

Offering 'buy now pay later' on an ecommerce website just got easier

Submitted by: EKM Systems Ltd

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The UK's most popular ecommerce solution, ekmPowershop teamed up with V12 Retail Finance this week to give thousands of online businesses the ability to offer finance payments. That means 20% of all UK online shops can let customers spread the cost of a purchase when they checkout.

V12 Finance are the UK's only retail finance specialist, with over 20 years experience providing finance and expert advice to their clients. This latest integration marks a continued growth for V12 in the online space, as retail transactions continue to shift from traditional channels like the high street and mail order to the web.

Matthew Barton, National Account Manager at V12 comments: "As a specialist in retail finance, it made sense to team up with ekmPowershop and offer a new dimension to the checkout process for thousands of businesses. Providing the option for consumers to pay on finance not only increases order value, it also attracts more customers in the first place. With 0% APR options available as well as a host of alternative finance facilities, offering finance on an ecommerce (<http://www.ekmpowershop.com/>) website really does add extra clout and boosts sales revenues. We're excited to bring V12's finance options to so many ecommerce businesses in collaboration with ekmPowershop."

Linking to ekmPowershop opens V12 up to a large, new audience of thriving online businesses. Dean Morgan from ekmPowershop sees the addition of finance payments to their market leading ecommerce platform as a huge boost: "We're all used to seeing 'buy now pay later' options in the offline world when we purchase larger items - from cars to furniture. With V12 we're allowing SMEs to offer the same thing on the internet for smaller purchases. Increasing conversion and average spend is a huge positive for small retail businesses using ekmPowershop."

V12's payment solution is out now on ekmPowershop and can be used on orders with a minimum value of £250.

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About Ekm Systems Ltd

Founded in 2002 by then 22 year old Antony Chesworth, ekmPowershop has grown to become the UK's largest ecommerce solution (<http://www.ekmpowershop.com/>), powering 1 in every 5 online shops.*

Clients include O2, Michelin Tyres, Future Publishing, Madame Tussauds, The NHS, ITV, The BBC and thousands of SMEs.

*According to stats from IMRG and Hitwise there are around 20,000 - 30,000 'transactional' websites in the UK.