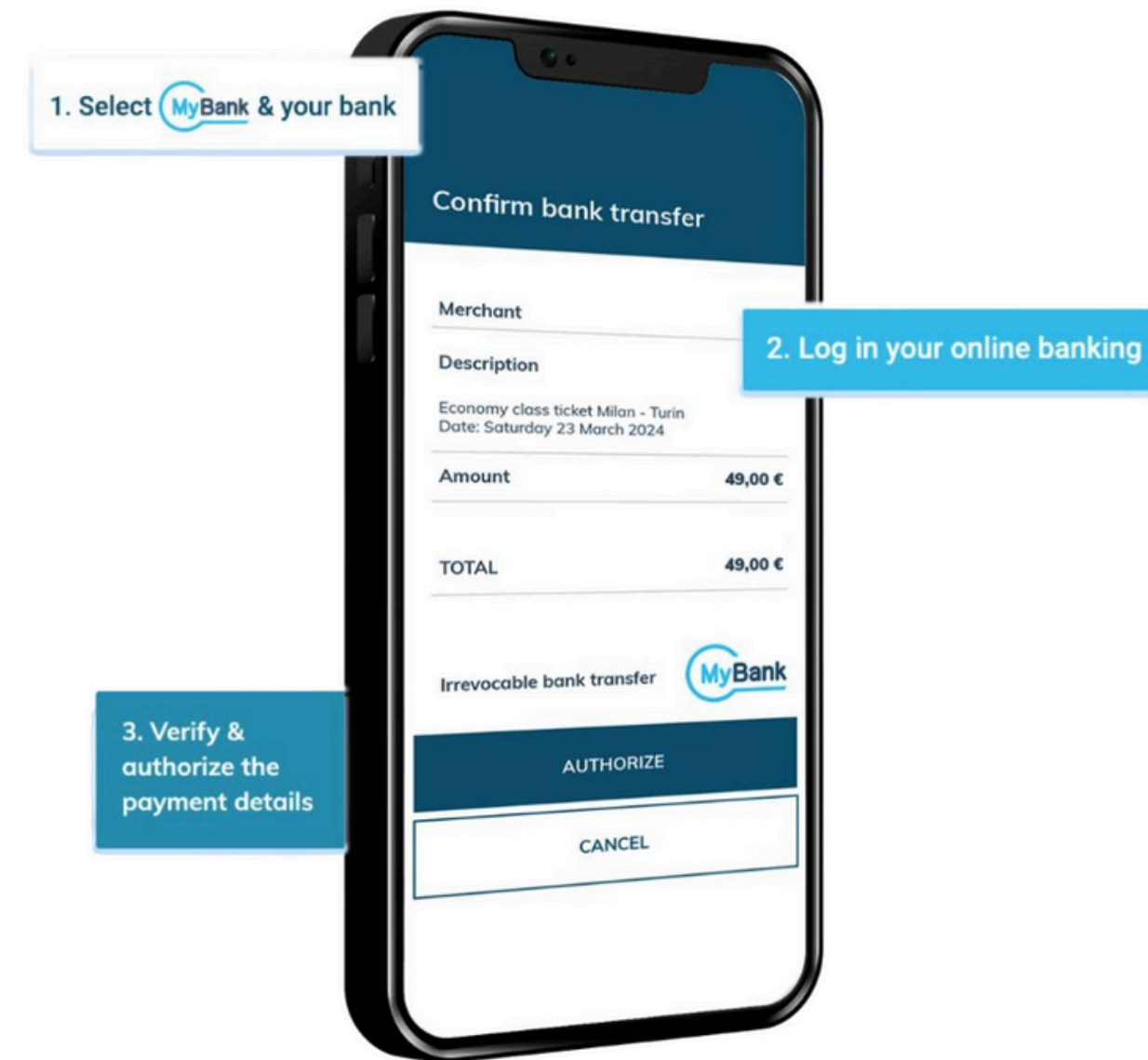


The guide for businesses

How to effectively integrate MyBank on your website and inform your customers about this payment method



MyBank is a payment solution based on irrevocable bank transfers with immediate confirmation.



To boost conversions and enhance the efficiency of your service, we recommend following the guidelines provided in the upcoming pages.

Some businesses have significantly improved their **conversion rates** simply by adding '**immediate bank transfer**' ('bonifico immediato' in Italian) next to the MyBank payment button on the checkout page.

These seemingly minor details can often make a substantial difference.



Add the MyBank logo to your website's footer or where other payment methods are also displayed



Informing users about the accepted payment methods on the website is essential for building trust. MyBank is used by prominent companies such as ENI, Mercedes-Benz, Trenitalia, Enel, Quixa, various Public Administration entities in Italy, Lottomatica, Veratour, and thousands of other sites. The visual recognition of our logo by users can significantly increase the chances of completing a sale.

Download the MyBank logo set by clicking [HERE](#).



Terms of Sale



It is essential for every business to publish their Terms of Sale, which should clearly outline the purchasing, payment, refund, and delivery processes.

We encourage you to take this opportunity to explain how MyBank works. The most effective sites are those that transparently provide detailed information to their users.

In the next two pages, you will find text examples in both English and Italian that offer an informative overview of MyBank, suitable for inclusion in your Terms of Sale or in the section dedicated to payment methods. You can easily copy, paste, or adapt them for your site.

EXAMPLE 1 - Text for Terms of Sale or the Payment Methods page (English)

MyBank immediate bank transfer

The MyBank payment method enables you to make online payments easily and securely using your bank's online banking service.

Once you select the MyBank payment option, enter the name of your bank. You will be automatically redirected to your online banking service, where you can log in using your usual credentials without sharing sensitive information with third parties.

After verifying the payment details, authorise the transaction, and you will receive payment confirmation directly from your bank.

You can then return to the website to receive further information from the payee. With this payment method, your order will be processed in the same timeframe and manner as a credit card payment.

If you cannot find your bank in the dropdown menu, you can check at this link to see if your bank is part of the MyBank network: [Participating Banks and PSPs \(mybank.eu\)](https://mybank.eu).

EXAMPLE 1 - Text for Terms of Sale or the Payment Methods page (Italian)

Bonifico immediato MyBank

Il pagamento tramite MyBank consente di effettuare in modo semplice e sicuro pagamenti online usando il servizio di online banking della propria banca.

Una volta scelta l'opzione di pagamento MyBank, digita il nome della tua banca. Verrai automaticamente reindirizzato al servizio di online banking in cui poter accedere con le tue consuete credenziali senza rilasciare dati sensibili a terzi.

Dopo aver verificato i dati del pagamento, autorizza la transazione e riceverai conferma del pagamento direttamente dalla tua Banca.

Ritorna quindi sul sito per ricevere ulteriori informazioni da parte del negoziante. Con questa modalità di pagamento, l'ordine verrà evaso negli stessi tempi e modalità di una carta di credito.

Qualora non trovassi la tua banca nel menu a tendina, puoi verificare a questo link se la tua banca ha aderito al circuito MyBank: [Banche e PSP aderenti \(mybank.eu\)](https://mybank.eu).

EXAMPLE 2 - Text for Terms of Sale or the Payment Methods page (English)

MyBank immediate bank transfer

With MyBank, you can pay quickly and securely directly from your online banking through an immediate bank transfer.

How does it work?

1. When you are ready to pay, select MyBank and choose your bank. You will be automatically redirected to the login page of your online banking service.
2. Enter your usual online banking login credentials.
3. Verify and authorise the transaction. Within seconds, both you and we will receive confirmation of the payment, and your goods will be shipped promptly / your service will be activated promptly!

Benefits:

- More secure transactions conducted directly through online banking.
- No additional passwords or registrations required, just your internet banking credentials.
- Immediate confirmation of payment received. This will allow us to further reduce shipping times!
- No limits related to payment ceilings.

Want to check if your bank offers the MyBank service?

If your bank is part of the MyBank network, you can use it to pay without any additional registration. Click [here](#) to view the list of participating banks.

EXAMPLE 2 - Text for Terms of Sale or the Payment Methods page (Italian)

Bonifico immediato MyBank

Con MyBank, puoi pagare in modo sicuro e veloce direttamente dal tuo online banking tramite bonifico immediato.

Come funziona?

1. Quando sei pronto a pagare, seleziona MyBank e scegli la tua banca.
Verrai automaticamente reindirizzato alla pagina di accesso del tuo servizio di online banking.
2. Inserisci le credenziali abituali di accesso all'online banking.
3. Verifica e autorizza la transazione.

In pochi secondi sia tu che noi riceveremo la conferma dell'avvenuto pagamento e la tua merce sarà spedita in tempi brevissimi/il tuo servizio sarà attivato in tempi brevissimi!

Vantaggi:

- Transazioni più sicure direttamente nell'online banking.
- Nessuna password o registrazione aggiuntiva. Solo le credenziali del tuo internet banking.
- Conferma immediata dell'avvenuto pagamento. Questo ci consentirà ridurre ulteriormente i tempi di spedizione!
- Nessun limite legato ai plafond.

Vuoi verificare se la tua banca offre il servizio MyBank?

Se la tua banca ha aderito a MyBank, potrai pagare con MyBank senza alcuna iscrizione aggiuntiva. Clicca [qui](#) per visualizzare l'elenco delle banche aderenti.



Checkout page



The payment phase is crucial for conversions on your ecommerce site.

Avoid unpleasant surprises for customers during this stage!

To ensure a smooth experience for them, make sure your checkout page includes:

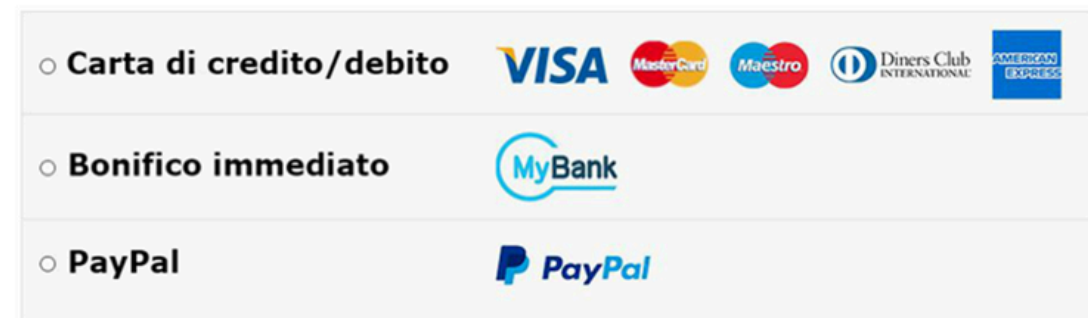
- Payment methods that are instantly recognisable, featuring a **dedicated button complete with the logo**, including MyBank.
 - Next to the MyBank logo, add '**Immediate Bank Transfer**' to briefly explain what it entails.
 - **Minimise the number of steps**: remove all unnecessary fields or steps.
 - If possible, include a **pop-up window with additional information** to better guide the customer.
- We provide some examples on the following page.

Do not limit the MyBank payment option to users in Italy only.

MyBank is a pan-European solution, also available in Belgium, Spain, and Portugal.

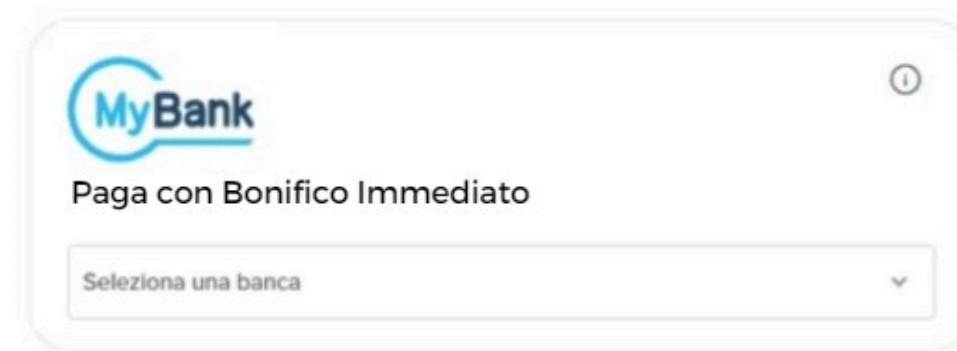
Take advantage of this opportunity to expand your sales into new markets!

USEFUL EXAMPLES FOR YOUR CHECKOUT PAGE



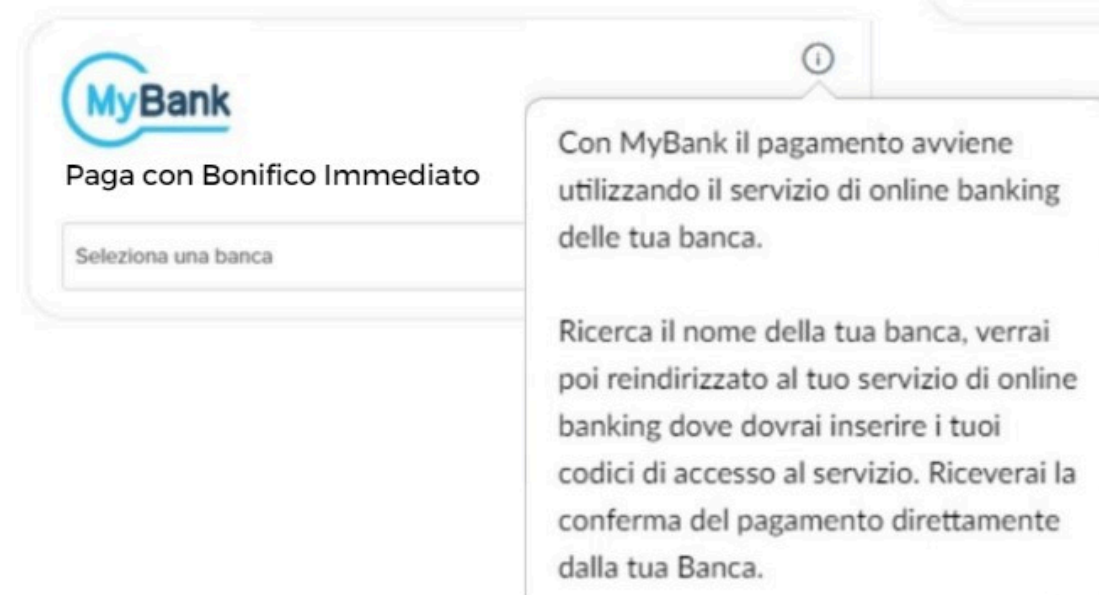
A screenshot of a payment method selection interface. It features three radio buttons for selection: 'Carta di credito/debito' with logos for VISA, MasterCard, Maestro, Diners Club International, and American Express; 'Bonifico immediato' with the MyBank logo; and 'PayPal' with the PayPal logo.

A dedicated payment button featuring the logo and a brief description: 'Immediate Bank Transfer'



A screenshot of a payment button for MyBank. It features the MyBank logo, the text 'Paga con Bonifico Immediato', and a dropdown menu labeled 'Seleziona una banca'.

In this integration example, the customer immediately selects their bank to pay with MyBank. This way, you can optimise the user experience and make the transaction even smoother and more immediate



A screenshot of the MyBank payment button with a pop-up window. The button is labeled 'Paga con Bonifico Immediato' and 'Seleziona una banca'. The pop-up window contains the following text: 'Con MyBank il pagamento avviene utilizzando il servizio di online banking della tua banca. Ricerca il nome della tua banca, verrai poi reindirizzato al tuo servizio di online banking dove dovrai inserire i tuoi codici di accesso al servizio. Riceverai la conferma del pagamento direttamente dalla tua Banca.'

This is an example of a pop-up window integrated directly with the payment button. This way, you can provide the customer with additional information about MyBank to better guide them



Communicating MyBank to Customers



Showcasing MyBank to your customers is essential.

Introducing MyBank as an alternative payment method is crucial, as not all customers may be familiar with this option. We recommend incorporating MyBank into your regular communications with clients, such as **newsletters and email marketing campaigns**, as well as in available spaces on your website (like **blog posts and banners**).

In the next two pages, you will find **ready-to-use examples** in both **English and Italian** that you can easily copy, paste, or adapt as needed.

EXAMPLE 1 - Text for use in a DEM, newsletter, or blog **(English)**

XYZ presents a new payment solution: **MyBank – Immediate Bank Transfer**

Starting today, for your purchases on XYZ, you can use **MyBank**, the pan-European solution that allows you to pay securely directly from your online banking account. No need for new passwords or additional registrations; with MyBank, the payment is completed straight from your online banking interface.

How Does It Work?

When you're ready to checkout, simply select MyBank on the payment page and enter the name of your bank. You will be automatically redirected to your online banking service. Log in with your usual credentials and confirm the pre-filled transfer to finalize your purchase. Your payment is processed immediately, allowing us to ship your items/activate the service/recharge your card/set up your account in no time. Start shopping on XYZ today!

EXAMPLE 1 - Text for use in a DEM, newsletter, or blog (Italian)

XYZ ti offre una nuova soluzione di pagamento: **MyBank, il bonifico immediato**

Da oggi, per gli acquisti su **XYZ** potrai usare MyBank, la soluzione paneuropea che ti consente di pagare in sicurezza direttamente dal tuo online banking.

Nessuna nuova password o registrazione aggiuntiva, con MyBank il pagamento avviene direttamente nel proprio online banking.

Come funziona?

Quando sei pronto a pagare, seleziona MyBank nella pagina di pagamento e digita il nome della tua banca. Verrai automaticamente reindirizzato al tuo servizio di online banking. Accedi con le tue credenziali abituali e conferma il bonifico precompilato per completare l'acquisto.

Il pagamento è immediato e ci consentirà di spedirti la merce/attivare il servizio/ricaricare la tua carta/attivare il tuo conto in tempi brevissimi.

Inizia subito i tuoi acquisti su **XYZ**!

EXAMPLE 2 - Text for use in a DEM, newsletter, or blog (English)

MyBank: an immediate online payment solution

MyBank is an online payment method based on immediate bank transfers.

We have introduced this option to allow you to make purchases on our site without the need for a credit card or impacting your credit limit.

With MyBank, orders are processed much faster compared to traditional bank transfers.

The process is simple:

1. When you are ready to pay, select MyBank and choose your bank. You will be automatically redirected to your online banking login page.
2. Enter your usual online banking credentials.
3. Verify and authorize the transaction.

In just a few seconds, both you and we will receive confirmation of the payment, and your goods will be shipped/ your service will be activated in no time!

It couldn't be easier!

EXAMPLE 2 - Text for use in a DEM, newsletter, or blog (Italian)

MyBank è un metodo di pagamento online basato su bonifico immediato.

Abbiamo aggiunto questa modalità per permetterti di acquistare sul nostro sito anche senza utilizzare la carta di credito o senza impattare sul plafond della stessa.

Grazie a MyBank gli ordini verranno evasi più velocemente rispetto ad un bonifico tradizionale. Il processo è semplice:

1. Quando sei pronto a pagare, seleziona MyBank e scegli la tua banca.

Verrai automaticamente reindirizzato alla pagina di accesso del tuo servizio di online banking.

2. Inserisci le credenziali abituali di accesso all'online banking.

3. Verifica e autorizza la transazione.

In pochi secondi sia tu che noi riceveremo la conferma dell'avvenuto pagamento e la tua merce sarà spedita in tempi brevissimi/il tuo servizio sarà attivato in tempi brevissimi! Più facile di così!



Leverage social media



Is your business active on social media channels like Facebook, Instagram, X (formerly Twitter), or LinkedIn? Introduce MyBank there, and you'll see an increase in your conversions.

TEXT EXAMPLES IN ENGLISH

- Starting today, you can pay on XYZ using MyBank, the solution that allows you to pay directly from your online banking. Enjoy a (...% discount) on your first purchase! Take advantage of this offer now!
- Did you know that with MyBank, payment confirmation is immediate, and your items are shipped with just one click?
- Use MyBank for your #OnlineShopping. No new passwords, no additional registrations, no credit limits –just confirm the transfer through your online banking.
- Pay with MyBank and receive % discount on your first purchase!

TEXT EXAMPLES IN ITALIAN

- Da oggi puoi pagare su XYZ anche con MyBank, la soluzione che ti consente di pagare direttamente dal tuo online banking. (...% di sconto sul primo acquisto effettuato). Approfittane subito!
- Sapevi che con MyBank la conferma del pagamento è immediata e la merce spedita in un clic?
- Usa MyBank per il tuo #ShoppingOnline. Nessuna nuova password, nessuna nuova registrazione, nessun limite di plafond. Solo la conferma del bonifico sul tuo online banking.
- Paga con MyBank e ricevi il % di sconto sul primo acquisto effettuato!

Thank you!



For any additional details,
we are here to assist you.

www.mybank.eu
info@mybank.eu

