



MARKET SOLUTIONS

Internet Retail

Built From the Ground Up for Internet Retail

Consumers have almost limitless choices when it comes to online shopping, so every aspect of your web experience has to leave a positive impression. That includes the payment options that you offer and how they work. Litle & Co.'s proprietary payment management processing platform was built with your needs in mind. *It's simple, efficient, and exactly what your customers need.*

KEYS TO SUCCESS

A good payment management strategy can help you achieve your company's goals. Here's how:

CONVERT TRAFFIC INTO PAYING CUSTOMERS

Your marketing efforts are wasted if you don't turn browsers into customers. To convert as many browsers as possible, you should:

- Process payments in real time to get immediate feedback on the customer and handle payment issues on the spot.
- Give your customers alternative payment options such as PayPal® and Bill Me Later®. More payment options mean more payments.
- Eliminate needless complexity such as payment gateways. They are expensive and unnecessary, often slow processing down, and can lead to higher shopping cart abandonment.

PREVENT FRAUD

From simple, inexpensive tools such as AVS and CVV2 to more sophisticated services such as Verified by Visa and MasterCard SecureCode, as well fraud tools from industry partners, we will help you to build a prevention system that reduces fraud and creates a positive ROI.

MAKE THE MOST OF YOUR MARKETING EFFORTS

Our online reporting tools allow you to track customers, refunds, chargebacks, and lifetime value by product line, by marketing campaign, or any other measure.

HOW CAN WE HELP YOU

Learn more about how we can help you. Contact one of our solutions professionals at 800.548.5326 (option 2) or sales@litle.com.

KEY BENEFITS FROM WORKING WITH LITLE & CO.

PROACTIVE SUPPORT

We constantly monitor your activity to identify ways to help you lift sales, lower costs, and avoid problems.

REPORTING THAT WORKS

Reconcile quickly. Investigate deeply. All the data you need, when you need it, in a format that makes life easy for you. Our payment processing reports do all that work for you.

THE BEST OPTIONS IN 'ALTERNATIVE' PAYMENTS

We support the alternative payment options that you need to offer to your customers. From PayPal to Bill Me Later, to eChecks to installment billing, we offer you the right payment mix to boost your sales.

STREAMLINE YOUR INTERNAL OPERATIONS

We'll make life easier for your operations staff by allowing them to:

- Eliminate unnecessary, expensive, and inefficient gateways
- Eliminate the paperwork associated with errors handling
- Automate chargebacks

