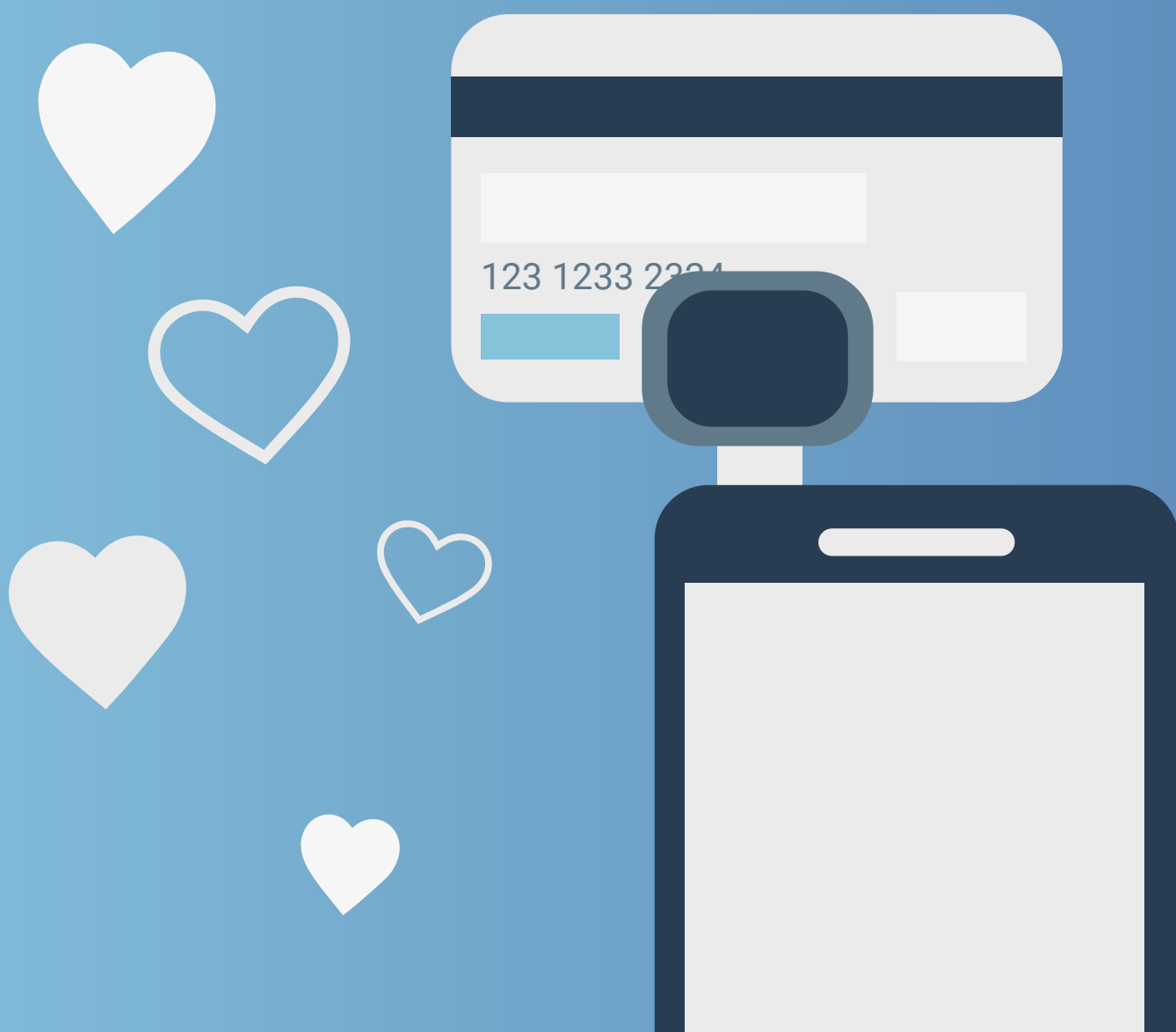


# Why eCommerce Companies Hate Traditional Payment Processors *(But Love to “Get Payments”)*



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## It's Time to Rethink Your Payment Processing Relationship

For many eCommerce business owners, working with payment processors is a necessary evil. While we agree that payment processing is necessary—especially since **eCommerce is powered by debit and credit card transactions**—we don't think working with a payment processor needs to be a negative experience.

### Why Do eCommerce Companies Hate Traditional Payment Processors?

In order to process credit and debit card payments, **eCommerce companies need to partner with a payment processor**. However, working with the wrong type of payment processor can result in outdated, overpriced, and unreliable services that hurt your business.

In most cases, when eCommerce companies are unhappy with their payment processing solution, they're working with a traditional payment processor that isn't capable of supporting their online payment needs.

Most **traditional payment processors aren't a great match for most eCommerce or high-growth businesses**. Not only are they notorious for breaking promises and breaking the bank, but they usually don't make an effort to integrate with your existing business solutions.

In other words, the **traditional payment processing model is broken**.

Conventional payment processors don't specialize in high-risk eCommerce businesses—but they aren't your only option. GetPayment is proud to present a new kind of payment processing solution for eCommerce merchants in every niche.

# Broken Promises: From Unreliable Support to Withheld Funds

The first reason eCommerce businesses hate traditional payment processors is that they **overpromise and underdeliver**. You might assume that once you're approved for a merchant account, you're all set to receive payments for the foreseeable future (or, at least, for the duration outlined in your merchant agreement). Unfortunately, that's often not the case with high-risk accounts. If your high-risk account is set up incorrectly, you could face a number of issues down the line—including an inability to process payments at all.

## High Cost, Low Reward Payment Relationships

Not all merchant services providers will provide the same level of care to your business, especially if you're categorized as a high-risk business. In fact, they'll likely charge you **higher rates for a lower level of service** to "protect" themselves and their other clients from whatever "risks" your business poses.

While some payment processors refuse to work with high-risk merchants altogether, others will accept high-risk clients with stricter conditions and higher fees than low-risk companies. Either way, working with a traditional payment processor that doesn't cater specifically to high-risk merchants puts you at a **greater risk of an account freeze or—worse—account termination**.

*What determines a "high-risk" business, anyway? Anything from a fast-growing startup with skyrocketing sales to a new ecommerce store without a proven track record to businesses in high-risk niches can be labelled high-risk by payment processors.*



## Withheld Funds and Frozen Accounts

A processing freeze is when the payment processor **abruptly stops processing your transactions**. A processor can choose to freeze your processing abilities for any number of reasons, which can be found somewhere in the depths of your contract. While the specifics vary between service providers, something as innocuous (and open to interpretation) as a “change in the financial condition of your business” can sound the alarm and stop your incoming payments.

Although it’s usually a temporary measure, a **processing freeze can potentially last for months and have long-term repercussions** for your business. A frozen account is more than just an inconvenience, especially for a rapidly growing eCommerce company.

## The Threat of Account Termination: Service You *Can’t* Count On

Even worse than an account freeze is the sudden termination of your merchant account. This occurs most often when a payment processor deems the merchant in violation of their contract terms. A service provider can terminate your account at their discretion, especially if they’ve flagged your business as high-risk and previously frozen your account.

The bottom line is that conventional payment processors don’t have your back. If they perceive your business as too great of a risk, they’re more likely to drop you as a client than reassess your needs as your company scales. **Traditional processors prioritize protecting their own interests over helping your business grow.**

## A More Promising Solution: GetPayment Protects Your Business and Your Funds

If your eCommerce business is growing quickly and you want the peace of mind of knowing your business deposits won’t be frozen or confiscated, GetPayment is the reliable partner you need.

Unlike some payment processors that take shortcuts when setting up merchant accounts, **GetPayment is committed to tailoring the perfect payment solution** for your business. When you apply for a high-risk merchant account with GetPayment, you know exactly what you’re getting. We’ll set you up with a dedicated **merchant account**, so you’ll never have to worry about accessing your funds.



## The Unfair Costs of “High-Risk” Payment Processing

For traditional payment processors, **high-risk and high-growth businesses are viewed as a liability**. So, rather than going out of their way to support your continued growth, their main priority is minimizing their own risk—often by hitting your business with exorbitant fees or requiring higher-than-reasonable reserve balances.

### Holding Your Money Hostage: Reserves with High Minimum Balances

In addition to potentially freezing your transactions or terminating your account, traditional payment processors often **withhold a portion of your funds from each transaction** to build up a cash reserve.

In many cases, high-risk merchants must maintain an **unnecessarily high minimum reserve balance** to protect the payment processor from potential liabilities. Not only does this interrupt your cash flow and make it impossible to reinvest in your business, but it also impacts your reputation and relationships by making it more difficult to pay your vendors and employees on time.



### Complex Pricing and Hidden Fees

In addition to **unfair processing rates for high-risk merchants**, traditional payment processors often spring incidental fees on unsuspecting businesses. They might tag on extra costs for any number of activities or services—from chargebacks to changes in your transaction volume—and often are not straightforward about how or when these rates may apply. In fact, many **traditional payment processors use complex pricing structures** designed to keep merchants in the dark about how much they’re paying and for what.



## GetPayment Guarantees Transparent Flat-Rate Pricing

High-risk shouldn't equal high cost. Furthermore, **your payment processor shouldn't penalize rapid growth** or a spike in sales—they should celebrate your success.

At GetPayment, we understand how hard you work for your money. That's why we **ensure you always have access to your business deposits** and don't get hit with unexpected costs or unnecessarily high reserves. We guarantee transparent pricing and flat-rate solutions for high-risk eCommerce businesses—no catch, no surprises, and no hidden fees.

## Outdated Merchant Solutions: Poor Technology Integration and Support

It might seem obvious that any payment provider working with eCommerce businesses should be prepared to offer seamless integrations across various technology solutions. After all, the very nature of **eCommerce relies on various platforms and technologies working together**. Unfortunately, traditional payment processors often don't have the flexibility to work with your existing solutions.

## Failure to Support Modern eCommerce Needs

Unfortunately, many **payment processors fail to understand the importance of technology integration and support**. As a result, eCommerce business owners often find themselves stuck between a rock and a hard place: forced to **choose between high-cost providers like Stripe and traditional processors that don't support cross-platform integration** at all.

## High-Cost vs. Low-Effort Payment Processors

While some high-cost providers can provide omnichannel payment solutions, they'll also charge you unfair premiums for the pleasure of working with them. They tend to prioritize their "low-risk" merchants and neglect the needs of high-risk eCommerce merchants.

On the other hand, many **traditional payment processors simply don't grasp the intricacies of eCommerce** or understand the value of technology integration. They can't provide the level of support or technical know-how eCommerce businesses need (and deserve) from a payment processor.

## A Smarter Alternative: GetPayment Offers the Best of Both Worlds

Our top priority is your continued growth and success. That's why we start by assessing your business to customize the ideal payment processing solution for your needs. We'll set you up with an **easy-to-use payment gateway and dedicated merchant account** (with built-in fraud protection) that you can integrate wherever you accept payments.

In order to keep your business moving forward, GetPayment supports a range of software **integrations with major CRMs and marketing automation tools**. We also provide 24/7 live customer support to ensure everything is up and running smoothly.

## GetPayment: A New Kind of Payment Solution for Growing eCommerce Businesses

Your business is unique, so why should you settle for a one-size-fits all payment processing solution? GetPayment will set you up for success with a dedicated merchant account, unique merchant ID, and custom-tailored payment processing services.

To get started, contact our team to request your free business analysis. We'll review your current payment relationship and identify any opportunities that may exist. We're excited to learn about your business and how we can help you grow!

**Call (208-806-2953) or contact us online today to schedule a free 10-minute conversation with a GetPayment representative.**

