adjust to social platform specs, and share.



Pro Tip

If available, include CTA that drives to your Apple Pay dedicated landing page. Create an engaging carousel to incorporate multiple messages with brand imagery, videos, or animation.

[Download template](#)



Onboard Newly Enabled Merchants

Onboard Newly Enabled Merchants

Merchant Guide

What it is

A marketing guide to inform and empower merchants to communicate Apple Pay to their shoppers in order to drive adoption and sales.

How to use it

Link to the guide in onboarding emails, an Apple Pay dedicated landing page, or FAQs.

<https://developer.apple.com/apple-pay/marketing/>



Onboard Newly Enabled Merchants

Welcome Email

What it is

An on-boarding email that directs merchants to a helpful marketing guide for communicating the benefits of Apple Pay to their shoppers.

How to use it

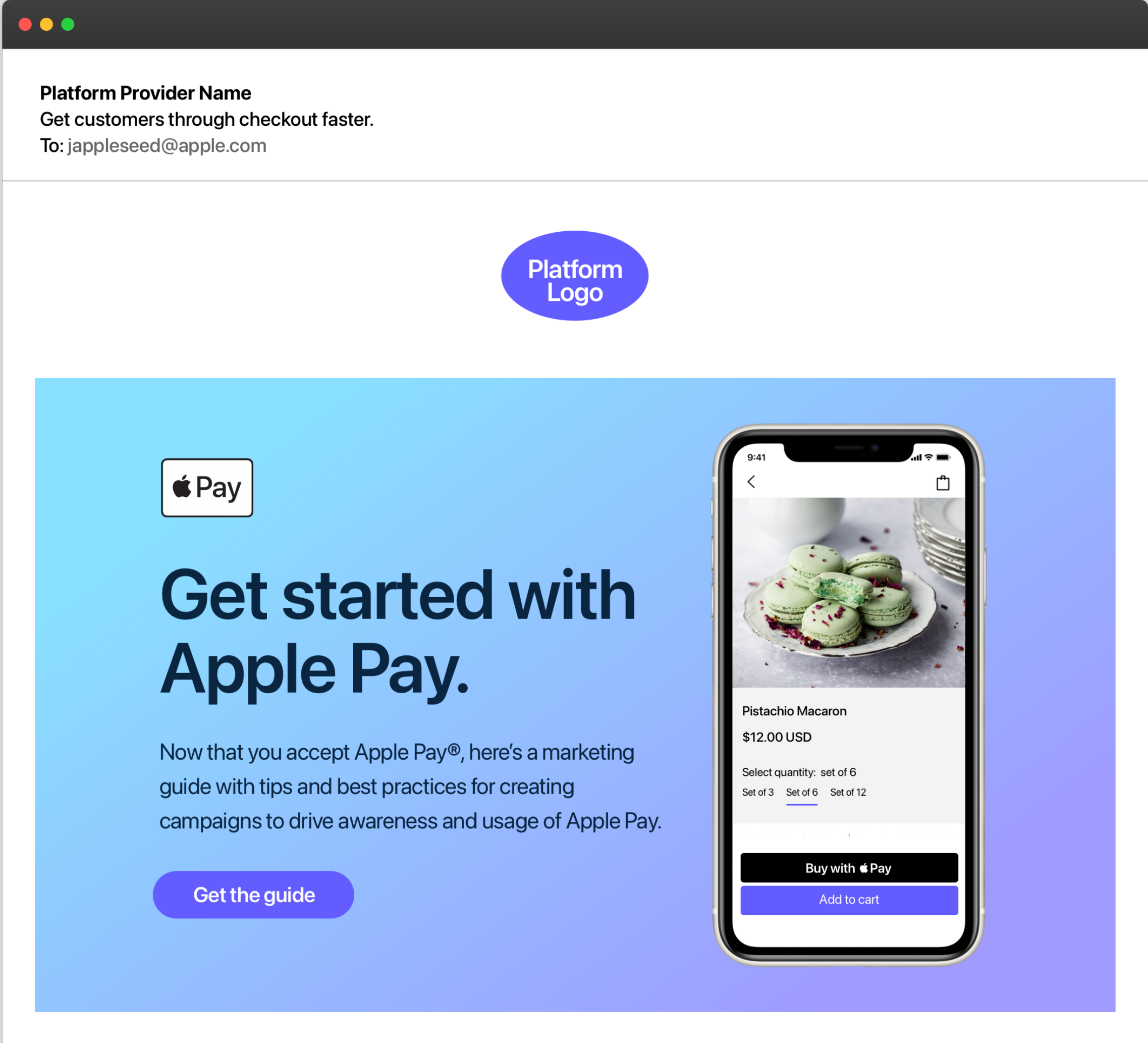
Send within 10 days of activation. Download the template and customize with your email branding.



Pro Tip

Consider an onboarding email sequence including success stories and case studies of merchants that promoted Apple Pay to their shoppers. Choose UI that reflects an authentic Apple Pay experience and purchase process.

[Download template](#)



The Apple Pay logo is centered on a black background. It consists of the Apple logo icon (a white silhouette of an apple with a bite taken out of it) followed by the word "Pay" in a white, sans-serif font.