

# Integrate your subscription payments with Omeda and Stripe

As today's professional media businesses compete in a crowded marketplace with fly-by-night content creators for audience attention and revenue, you can't afford to lose potential subscribers to a clunky payment process or limited payment options that decrease conversion rates.

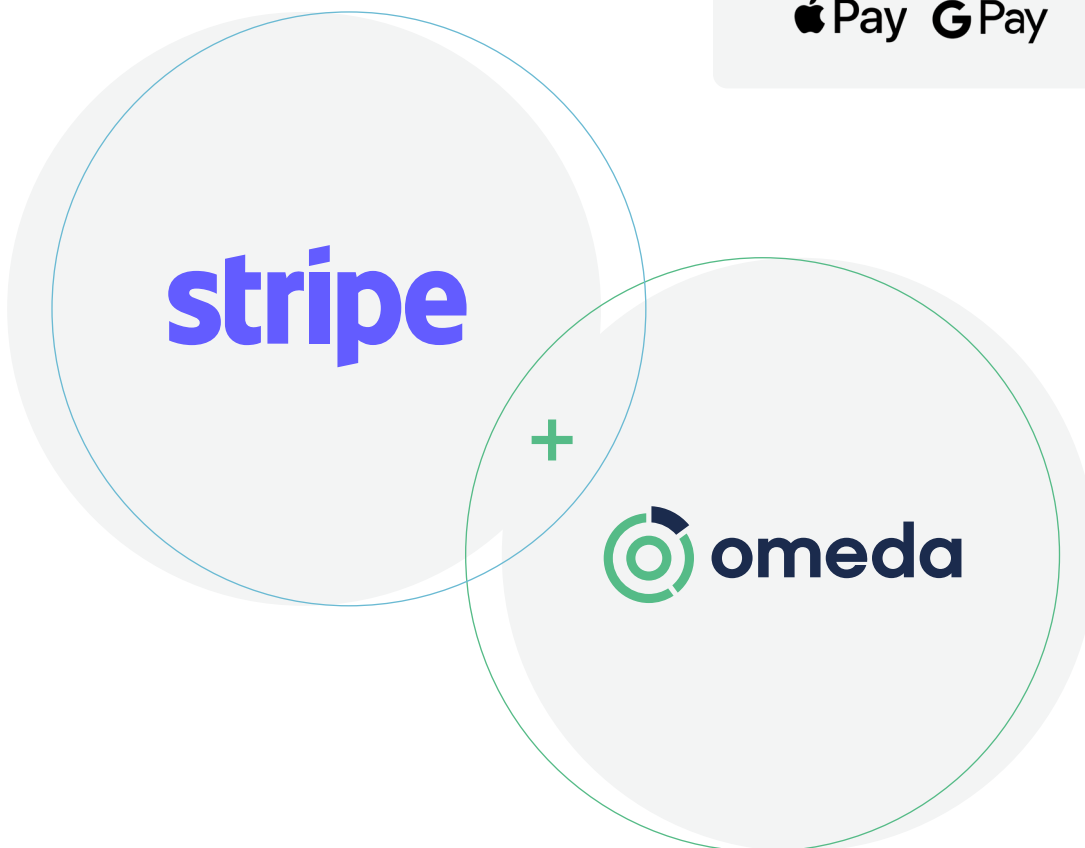
With the rise in fraudulent payments, you need the peace of mind that your payment provider protects you and your subscribers while optimizing the checkout experience and increasing authorization rates.

That's why Omeda and Stripe are teaming up to streamline your payment process and maximize subscription conversion rates.

## Why Stripe?

Stripe is a leading payment service provider trusted by millions of global and emerging companies to power their payments and grow revenue.

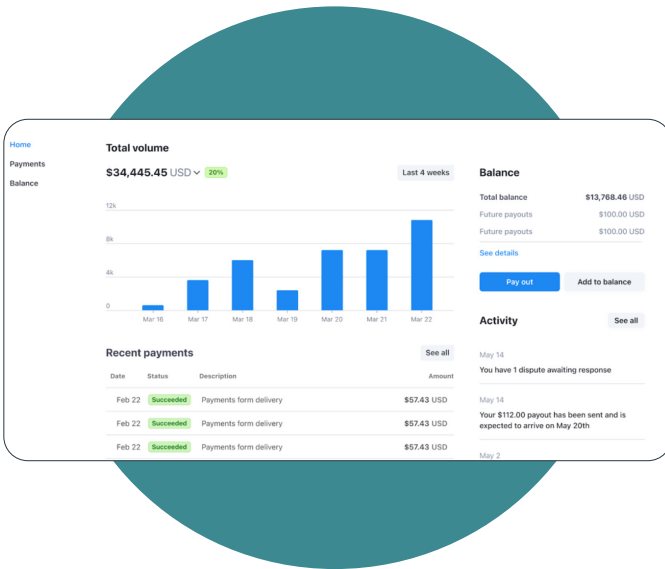
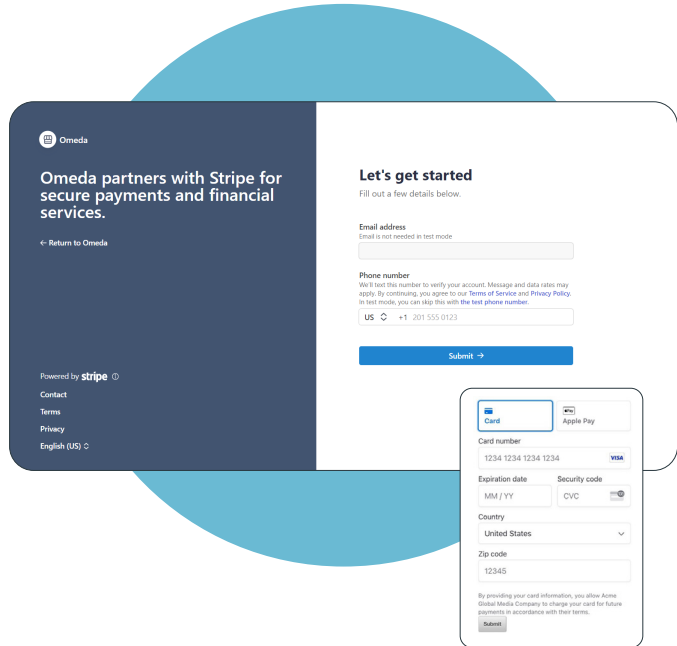
- \$1 trillion processed annually
- 500M+ API transactions per day
- 10.5% uplift in global checkout after migrating to the payment element
- 8% reduction in fraud with Radar
- 5% increase in auth rates with payment optimizations
- 99.999% historical uptime for services
- **Digital Wallets include:**



## Provide flexible payment options, including digital wallets, to increase conversion rates

More consumers are replacing traditional physical cards with digital payments, like Google Pay and Apple Pay. According to research from Capital One, 53% of consumers use digital payments more frequently than other payment options, and 60% of the global population is expected to use digital payments by 2026.

So, if you can't accommodate these forms of payment, you risk losing a potential subscriber and revenue. With the Omeda integration with Stripe, you can accept digital wallets as a payment option, increasing audience convenience and conversion rates. And as Omeda and Stripe add pay options, you'll continue to benefit without additional work.



## Streamline payment management, processes, and reporting with Omeda

The Omeda integration with Stripe removes the friction of having to manage a third-party payments vendor, platform, and customer service team. Instead, clients can use, manage, and report on payments directly from the Omeda platform and supported by your Client Success Manager (CSM) for a seamless customer payment experience. You'll work with your Omeda CSM as your single contact for setting up and managing payments, and resolving any disputes.

## Getting started with the Omeda integration with Stripe

Whether you have an existing third-party payment service provider or are new to payments, Omeda can onboard you and set up your Stripe integration in minutes. Simply reach out to your Omeda CSM or to [sales@omeda.com](mailto:sales@omeda.com).



## About Omeda

Omeda is a SaaS provider delivering the platform and expertise required to maximize the value of media and publishing businesses' most critical asset - their audience. The platform of choice for B2B and B2C professionals, Omeda's integrated solution, which includes a customer data platform, workflow automation, email automation, and subscription management, provides the professional tools and controls required to maximize a media business' diverse revenue streams, power 24/7 audience development, and orchestrate precise targeting for measurable results. Our platform is built by passionate audience pros, workflow masters, and data nerds who partner with our customers to grow and thrive in a disruptive media world.

**For more information visit**  
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**Because Audience Matters**