International Post Corporation

Payshop launches innovative payment functionality for merchants

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Payshop, the payments brand of the CTT Group, has just launched POP by Link , an innovative feature that allows merchants to accept payments easily, quickly and securely, without the need for a website or a physical terminal (TPA). With POP by Link, all you need to do is generate and send, via the POP backoffice, a payment link via SMS, email or social media â€" and end customers can pay conveniently, wherever they are.

For the end customer, this solution allows payment in just a few clicks using MB WAY, Cards (Visa and Mastercard), GooglePay, ApplePay, Multibanco Reference or Payshop Reference, conveniently, securely and from anywhere.

Companies that sign up to this solution can simplify their customers' payments, improve the shopping experience and, consequently, boost their sales. POP by Link is the ideal solution not only for those who sell through social networks - and therefore do not have a website - but also for those who sell directly to their customers, a retailer, and do not have a physical payment terminal. There is no cost or monthly fee to sign up to the service; you only pay for the link that is actually paid. It does not require any integration or terminal; simply access the POP backoffice and generate payment links. To sign up, simply go to the website https://www.ctt.pt/empresas /pagamentos/pop-by-link .

Payshop is a payment institution 100% integrated into the CTT group and is regulated by the Bank of Portugal. Its core business is payment and collection services for companies, provided through a wide network of proximity and convenience stores.

Available in 5,000 agents and 2,000 CTT Stores/Post Offices, Payshop has the largest network of in-person payment points in Portugal, processing around 50 million transactions per year.

Source: CTT