

# Adyen and PrestaShop



Business. Not boundaries.

Your customers expect

**COVID-19**  
**safe payment**  
**options**



**To pay easily  
on any device**

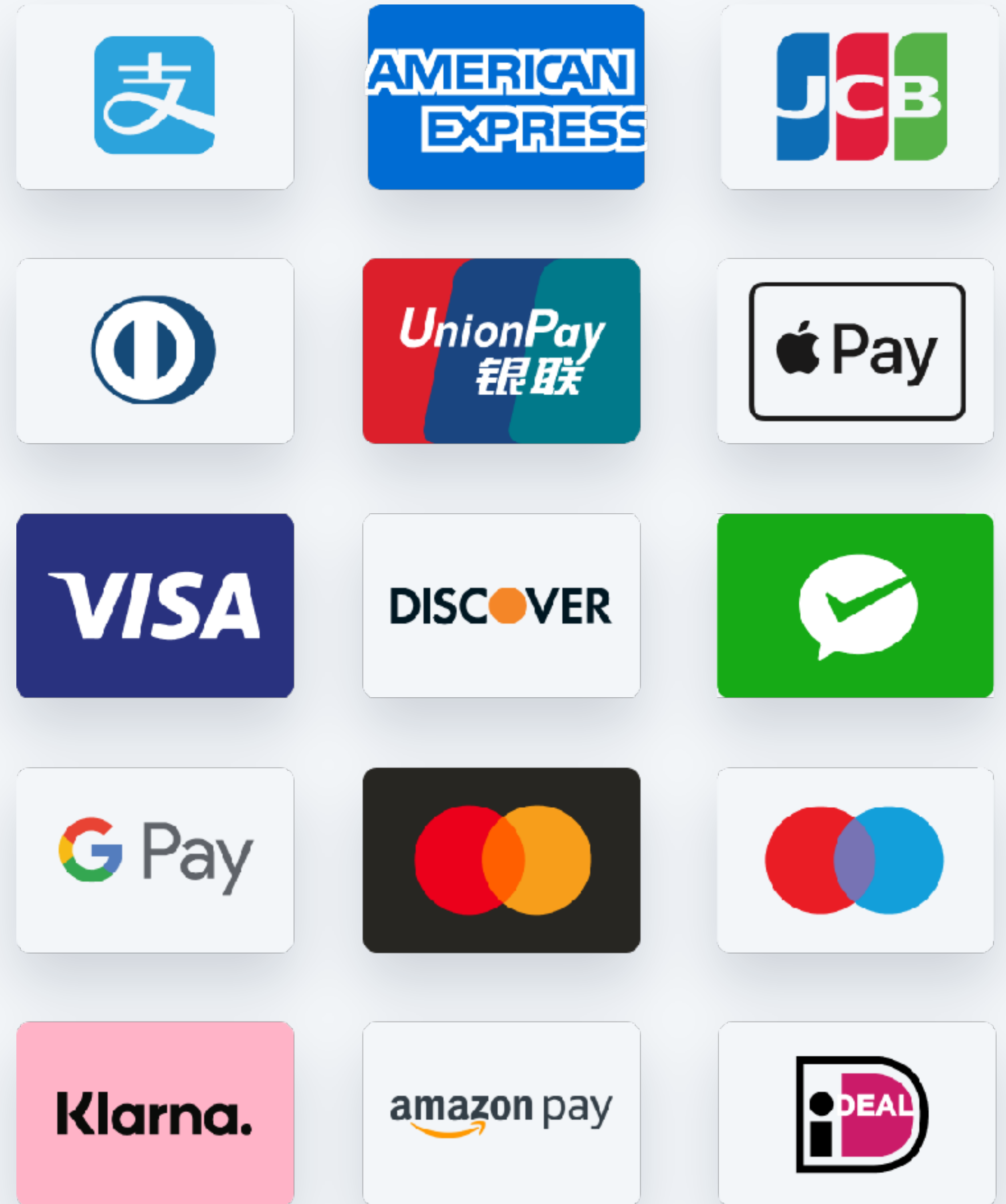


# A simple returns process, even when buying online and returning in store

[Watch video >](#)

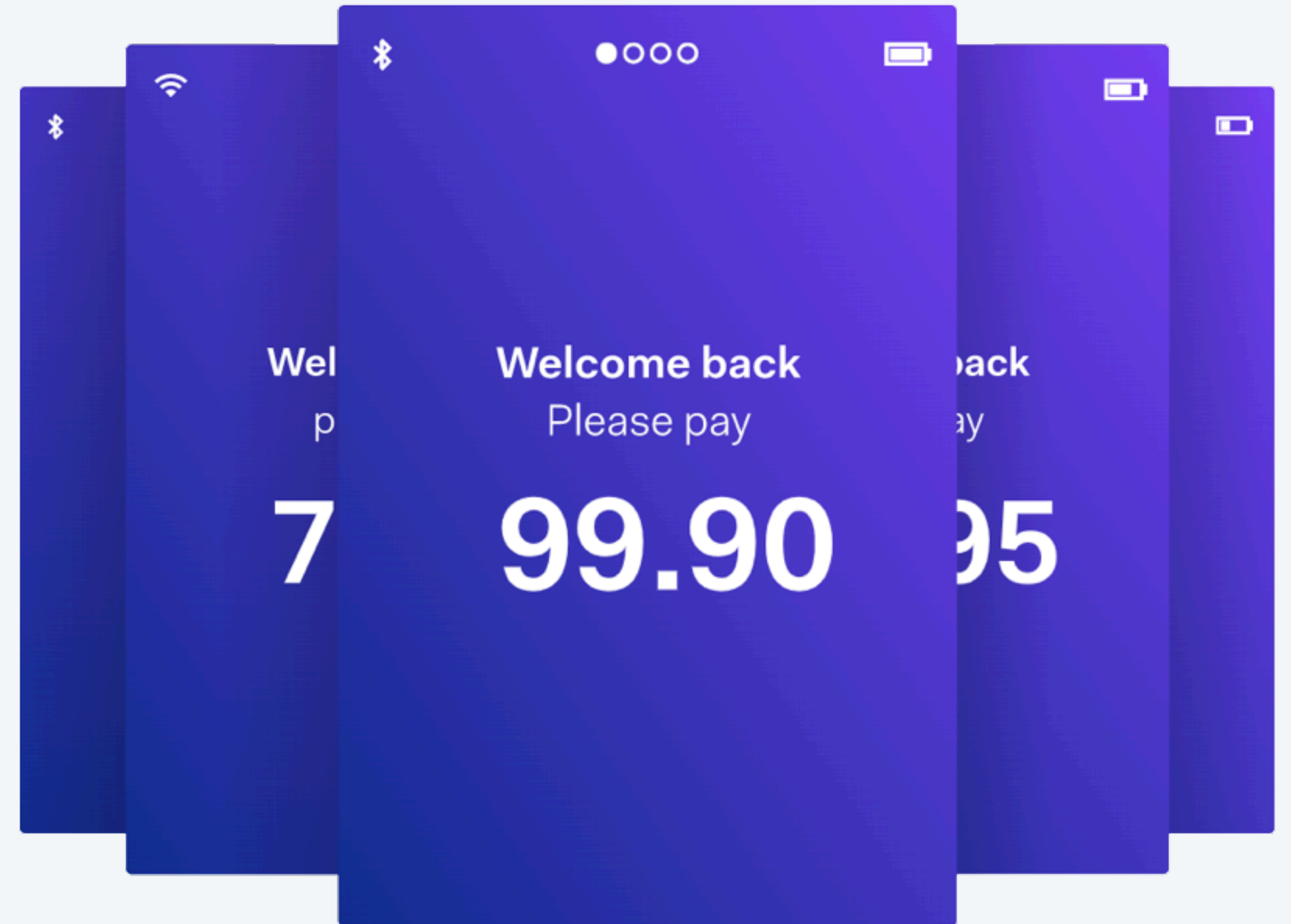


To pay the  
way they want,  
wherever they are



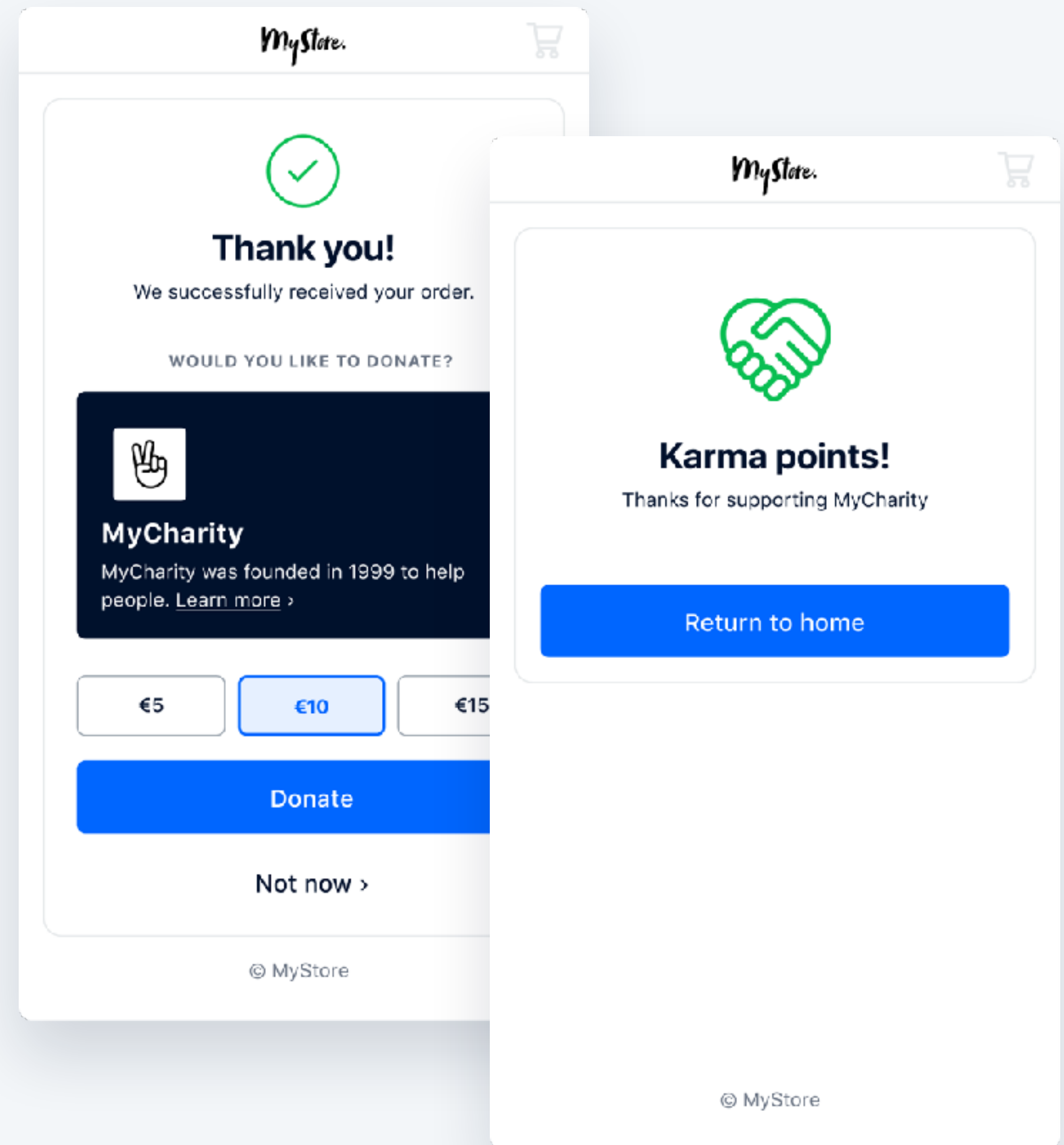
To have their  
preferences stored  
for when they  
shop again

[Watch video >](#)



# To buy from a company that shares their values

[Watch video >](#)



# To be rewarded for their loyalty

[Watch video >](#)





# Merchants we talk to want



## **Increase conversions**

To increase revenue with an easy checkout experience



## **Easily expand**

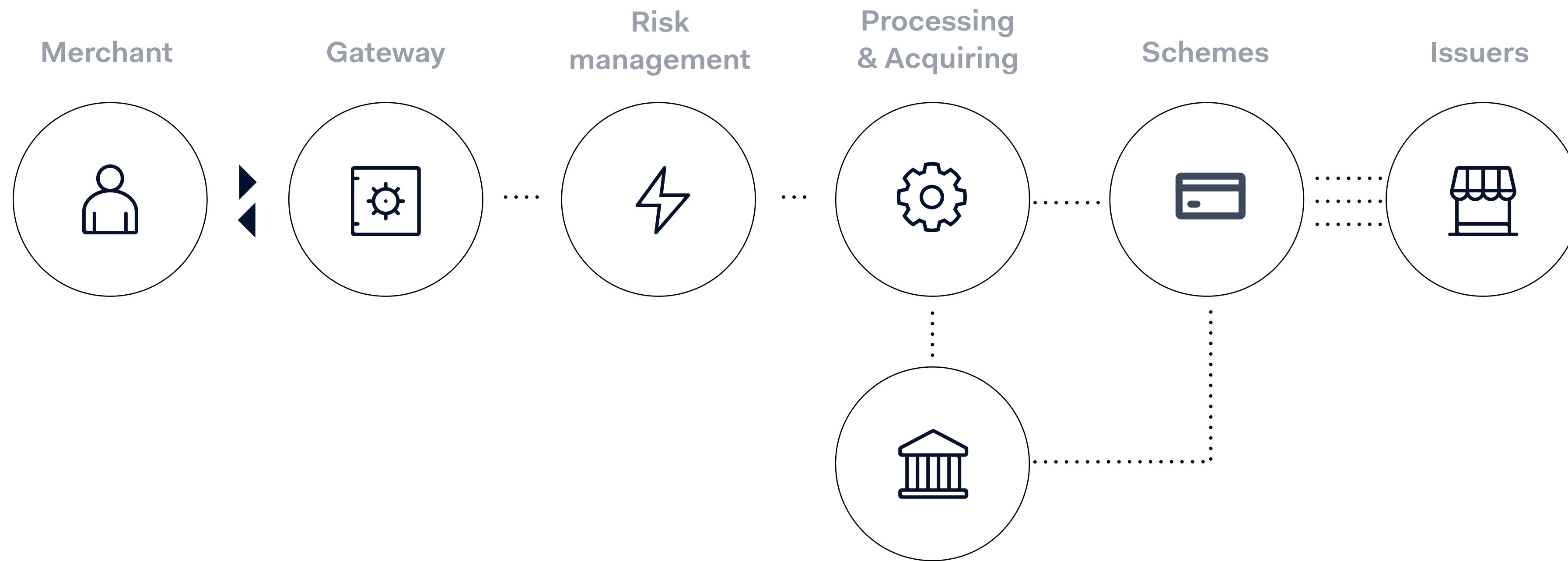
To grow their business without hurdles



## **Peace of mind**

Peace of mind that their payments needs are covered now, and into the future

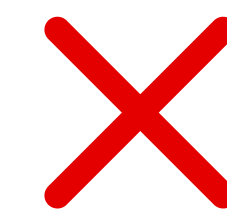
# Your obstacle to success



**Lower conversion rates**  
due to failed transactions  
and missed opportunities



**Growth is held back** due  
to legacy technologies



**No clear source** of  
advice or support

# Meet the only payments partner you will ever need

*“Adyen’s payments platform isn’t shackled by the limitations of technical legacy which hampers the competition”* **Watches of Switzerland**



## **Increase conversions**

Optimise each transaction with the platform built to drive revenue



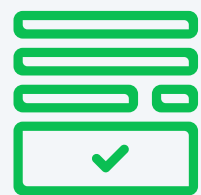
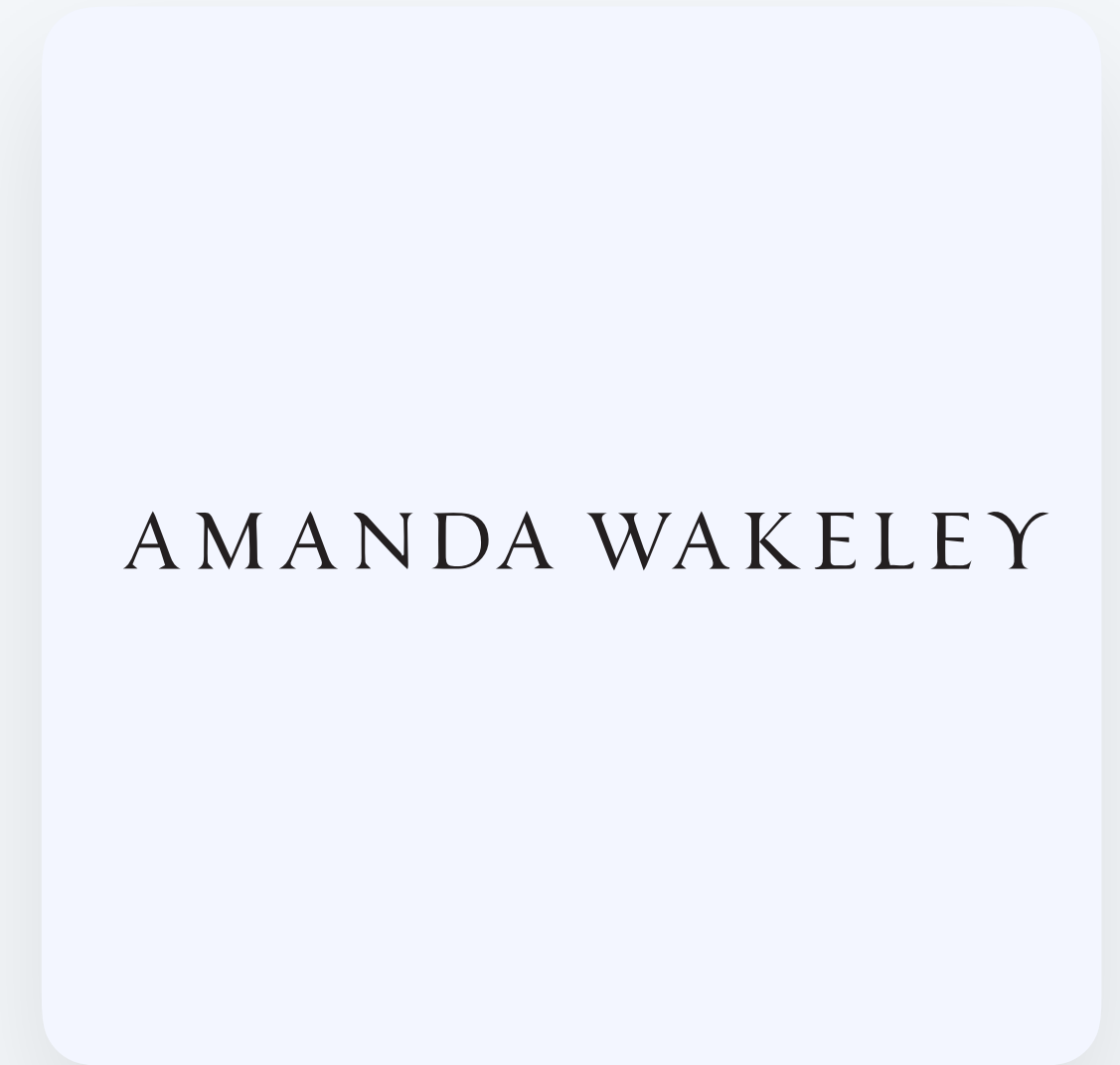
## **Expand**

Grow your business easily: overseas, new channels, new payment methods



## **Peace of mind**

We are your payments team



### **Increase conversions**

“We were able to roll out [Adyen] quickly and easily. The launch was a huge success and we saw an immediate lift in conversion.”



### **Expand**

“Adyen has been brilliant... Rolling out iDEAL was so simple that it’s given us the confidence to support other local payment options.”



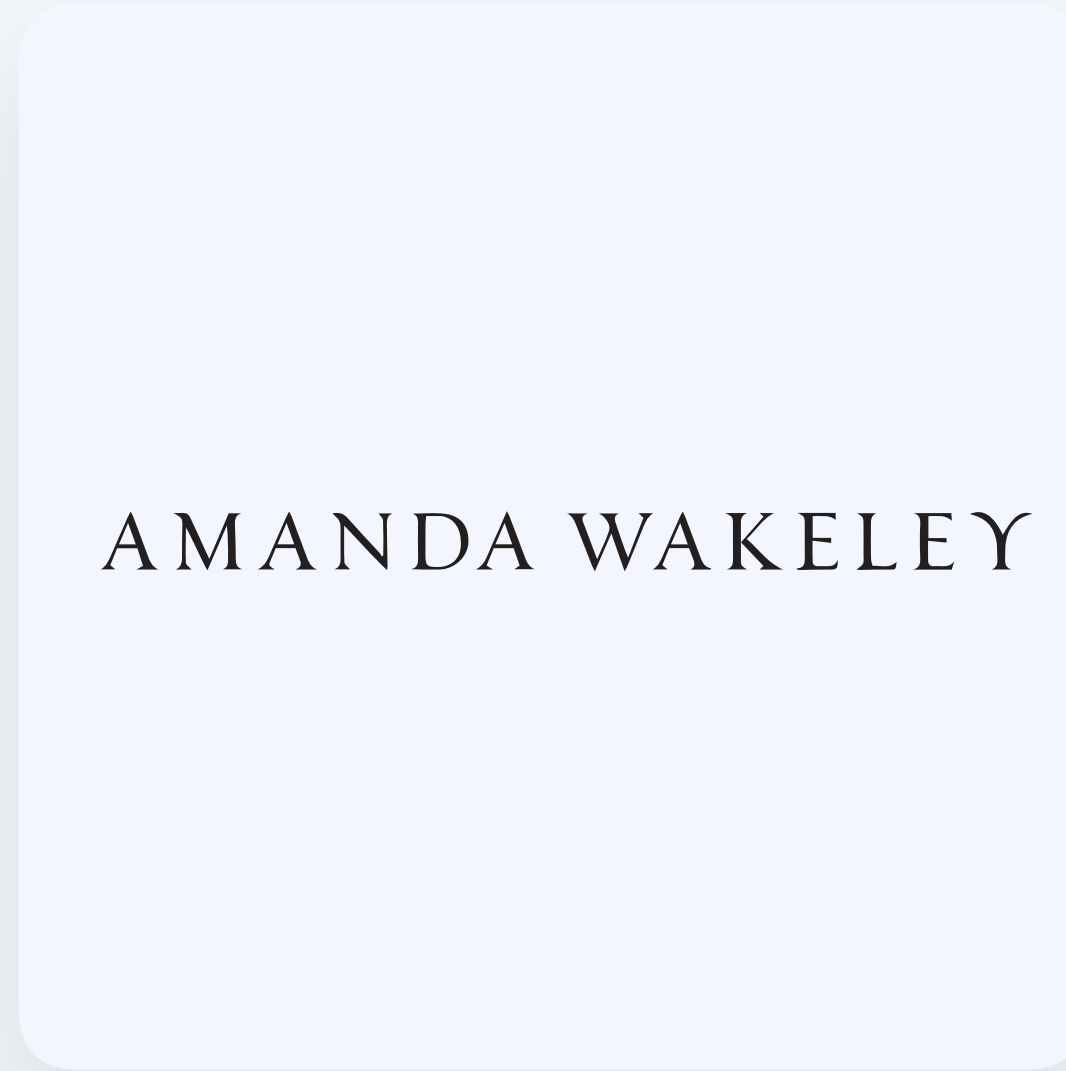
### **Peace of mind**

“Whatever our needs, we know that Adyen has us covered.”



### Increase conversions

“Adyen’s reporting engine will give us a 360-degree view of customer behaviour, spend, and interaction. This opens the door to a number of exciting opportunities to improve experiences.”



### Expand

“I chose to work with Adyen because I knew it would allow us to grow. If we want to expand internationally and add more payment methods it’s easy because Adyen’s already one step ahead.”



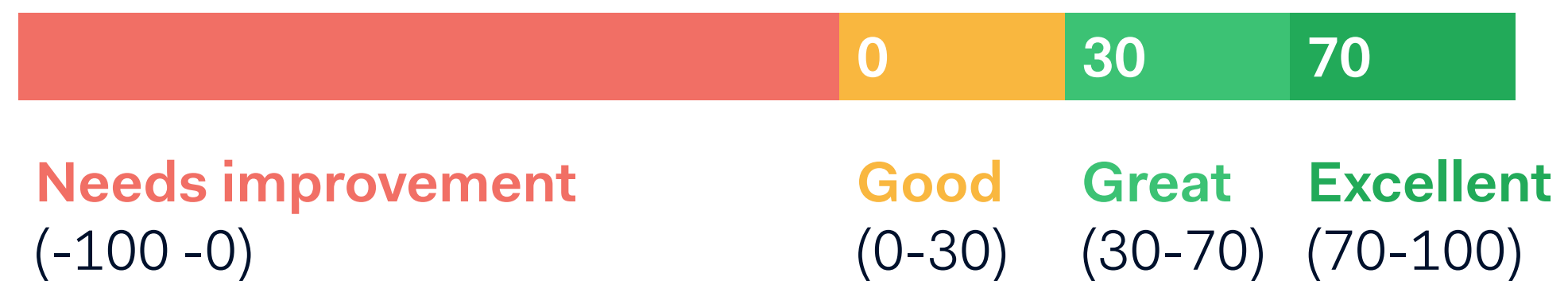
### Peace of mind

“The teams are energetic and helpful and react quickly when you need support.”

# Comprehensive support

"With Adyen, we have someone who not only understands the power of its platform inside-out, we also have someone who also understands our business." **Hawes and Curtis**

UK NPS Score 51



# PrestaShop

The Adyen Prestashop plugin works seamlessly out of the box, reducing training and implementation time:

- Accept all key payment methods including Visa, Mastercard, Klarna, MultiBanco, and iDeal
- Native 3D Secure 2 authentication
- Optimized checkouts
- Real-time fraud prevention
- And much more...



*“PrestaShop and Adyen are two players who want to remain the best in their area and they are investing in it to get there. For me, this is the key, it is what allows us to take advantage of this dynamism to remain ourselves the best for our customers.”*

**Mathias Pestre-Mazières**

**CEO**

**Cheval-Energy**

## Steps to get started

1

### Get the Prestashop plugin

Get plugin through Prestashop Marketplace.

2

### Configure Adyen

Sign up for a test account with Adyen. Apply for a live account with Adyen. While you wait for live account activation, you can start integrating by using your test account. Set up your Adyen test Customer Area and make test payments.

3

### Configure the plugin

Configure plugin through Prestashop admin panel and start processing payments.



# Contact us!

[adyen.com/prestashop/contact](https://adyen.com/prestashop/contact)

**adyen**