



2Checkout Announces ‘Inline Checkout’ — Seamless Purchase Experience with all the Benefits of Hosted Payments

New payment solution provides merchants with a hosted, PCI-compliant platform that maximizes conversions and minimizes abandonment.

Columbus, OH – March 31, 2014 – [2Checkout](#), a global online payments provider, announced *Inline Checkout*, a hosted payments processing platform that empowers online merchants with a seamless, streamlined checkout experience. This sleek addition integrates directly with any e-commerce website, creating an uninterrupted checkout that maintains the look and feel of the host’s design. The solution offers complete control to the seller while offering PCI compliance and state-of-the-art fraud protection. Adaptable and secure, *Inline Checkout* is the hosted platform that provides online sellers with the most flexibility and support in one package.

Guaranteeing a new level of control in a hosted solution, *Inline Checkout* allows merchants to customize the background, colors, and logos of the checkout page. This enables the merchant to mirror the design of their website to the last pixel. *Inline Checkout* adapts the checkout page responsively to any device the shopper uses, including smartphones and tablets for universal accessibility. This payment solution can be implemented in minutes, offering easy integration with such leading shopping carts as Magento, PrestaShop, and Open Cart.

Merchants can learn more by visiting <https://www.2checkout.com/hosted-checkout>

“Since installing 2Checkout, we’ve noticed an increase in sales by 8%. The fact that the customer stays on our site makes a big difference, and the integration with our cart, Magento, was very simple,” said Albert La Grange, co-owner of The University of Makeup. “Another benefit is that we are able to send an update email to customers where they can update their card and billing information; this is something that is not possible with many other payment processors we’ve looked at, not even PayPal.”

Inline Checkout allows merchants to accept credit cards, debit cards, PayPal, and recurring billing in 26 currencies and 15 languages, while providing the most secure PCI Level 1 compliance available. 2Checkout also protects merchants and their buyers by passing all transactions through a proprietary fraud review.



“We designed *Inline Checkout* to have the speed of implementation that a hosted checkout product offers, but with a seamless inline experience that shoppers prefer,” said Bob Zabloudil, director of product management at 2Checkout. “Our customers report that using *Inline Checkout* increases in conversion rates and decreases cart abandonment, which means more revenue for their bottom lines.”

Online retailers can start a free merchant account today by visiting <https://www.2checkout.com/signup>.

About 2Checkout:

A worldwide leader in payment services, 2Checkout maximizes online sales conversions by giving global buyers localized payment options. Trusted by over 50,000 merchants, 2Checkout supports transactions in 196 countries through 8 payment methods, 26 currencies, and 15 languages, forming one of the leading processors of online transactions in the world. The service is simple to implement, including a pre-integrated payment gateway, a merchant account, PCI compliance, international fraud prevention, and easy integration for more than 100 of the most popular shopping carts.

- For more information, please visit www.2checkout.com.
- Find daily posts on payments and e-commerce best practices at the 2Checkout blog: <https://www.2checkout.com/blog>.
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