



# Amazon Pay Checkout v2 best practices

EXTERNAL USAGE FOR AMAZON PAY



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**This icon indicates checkout screens that are hosted by Amazon**

# Best practices

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## Best practices

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### Rule #1

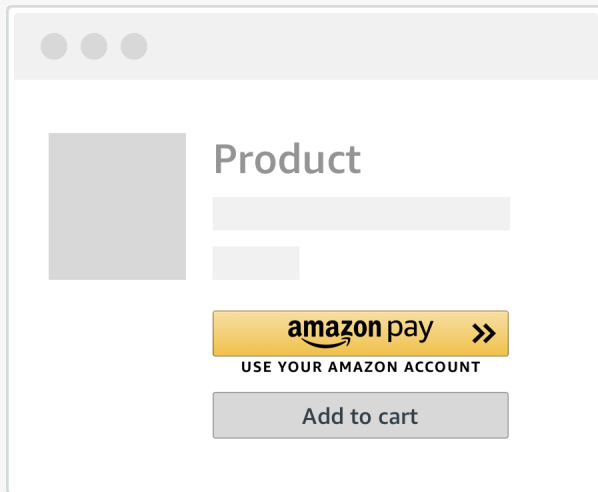
Emphasize the simplest path in checkout



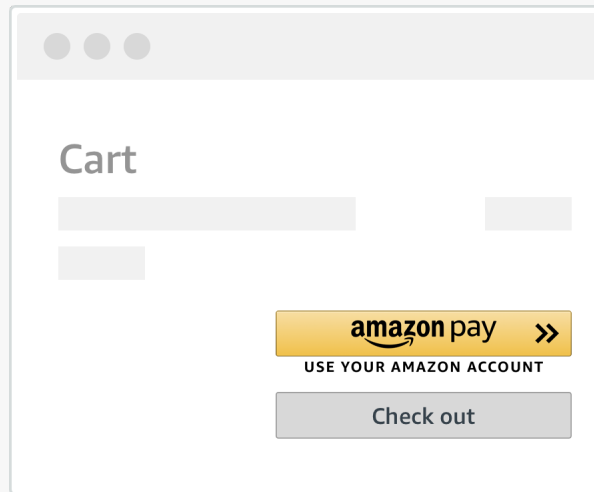
# Best practices

## Rule #1: Emphasize the simplest path in checkout

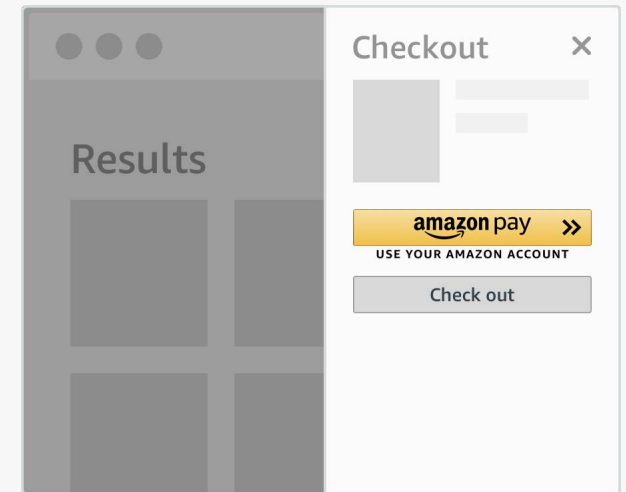
Placing the Amazon Pay button early in checkout and in a variety of locations allows shoppers to purchase easily and quickly with their existing Amazon account.



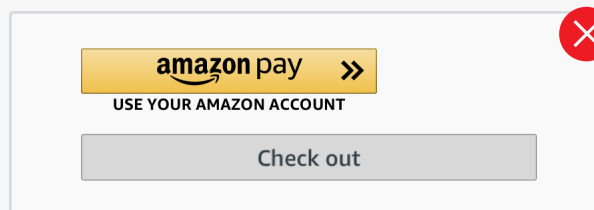
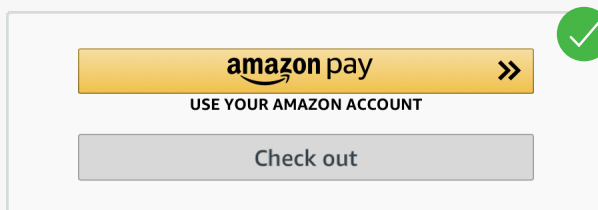
Product detail page



Cart and checkout



Mini-Cart



Responsive buttons with Checkout v2 automatically fits neatly in a variety of locations across your online store.

### Quick tips

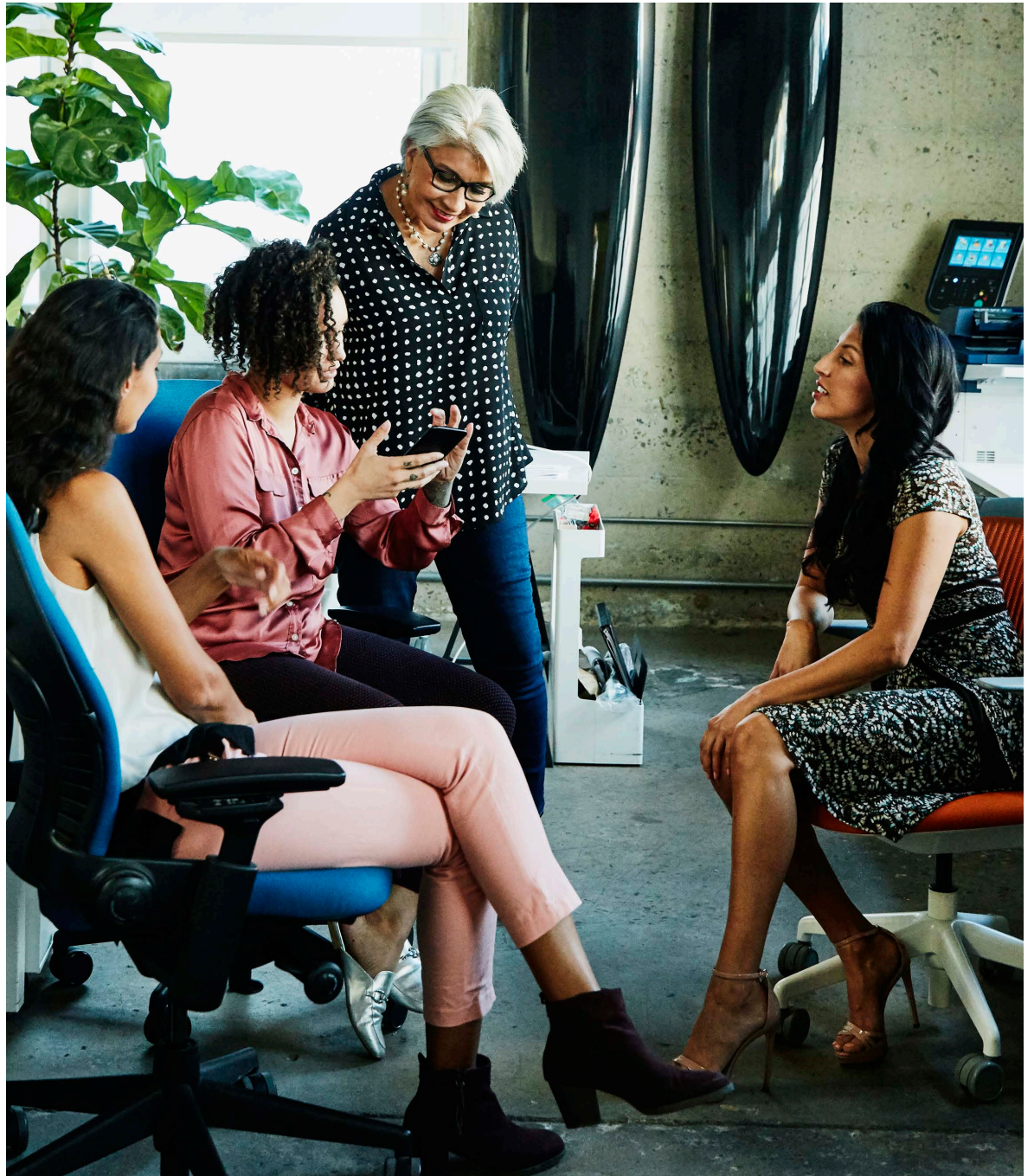
- ✓ Ensure the Amazon Pay button is **above the fold** on the screen
- ✓ In the case login is required, allow buyers to sign in with their **existing Amazon account**

## Best practices

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# Rule #2

Minimize required steps



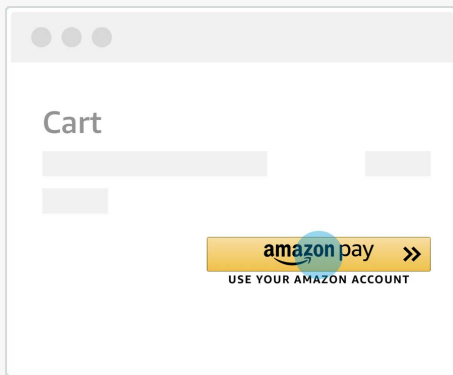
# Best practices

## Rule #2: Minimize required steps

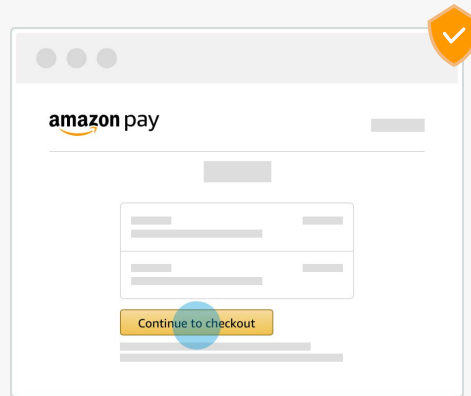
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The more steps your checkout has, the more likely a buyer is to abandon their purchase. Minimize the required actions a user must take to ensure.

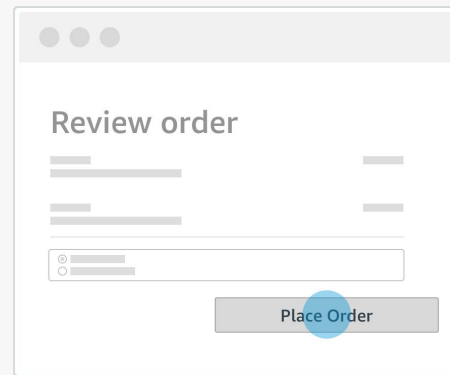
Checkout v2 removes extra steps by consolidating payment, address, and consent verification screens, and maintaining integrity of the customer experience on browsers and devices that have enhanced privacy settings.



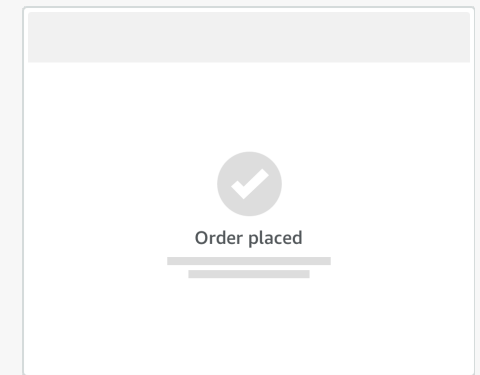
01 Merchant cart




02 Amazon Pay address, payment, and consent verification



03 Merchant order review page



04 Merchant order confirmation

 This icon indicates checkout screens that are hosted by Amazon

## Best practices

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### Rule #3

Condense the order review to one page





# Best practices

## Rule #3: Condense the order review to one page

After the buyer selects their preferred shipping address and payment instrument, they are redirected to your Order Review Page. Regardless of how your checkout process is set up, you can further reduce friction in your customer experience by leveraging information passed via the Amazon Pay API. This includes the customers' name, email, phone number, shipping address\*, and payment descriptor.

Read-only shipping address\*

Read-only payment method descriptor and Amazon Pay logo

**Checkout**

Shipping address Change  
Pat Smith  
333 Boren Ave N.  
Seattle, WA 98109

Payment method Change  
**amazon pay** Your selected Amazon payment method

Item details

Total

Place order

**Checkout**

Shipping address Change  
Pat Smith  
333 Boren Ave N.  
Seattle, WA 98109

Payment method Change  
**amazon pay**  
Your selected Amazon payment method

Item details

Total

Place order

Ability to change shipping address

Ability to change payment method

\*If applicable

## Best practices

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### Rule #4

Incorporate standard checkout options



# Best practices

## Rule #4: Incorporate standard checkout options

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Allow customers checking out with Amazon Pay the ability to enter additional information on your Order Review page, such as a promotional code or their gift card.

Step 1: Cart   Step 2: Shipping & Billing   **Step 3: Order Review**    Done

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**Shipping address** Change  
Pat Smith  
333 Boren Ave N.  
Seattle, WA 98109

**Payment method** Change  
**amazon pay** Your selected Amazon payment method

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**Shipping method**

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**Promotional code**

Apply

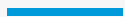
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Item details	Total
	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

[< Previous](#) Place order

Additional checkout option

# FAQs



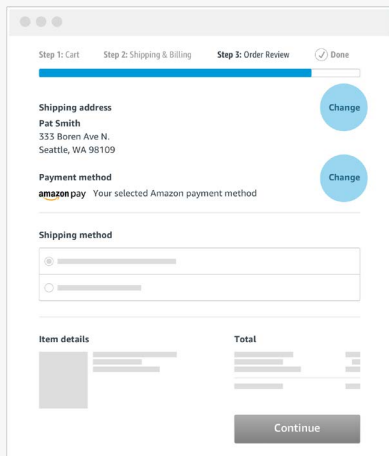
# FAQs

## FAQ #1: Multi-step checkout flow

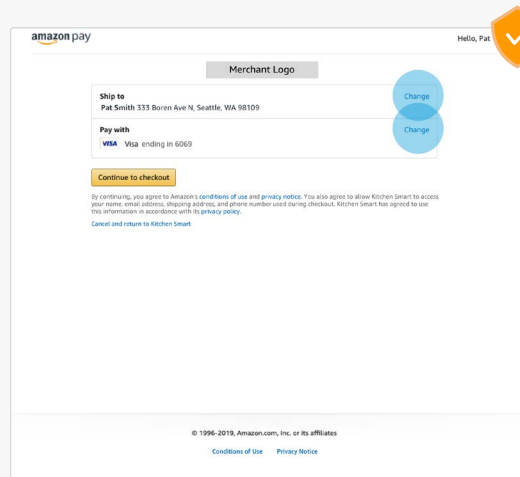
I have a checkout process that spans over multiple pages. If my customer is at the end of checkout and wants to change their payment method or shipping address, how can I ensure my customer isn't taken back to the beginning of checkout after they edit?

### Amazon Pay recommendation

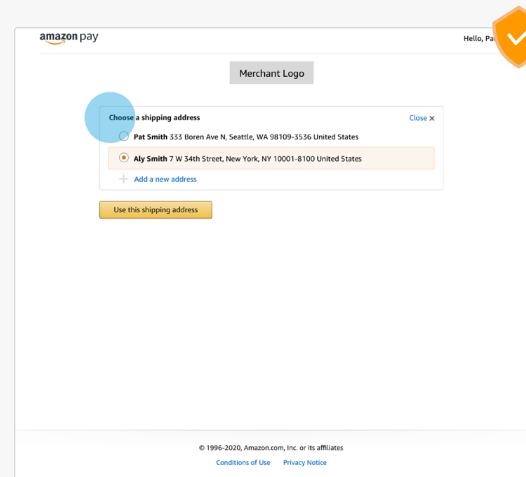
Simply trigger the Amazon Pay API to redirect customers back to your order review page. You can do this by updating the checkout review URL within your development code.



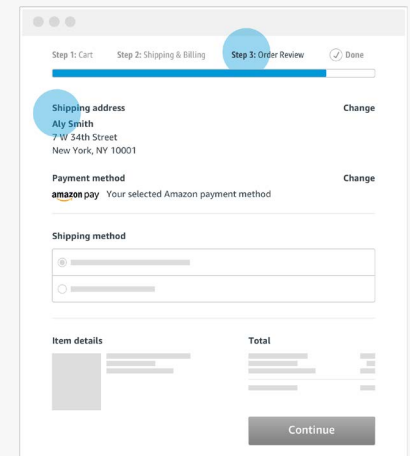
**01** Provide the ability to change Amazon Pay information in checkout flow.



**02** Shopper changes Amazon Pay information, such as shipping address.



**03** Shopper selects new address.



**04** Shopper redirected to order review page and new address is automatically updated.



*This icon indicates checkout screens that are hosted by Amazon*

# FAQs

## FAQ #2: Declined payment

If my customers' payment is declined, how can I ensure a smooth payment recovery?

### Amazon Pay recommendation

When a payment is declined, Automatic Decline Handling through Checkout v2 helps customers recover from their declined payment by prompting the customer to retry or select a different card.

Automatically displays error message for invalid credit card

The screenshot shows the Amazon Pay checkout interface. At the top left is the 'amazon pay' logo, and at the top right is the user's name 'Hello, Pat' with a dropdown arrow and a shield icon with a checkmark. Below the logo is a 'Merchant Logo' placeholder. A red-bordered box contains an error message: 'Couldn't process payment' with a warning icon and the text 'Try again or try another payment method.' Below this is the 'Retry payment' section, which lists three payment methods: 'Amazon Rewards Visa Signature Card ending in 6069' (Pat Smith, Expires 07/2022, Declined), 'Mastercard ending in 6069' (Pat Smith, Expires 02/2020), and 'Mastercard ending in 3334' (Pat Smith, Expires 12/2020). There is a '+ Add a new payment method' link. At the bottom, the 'Order total: 199.00 USD' is displayed, along with 'Retry payment' and 'Cancel order' buttons.



This icon indicates checkout screens that are hosted by Amazon

# FAQs

## FAQ #3: Additional checkout fields

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We want to include additional fields in the checkout process such as their birthday. Because this information doesn't live in the Amazon Pay wallet, where do you suggest we include this in our checkout flow?

### Amazon Pay recommendation

We understand there could be additional information you would like to learn from your customers, such as their birthday. We recommend including these additional fields as a part of your Order Review page.

Include additional checkout fields

The screenshot shows a checkout page with the following sections:

- Shipping address:** Pat Smith, 333 Boren Ave N., Seattle, WA 98109. A **Change** link is visible.
- Payment method:** amazon pay (Your selected Amazon payment method). A **Change** link is visible.
- Shipping method:** A radio button selection area with two options.
- Other:** Fields for **Birthday** (February 5, 1990) and **How did you hear about us?** (Social media).
- Item details:** A table with columns for item name, price, and quantity.
- Total:** A table with columns for subtotal, tax, and total.
- Place order:** A button at the bottom right.

