**PagBrasil launches new functionalities for Shopify payment app**

*With the new resources, users may offer the most popular payment methods in Brazil and increase their conversion rates*

**São Paulo, January 2020** – PagBrasil, a leading fintech company processing payments in Brazil for ecommerce businesses worldwide, has launched new functionalities for its Shopify app. Not only does the app enable merchants to offer the most popular payment methods in Brazil, it also includes Boleto Flash®, the only boleto in the market with confirmation in less than one hour, and PEC Flash®, a cash payment method for online purchases.

According to CEO and co-founder of PagBrasil, Ralf Germer, Shopify offers its own payment service that enables merchants from the US, Canada, the UK, Ireland, Porto Rico, Australia, New Zealand and Singapore to accept the most-used local credit card labels. However, if any of these markets tried selling to Brazil, they’d face low conversion rates by only accepting foreign currency. By adding a local payment provider to the platform, this reality is expected to change.

“Working with a local payment provider that offers the main payment methods – such as the boleto bancário and credit cards – allows merchants to reach a larger number of Brazilian consumers. This way, the app also enables online stores to increase their conversion rates to over 90%, depending on the segment,” explains Germer.

Within the improvements PagBrasil has launched for the Shopify app are: exclusive address validation – customers must simply provide their ZIP code at checkout and the fields are automatically filled in – and customized text messaging for merchants and consumers, informing them that the payment has been successfully confirmed.

“Shopify merchants may charge interest on installments made with credit cards, in order to compensate for the cost of anticipated pay-out. It is also possible to determine which installment the merchant wishes to transfer to the customer,” adds the entrepreneur.

In addition, PagBrasil’s Shopify app is the only app that can be included in the online store without altering the platform’s checkout flow, preserving Shopify’s original layout. Other solutions that offer direct checkout modify the page’s structure.

PagBrasil’s Shopify app is fully responsive and adapts the checkout to any screen resolution. The app is also compatible with additional ecommerce services, such as credit card pre-authorization and fraud prevention.

**About PagBrasil**

PagBrasil is a leading Brazilian fintech company processing payments in Brazil for ecommerce businesses around the globe. We aim to stand out with innovations creating the best possible online payment infrastructure for the Brazilian market. Our team is committed to providing our customers with an outstanding service and brilliant solutions. With innovative technology, such as Boleto Flash® and PEC Flash®, we are creating unique value for our clients and their customers.

**CONTACT INFORMATION**

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