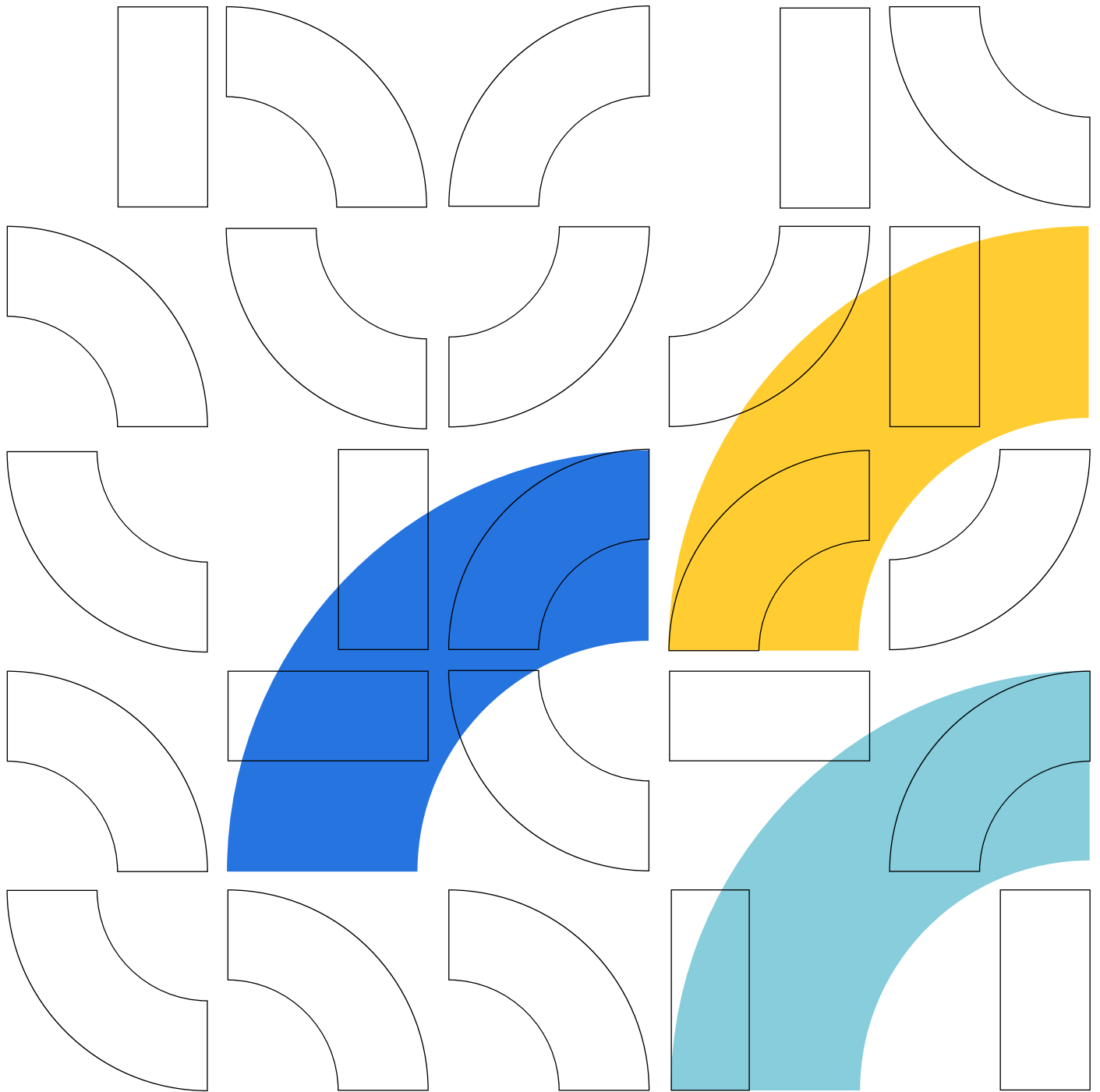


ppro

BUCKARO



Buckaroo unlocks the  
power of local payments  
with PPRO

# Contents

## Page

1

Introduction

2

Answering merchant demand for local payment methods

3,4

Seizing a new world of opportunity

# Introduction

**Buckaroo is a European payment services provider, focused on aiding online merchants to boost conversion with flexible check-out options.**

**Since March of 2018, Buckaroo has leveraged the local payments platform and expertise of PPRO to expand its offering and drive global value for its growing client base.**

As a strategic payments partner to over 5,000 businesses across the EU, Buckaroo offers a wide array of payment solutions, from intuitive checkout preferences, credit management and recurring subscription payments. Since their inception, Buckaroo has been at the forefront of financial technology, enabling seamless payments for retailers, charities and other businesses looking to digitize the way they transact.

Buckaroo was founded in 2005 as the first PSP supplier of the iDEAL payment method in the Netherlands. Shortly after, they added SEPA direct debit and credit cards to its offering. Today, they enable merchants to accept over 40 different payment methods.



**//** *Fueled by PPRO, Buckaroo is able to provide high-quality, direct integrations to leading European payment methods, generating more global sales opportunities for their merchants.*



# Answering merchant demand for local payment methods

One of the biggest trends Buckaroo saw from their merchant base were strong ambitions for international growth. This prompted a demand for a broad range of local payment methods (LPMs).

While cards are standard in the US and the UK, local payment methods such as bank transfers, e-wallets, cash-based payments and local cards, are the dominant ways to pay online around the world; they are used for more than 70% of all e-commerce transactions.

However, building direct integrations with hundreds of individual payment schemes is a complex and time-consuming process. Between contract and pricing negotiations and integrating various payment gateways, it can take over a year to onboard a single LPM.

To keep up with the breakneck speed of global fintech innovation and the increasing demand from their clients, Buckaroo knew they needed a better way to enable LPMs.

**//** *PPRO helps us to support our merchants with flexible solutions for LPMs, a trend that will continue to rapidly proliferate in the coming months and years.* **//**

**Jeroen Jungerius**

Vendor Management at Buckaroo



# Seizing a new world of opportunity

**Buckaroo started using PPRO's platform to offer Sofort in 2018 and followed shortly up with the P24 payment method. Now, they have expanded the relationship providing access to several LPMs including Central Europe's Sofort, a payment method with nearly 20 million active users and Asia's Alipay and WeChatPay, with around 1.2 billion users on each platform.**

Buckaroo is constantly adding to its offering of payment methods, and uses PPRO as the gateway to the LPMs their clients need as they expand their online businesses. This access to LPMs enables Buckaroo to deliver seamless experiences to their clients, such as Buckaroo Smart checkout. Buckaroo's self-learning intelligence ensures that the consumers' preferred payment method is always at their fingertips and automatically adjusts itself based on the consumers payment behavior. Customizing checkout by catering to the preferred payments of consumers ensures a smooth flow from purchase to payment and improves conversion rates by up to 35%. With the influx of new consumer demands merchants face in our increasingly digital world, the time-consuming task of connecting with individual LPMs is not feasible for a PSP looking to scale.

Using PPRO as a payment hub, Buckaroo can offer LPMs much more efficiently while being receptive to new market needs.

Unlocking the opportunity to support unique LPMs with lower transaction rates is also effortless, something that was not feasible before partnering with PPRO.





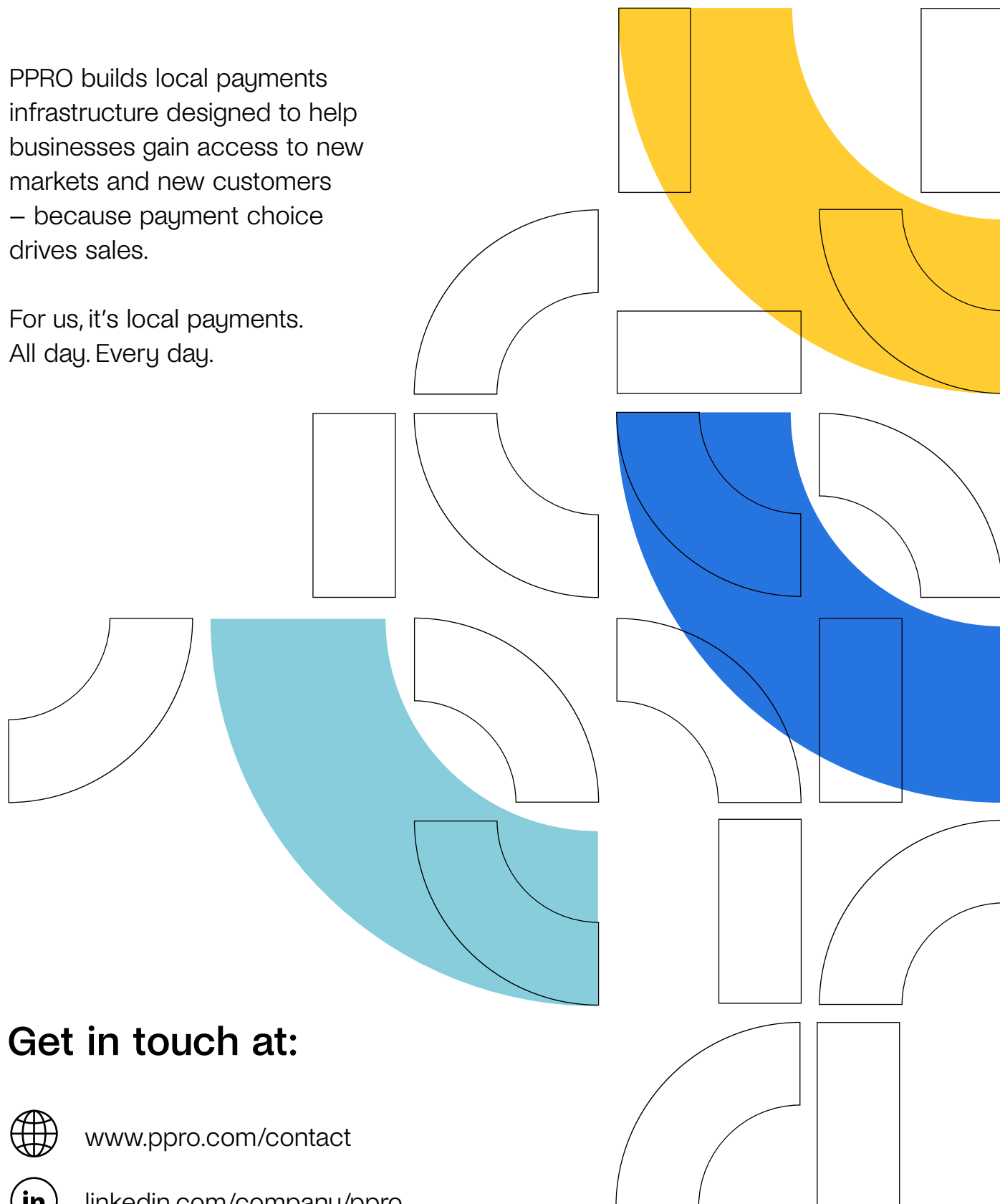
*With expanding business and the need for additional LPM coverage, a specific merchant on the Buckaroo platform saw a **volume increase of 46%** month over month between June and July 2020, with **continued growth of 36%** month over month through the end of August 2020.*





PPRO builds local payments infrastructure designed to help businesses gain access to new markets and new customers – because payment choice drives sales.

For us, it's local payments.  
All day. Every day.



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