



Success Story:

The Giant Turkish Online Bookstore Manages High Transaction Volume with Payten's ePayment Technologies

Kitapyurdu.com: Industry leading bookstore with 20 years of experience, Kitapyurdu.com is Turkey's largest online bookseller. According to 2018 data, the online bookstore has more than 5 million members and sells around 20K books daily. Kitapyurdu.com constantly renews its infrastructure with robotic technologies and keeps its business up to date with infrastructure aligned with its vision.

In Search of a Solution : Kitapyurdu.com looked for a solution to accept payments from all banks through a single payment gateway without having to integrate with multiple banks, to decrease operational costs, and increase profitability. Influenced by Payten's international payment know-how and 20 years of experience locally, the online bookseller has decided to deploy Payten's solutions.

Project: Kitapyurdu.com has deployed two ePayment solutions of Payten, namely Paratika Virtual POS and Merchant Safe Unipay payment gateway, specifically designed for eMerchants. Thanks to Payten ePayment solutions, kitapyurdu.com is able to accept payments from both credit card and debit cards.

Instead of integrating with banks separately, kitapyurdu.com accepts payments from 7 credit card brands and debit cards with single integration to Paratika Virtual POS. Acting as a payment gateway, Merchant Safe Unipay lowers transaction costs of banks and the online store offers various alternative payment options to its members.

Project Goals:

- Accept online payments successfully with single integration
- Provide secure tokenization technology for a faster check out experience for shoppers
- Increase profitability with advantageous commission rates
- Reduce bank costs with smart switching also known as intelligent payment routing
- Increase the number of successful transactions
- Provide credit card payment options and installment campaigns
- Improve cancellation, refund and reconciliation processes
- Secure payments in a PCI-DSS certified environment
- Lower operational costs
- Manage transaction flow 24/7
- Provide alternative payment methods
- Store card information in a secure environment

IT Director, Hasan Mısırlıoğlu

"We can now manage easily the high volume of ePayment traffic with MSU and Paratika. Before MSU, we had to manually manage chargebacks and cancellations for each bank. As you can imagine, for a company with 30K+ book sales per day, chargebacks and cancellations caused us extra workload. Now, we can easily manage chargebacks and cancellations on a user-friendly single screen provided by MSU. Instead of integrating with banks separately one by one, we only integrated with Paratika once and started accepting payments immediately. In addition, daily transactions are monitored by Payten ePayment team".

We have increased the number of successful transactions with Payten solutions. With Paratika's advantageous commission rates, we have increased our profitability and lowered operational cost. Moreover, we do not worry about security since transactions are processed and monitored in a secure environment. I would like to emphasize that Payten offered solutions that exceeded our business expectations. Also, Payten's local eCommerce know-how and international ePayment ecosystem influenced our decision when choosing a vendor".

Kitapyurdu.com

Products in the Project:



Merchant Safe Unipay

by Payten

- Payment gateway
- Offering alternative campaigns
- Smart switching
- One click payment
- Tokenization
- Refund and chargeback management on single screen



- Virtual POS
- Installment campaign for 7 credit card brands
- Single integration
- PCI-DSS complaint service
- Fraud control
- Easy reconciliation process with banks

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Project Results:

- ✓ The number of members has increased by 20% after the project finished.
- ✓ Kitapyurdu decreased its workload by 40%.
- ✓ The rate of successful transactions increased by 20%.