

amazonpay

Innovations for the Connected Consumer



2018

amazon pay

Amazon customers



+300M

Active Amazon accounts worldwide¹



+170

Countries



+100M

Prime members globally¹



30M

Monthly unique visitors on Amazon.fr²



14M

Unique visitors on Mobile (FR)³

*Active customer accounts, which are unique e-mail addresses, represent accounts that have placed a paid order during the preceding twelve month period

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1) Q1 2017, Amazon Internal, 2) Mediametrie, Q1 2019, 3) Comscore, août 2019

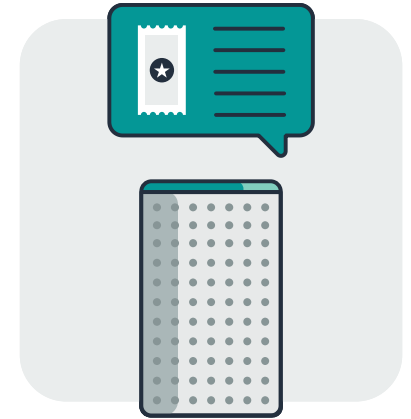




Shoppers don't want to create another account

37%

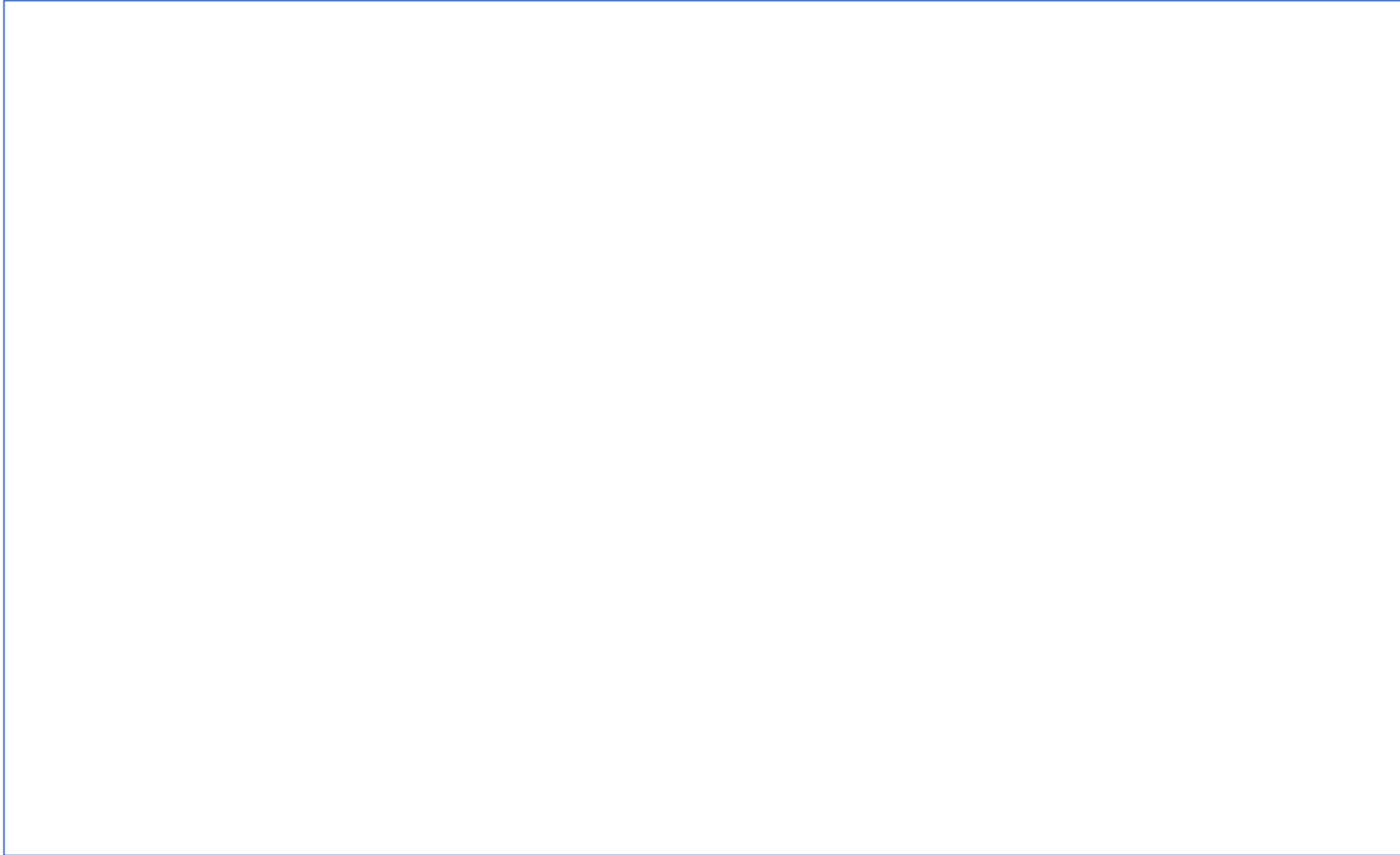
of shoppers are likely to abandon a shopping experience if they are asked to create an account¹



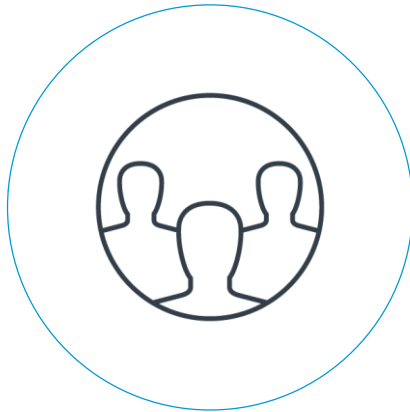
What is Amazon Pay?

A simple way for customers to pay for products and services using their information already stored in their Amazon account

Case Study : L'Exception



Why choose Amazon Pay ?



**Reach and retain new
customers**



**Propose an
intuitive customer
path and increase
conversion**

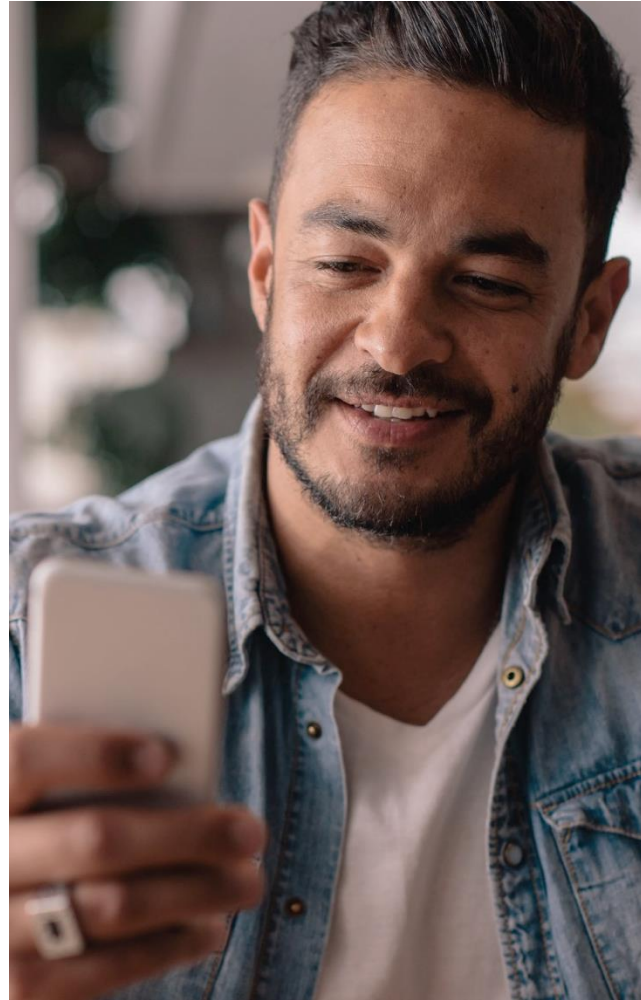


**Optimize your customer
experience on all devices**

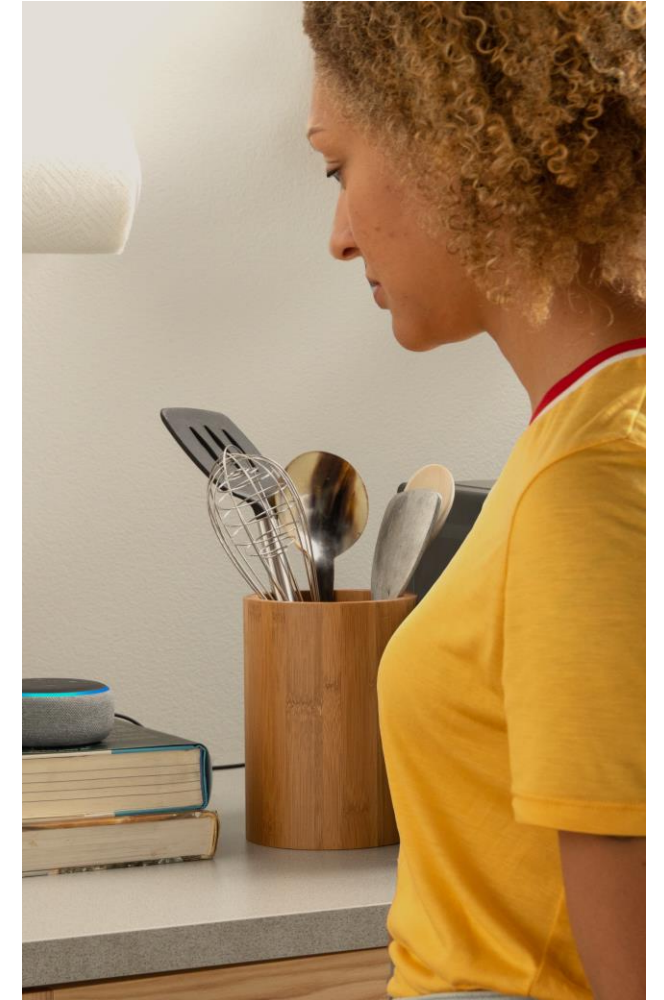
1994
web



2006
mobile



2017
voice



Delivery Notifications



amazon pay  amazon alexa

amazon pay  amazon alexa

Thank you

amazon pay

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