Payshop Online Payments (POP) integrates Apple Pay and plugin for Magento

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Payshop, the payment brand of the CTT Group, has strengthened its online payment platform for businesses by integrating Apple Pay and a new plugin for Magento, one of the world's largest e-commerce platforms. These new features expand the payment and integration options available to merchants, providing a simpler, more convenient, and efficient experience for both businesses and consumers.

According to Payshop CEO Ricardo Luz, "these new features reinforce Payshop's commitment to providing increasingly complete, simple payment solutions adapted to the needs of e-commerce. The launch of these two new features allows companies to offer more convenience to their customers and accelerate their digital integration processes."

POP was developed to meet the needs of companies of different sizes and sectors, providing an integrated solution that allows accepting multiple payment methods through a single connection. In this way, merchants can simplify the management of online payments and offer customers a shopping experience tailored to their preferences.

With the integration of Apple Pay, businesses using POP will be able to offer their customers one of the most widely used digital payment methods internationally, enabling faster, more intuitive, and secure purchases on Apple devices. This new feature joins the payment methods already available through the platform, namely MB WAY, Visa and Mastercard cards, Google Pay, Multibanco Reference, and Payshop Reference.

In parallel, Payshop is strengthening the platform's technological integration options with the launch of a new plugin for Magento, one of the most widely used e-commerce platforms by companies. This new solution allows for quick and simplified implementation, reducing the technical complexity associated with integrating payment systems.

In addition to the new Magento plugin, POP offers REST API integrations for custom developments and maintains plugins for other e-commerce platforms, including Create Online Stores, PrestaShop, WooCommerce, and Shopkit.

With these new features, Payshop continues to keep pace with the evolution of consumer habits and digital payment methods, strengthening its offering for e-commerce and providing companies with tools that contribute to improving the online shopping experience and boosting their sales.

Very recently, Payshop also launched POP by Link , an innovative feature that allows merchants to accept payments easily, quickly, and securely, eliminating the need for a website or a physical terminal (POS). With POP by Link, simply generate and send a payment link via SMS, email, or social media through the POP back office—and end customers can pay conveniently, wherever they are.

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