

Welcome to  
AliExpress

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## AliExpress decides on the PPRO Group for payments



AliExpress, an Alibaba Group company, is a global retail marketplace targeted at consumers worldwide, many of them located in Russia, Brazil and the United States.

A key objective for the business is to leverage partnerships to expand into new markets across Europe and Latin America. To help it achieve this goal, the back-end payment function used by AliExpress, Alipay, needed to take a targeted approach to securing transactions in these new markets and by

providing popular, local payment methods it aimed to increase conversion rates by enabling customers in each territory to make purchases using their preferred methods.

Alipay is a business division of Ant Financial Services Group, an independent financial services company. It is the world's leading third-party payment platform with 300 million registered users and it has nearly 170 financial institution partners.



At PPRO, they know exactly what they are doing. What impresses us most is the rapid and flexible integration of new types of payment.



**Griffin Peng,**  
*Head of Business Development Europe at Alipay:*

## Everything under one roof

To facilitate this, Alipay needed to work with a payments partner who understood each region and could provide a robust solution. In order to find the right partner to supply alternative payment methods on AliExpress in Europe and Latin America, three principal requirements were established:

- New types of payment must be simple to launch. What that means in practice is that new types of payment must be activated simply and possibly through one interface.
- Likewise, the process must operate in a uniform manner across all types of payments. That means that reports or account reconciliations must be provided in uniform formats.
- The third requirement is that the payment platform must be very stable and downtime avoided.

### PPRO as trusted supplier for alternative payment methods in Europe and Latin America

The PPRO Group could prove that it is not only able to meet the specified requirements but that it is also an important partner for the future development of alternative payment methods. As part of a bigger project, PPRO customised its own system for Alipay. Griffin Peng, Head of Business Development Europe

at Alipay, confirmed, „At PPRO, they know exactly what they are doing. What impresses us most is the rapid and flexible integration of new types of payment.“ Right at the start of the project in early 2015, the PPRO Group was able to connect giro pay, iDEAL and SOFORT with the AliExpress systems. Now if a merchant wants to launch a new payment option on AliExpress, they hand over the process to the PPRO Group. The experts in alternative payments then look after the complete process along with the technical connection. At the end of the day, Alipay benefits from everything relating to alternative payments being provided under one roof: a single technical interface, one interface for reports and one contact person for inquiries. All of this achieves tremendous savings in time and effort.

### Optimising further

At Alipay, there is no question that, when dealing with alternative payments, it is important to stay ahead of the curve when it comes to trends. That is also what drives the PPRO Group. For this reason, the two companies collaborate on a day-to-day basis and strive for improvements in the area of conversion and to optimise the payment process as a whole.

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## Shortfacts

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### Client

Alipay, who serves AliExpress, a global retail marketplace targeted at consumers worldwide, many of them located in Russia, Brazil and the United States.



### Project

Optimising payment options for AliExpress in Europe and Latin America.



### Solution

The PPRO Group serving as Alipay's trusted supplier for alternative payments in Europe and Latin America.



### Advantages

Quick, flexible integration of alternative payments; one interface, one contract, standardised processes.