



Marketing Toolkit for Biller Platforms



Welcome

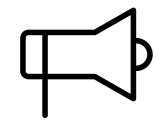
This toolkit is designed to support biller platforms in driving adoption of Apple Pay through bespoke marketing communications. It contains guidelines, tips, and templates to help create and implement marketing campaigns. The materials we've provided are easy to customize to fit various campaign objectives and marketing channels.

Toolkit Contents



Why Apple Pay

Key Benefits



Crafting Communications

Marketing Roadmap

Marketing Activities

Guidelines



Additional Resources

FAQs

Helpful Links

Templates

Why Apple Pay

Key Benefits

Grow your business with Apple Pay.

Apple Pay boosts conversion rates and user adoption by making bill payments easier than ever. It's a simple and secure way for online customers to speed through bill payment and for online billers to get paid faster. It's a win for customers and a win for billers.



Increase Conversion Rates

Apps and websites enabled with Apple Pay see higher conversion rates.



Get Paid Faster

Customers can complete bill payment with a single tap. No lengthy forms are necessary.



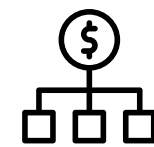
Improve Privacy and Security

Every transaction requires authentication with Face ID, Touch ID, or passcode.



Enhance Convenience

With a high satisfaction rate, Apple Pay drives stickiness and customers are more likely to come back.



Support All Payment Use Cases

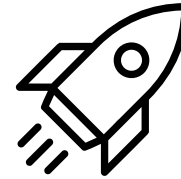
One-Time bill payments, recurring bill payment, and scheduled bill payment are available with Apple Pay.

Crafting Communications

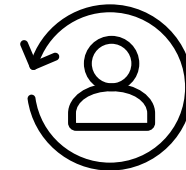
Marketing Roadmap to drive adoption of Apple Pay



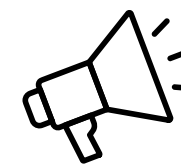
Integrate Apple Pay on your platform



1. Launch Apple Pay



2. Engage Existing Billers



3. Attract New Billers



4. Onboard Newly Enabled Billers



Optimize communications with A/B testing

Marketing Activities

After integrating Apple Pay on your platform, design a lifecycle marketing strategy to launch, attract, engage, and onboard billers. Continuously test and optimize to boost effectiveness.

Key Communication Channels

Click the links to view and download templates.

1. Launch Apple Pay

Announce that Apple Pay is now available on your platform

[Learn how >](#)

- [Dashboard \(Interstitial, Banners\) >](#)
- [Email / Newsletter >](#)
- [Social Media >](#)
- Website (Landing Page, FAQs)
- Blog

2. Engage Existing Merchants

Motivate billers to enable Apple Pay

[Learn how >](#)

- [Dashboard \(Interstitial, Banners\) >](#)
- [Email / Newsletter >](#)
- [Social Media >](#)
- Case Studies
- Webinars

3. Attract New Merchants

Utilize Apple Pay as a differentiator in acquisition campaigns

[Learn how >](#)

- [Website \(Banners\) >](#)
- [Sales Leads Email >](#)
- [Social Media >](#)
- Digital Advertising
- Sales Enablement Materials

4. Onboard Newly Enabled Merchants

Encourage billers to promote Apple Pay to their customers

[Learn how >](#)

- [Billers Guide >](#)
- [Welcome Email >](#)
- Case Studies
- Webinars

1

Launch Apple Pay

Get the word out and announce that Apple Pay is now available on your platform, and integrate launch messaging across your channels.

Launch Apple Pay

Recommended Copy

Headlines

Apple Pay is now available.

Apple Pay is now available on [Platform].

Introducing Apple Pay on [Platform].

Copy

Grow your business by making bill payments easy with Apple Pay and [Platform].

Offer your customers a fast, simple, and secure bill payment experience with Apple Pay.

Now you can get paid faster by letting your customers complete online bill payment with a single tap.

CTAs

Get started

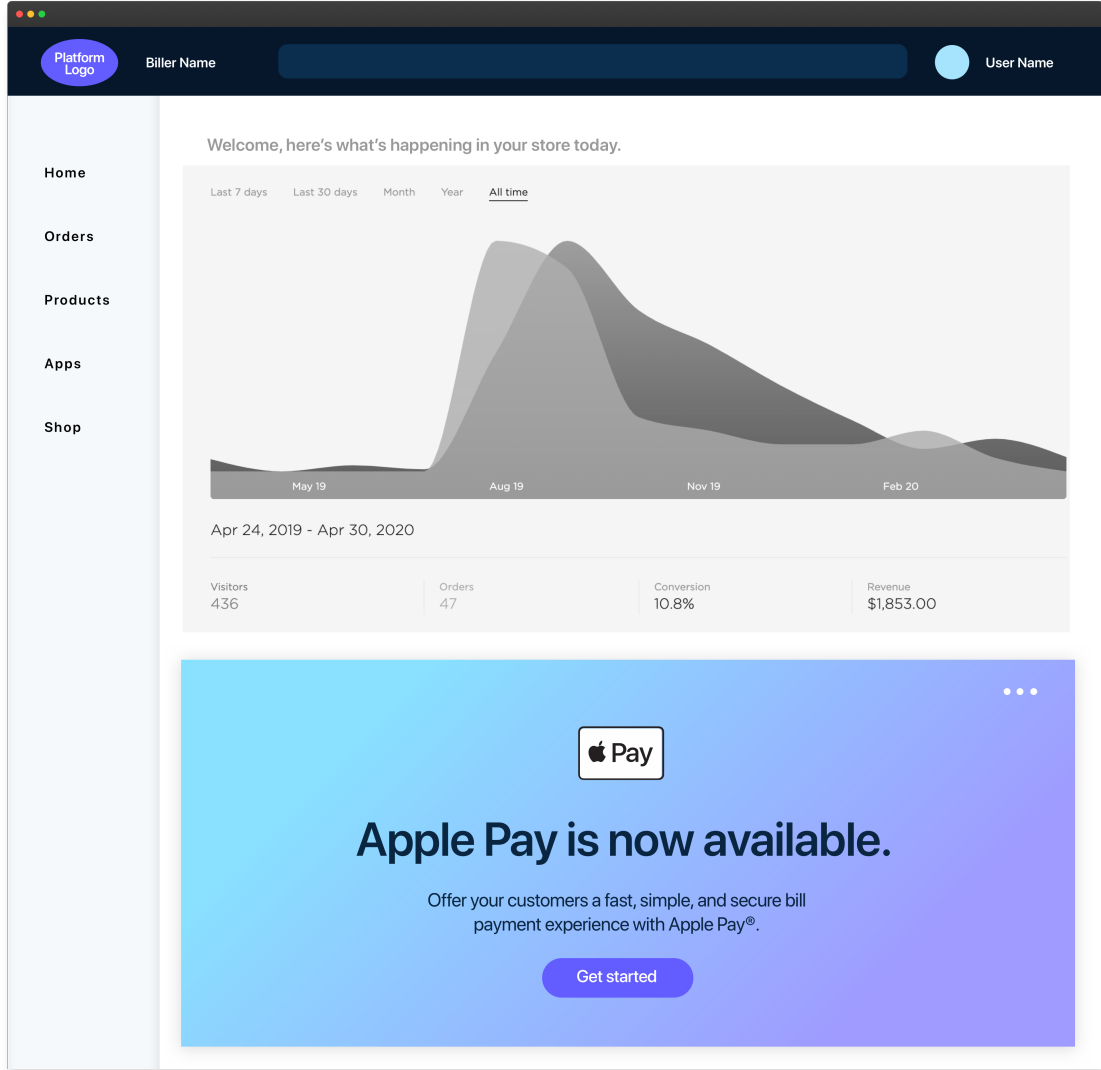
Learn how to accept Apple Pay

Add Apple Pay to your online bill payment options

Launch Apple Pay

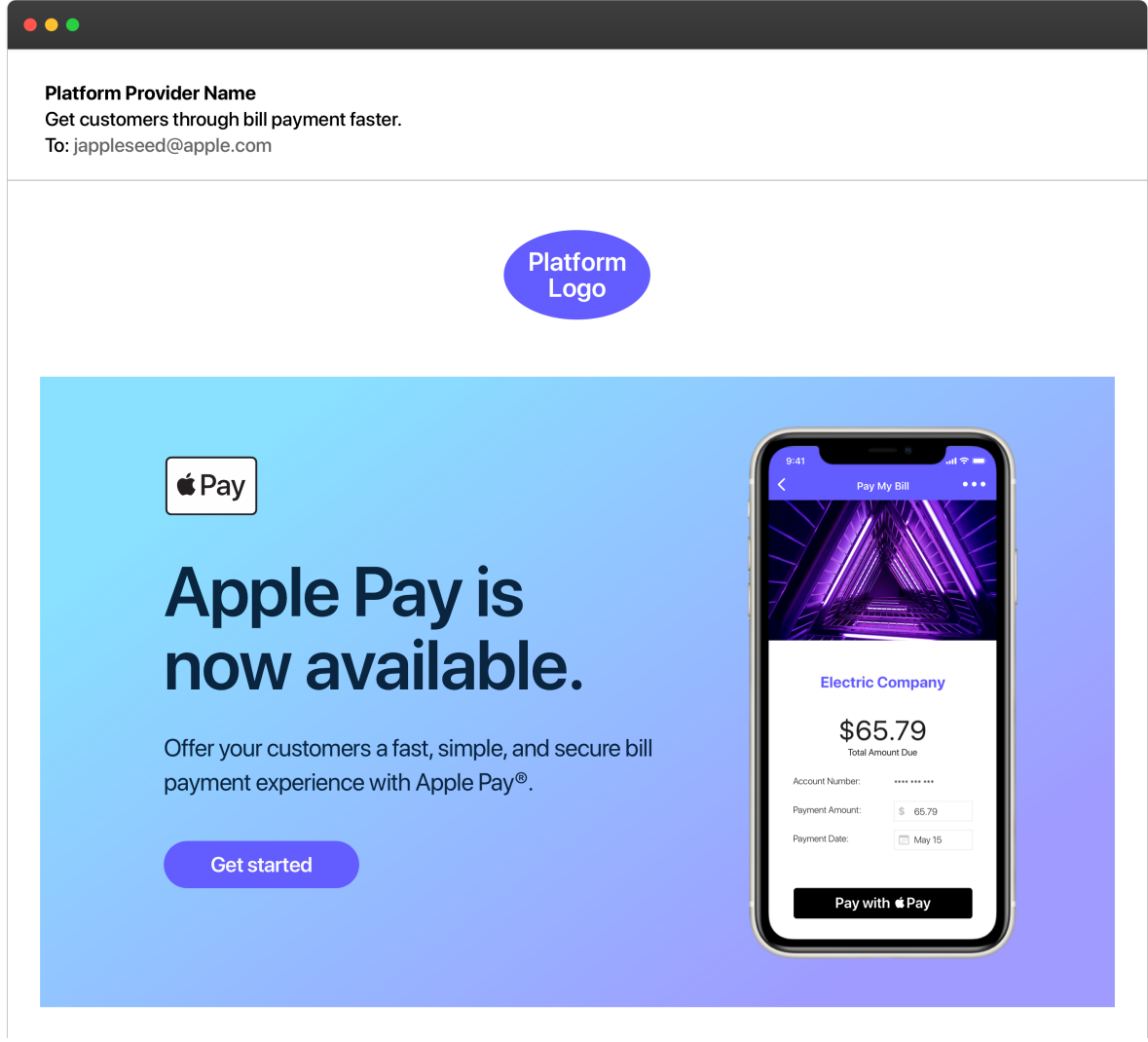
Choose your communication type

Click "view" to see and download templates.



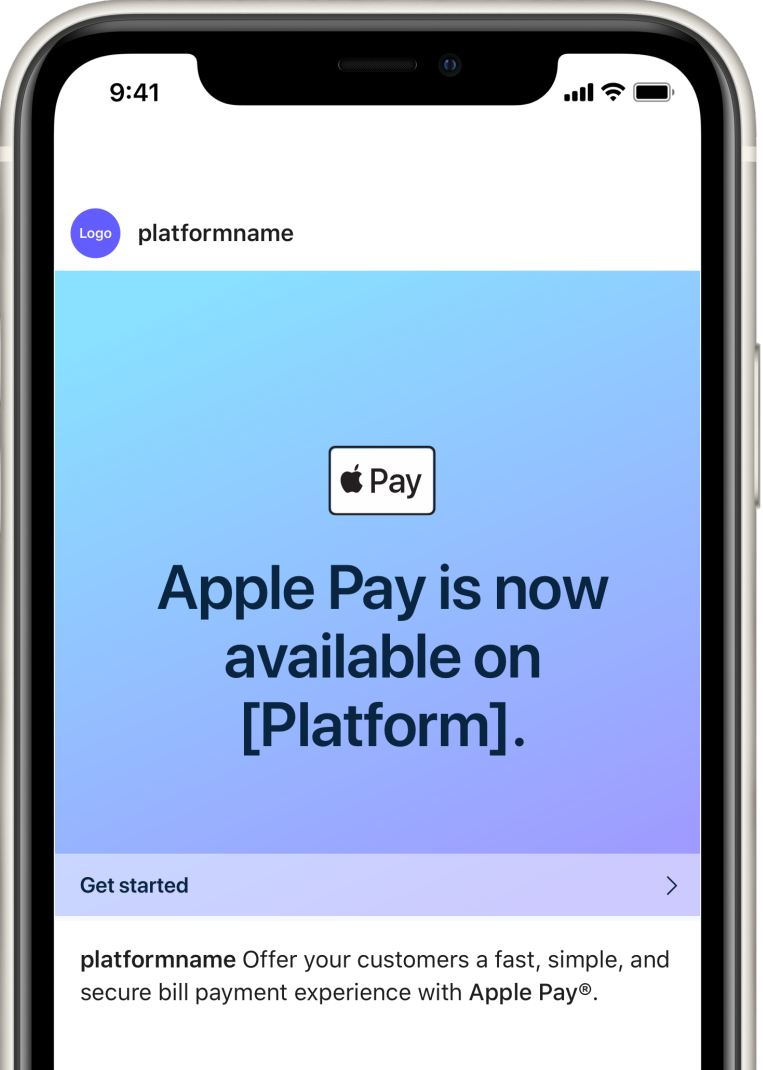
Dashboard

[View >](#)




Email

[View >](#)



Social Media

[View >](#)

 **Pro Tip**

In addition to the templates provided, you should develop evergreen content across your channels. For example:

- Dedicated Apple Pay landing page
- Payments page content
- Blog article

2

Engage Existing Billers

Encourage your billers to enable Apple Pay by informing them about benefits through website integration, social media, and email.

Engage Existing Billers

Recommended Copy

Headlines

Start accepting Apple Pay.
Get paid faster with Apple Pay and [Platform].
Increase conversion rates with Apple Pay.

Copy

With Apple Pay customers can complete bill payments with a single tap and are more likely to come back.
Grow your business by making bill payments easy with Apple Pay and [Platform].
Now more than ever, customers want a fast, simple, and secure online bill payment experience. That's why by enabling Apple Pay, you can increase your conversion rates.

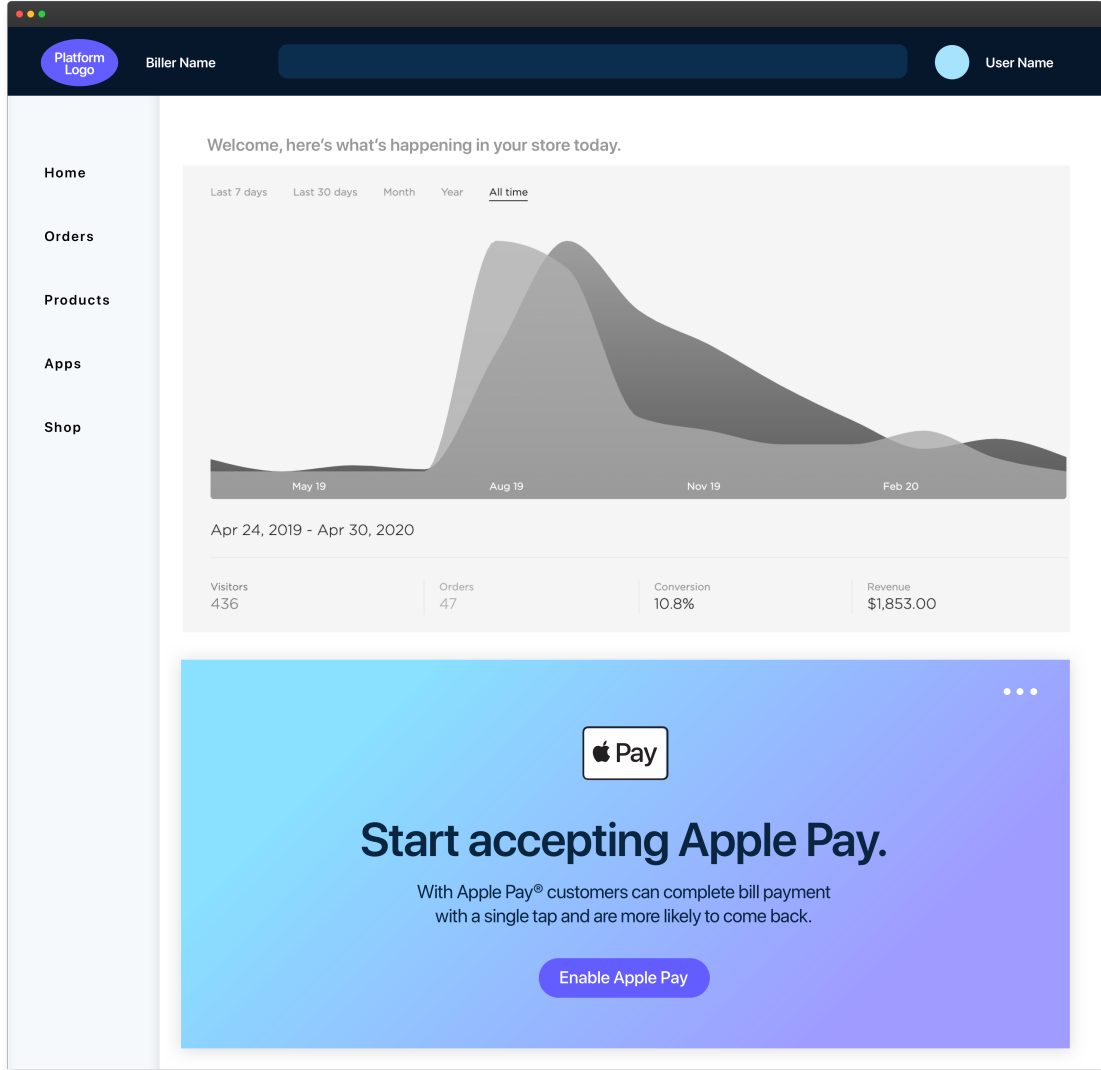
CTAs

Enable Apple Pay
Enable Apple Pay in your bill payment options
Learn how to enable Apple Pay

Engage Existing Billers

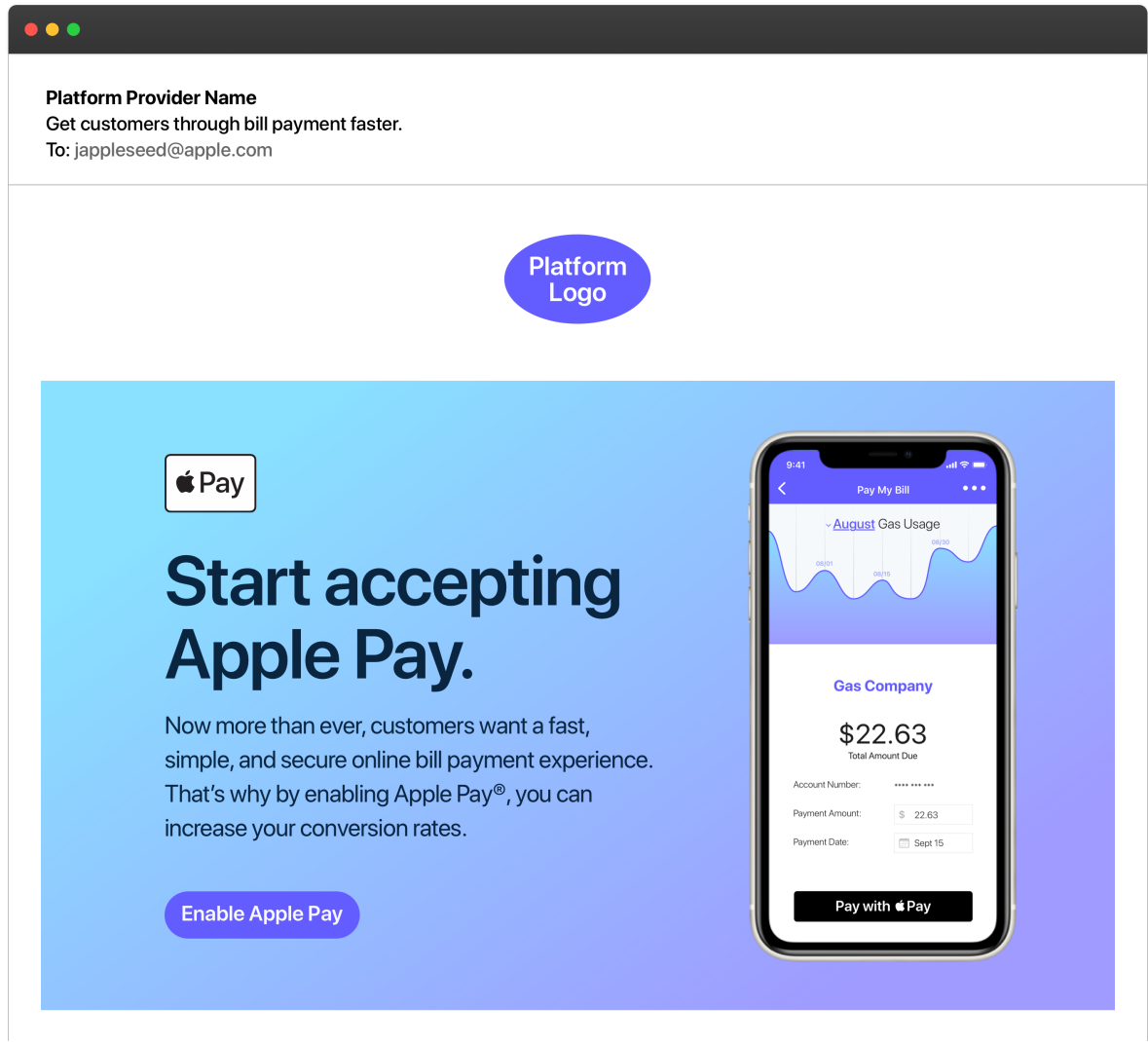
Choose your communication type

Click "view" to see and download templates.



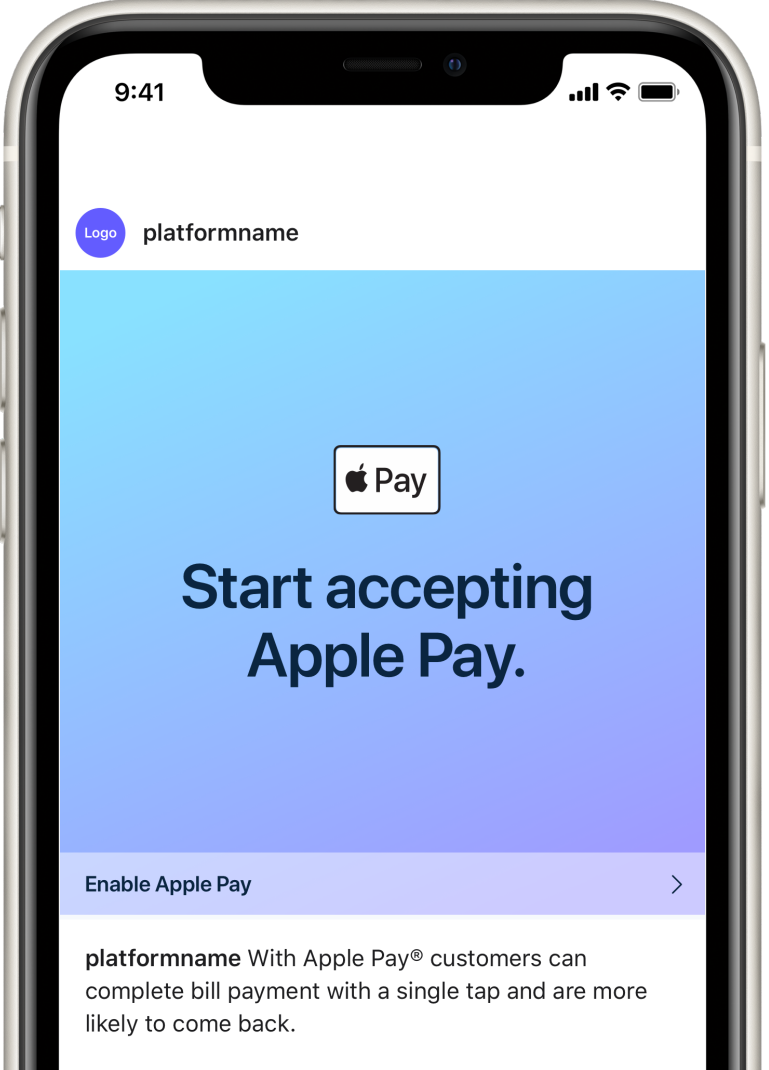
Dashboard

[View >](#)



Email

[View >](#)



Social Media

[View >](#)



Pro Tip

Develop webinar content that showcases success stories and tips on how to best enable Apple Pay from your platform.

3

Attract New Billers

Position Apple Pay as a differentiator in acquisition campaigns. Drive prospective billers to get started with Apple Pay to increase conversion rates.

Attract New Billers

Recommended Copy

Headlines

[Platform] and Apple Pay - the easiest bill payment experience online.

Get paid faster with Apple Pay.

Offer choice and flexibility for bill payments with Apple Pay.

Copy

Apple Pay is a fast, simple, and secure way for your customers to pay their bills online.

With a high satisfaction rate, Apple Pay drives stickiness and customers are more likely to come back.

Apple Pay supports flexible options like one-time bill payments, recurring bill payment, and scheduled bill payment.

CTAs

Launch your bill payments with Apple Pay

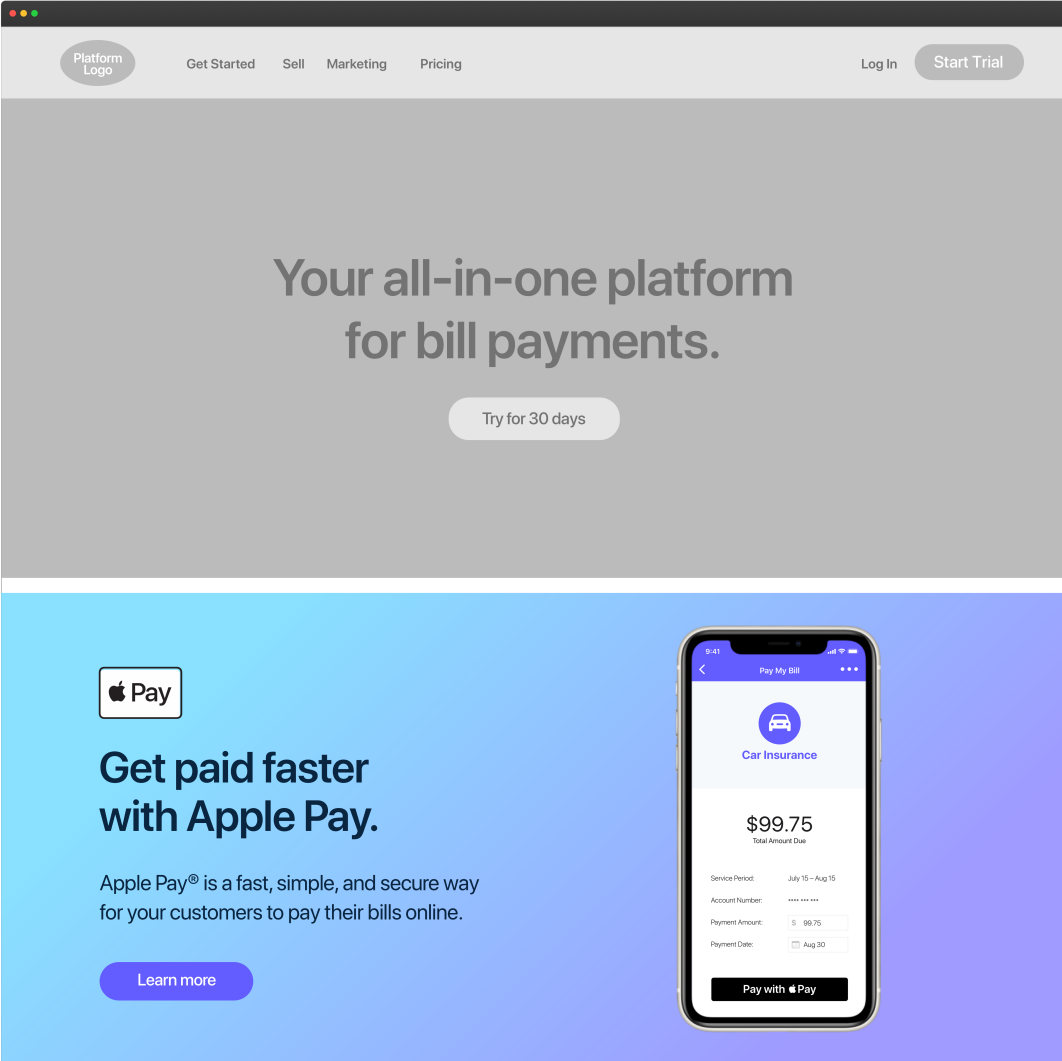
Get started

Learn more

Attract New Billers

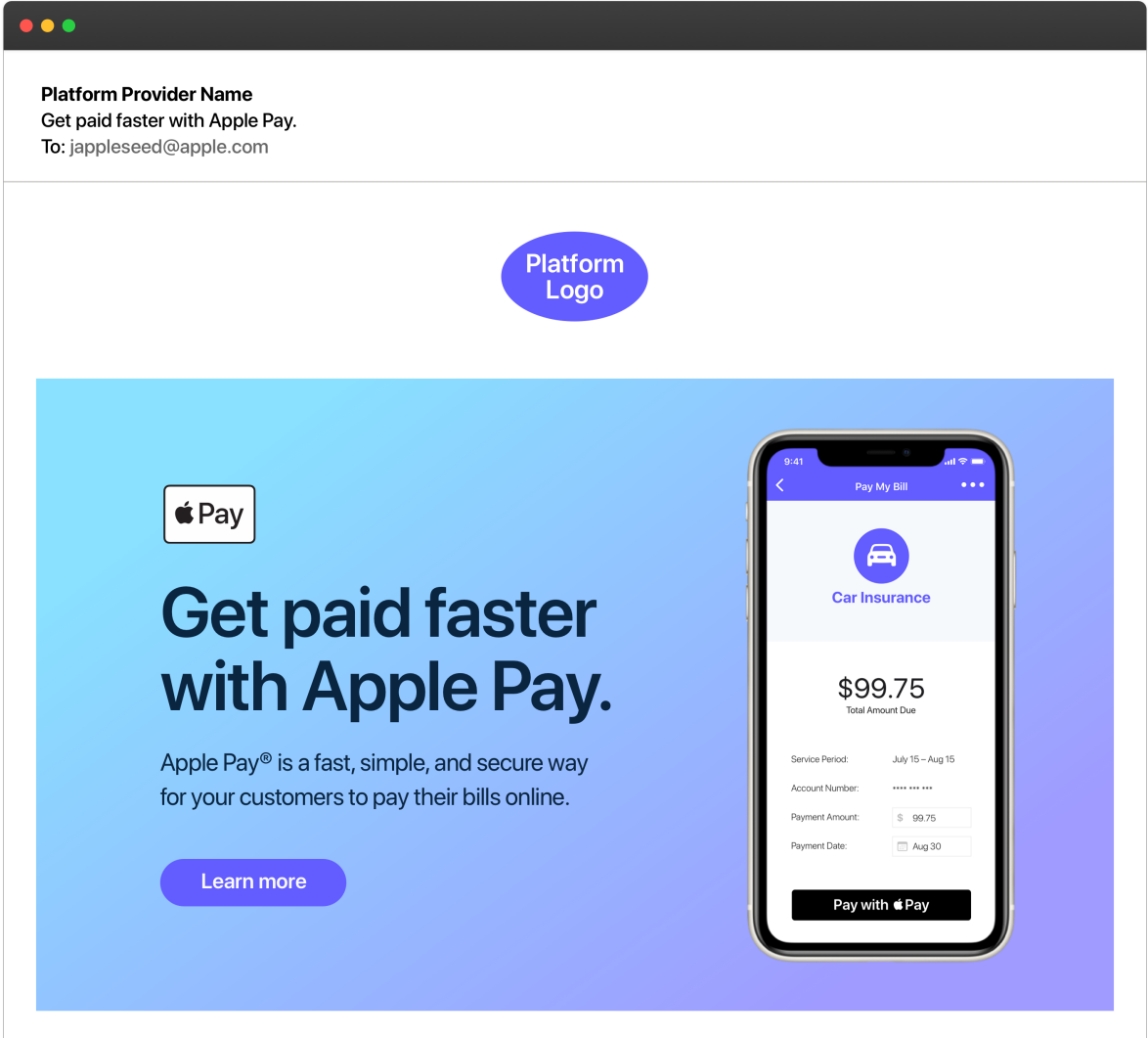
Choose your communications type

Click "view" to see and download templates.



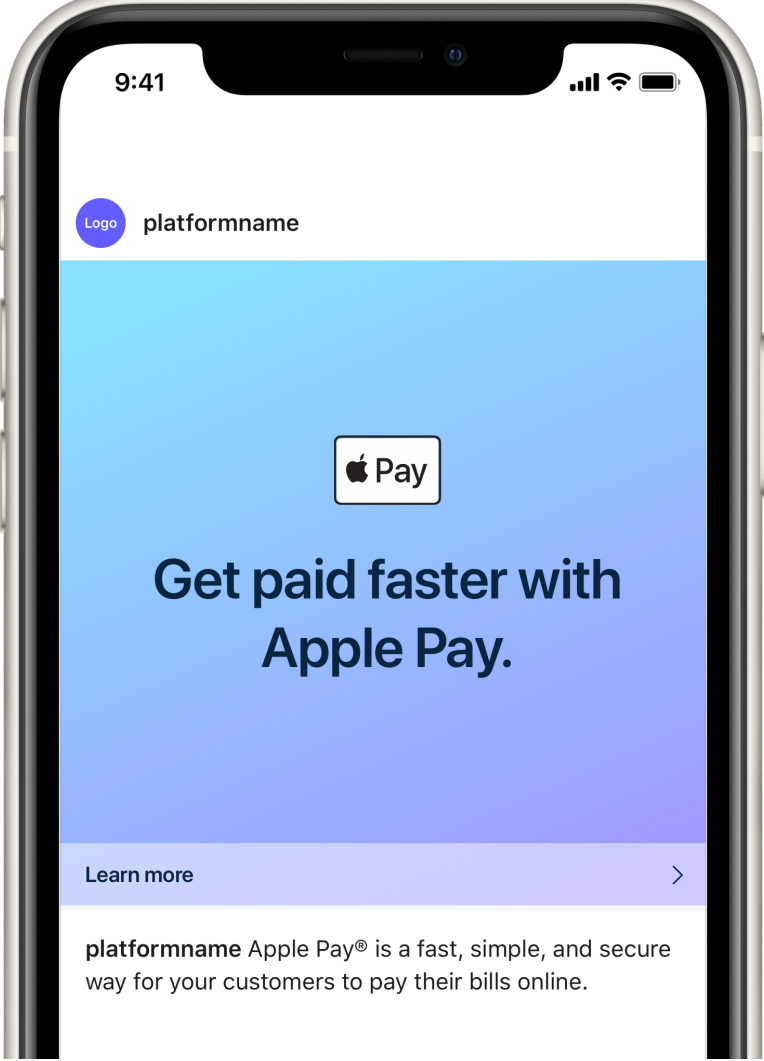
Website (Banners)

[View >](#)



Sales Leads Email

[View >](#)



Social Media

[View >](#)

 **Pro Tip**

You can also use this messaging for:

- Digital Advertising
- Sales Enablement Materials

4

Onboard Newly Enabled Billers

Empower billers to market Apple Pay to their customers.

Onboard Newly Enabled Billers

Recommended Copy

Headlines

Get your customers excited about Apple Pay.

Start communicating about Apple Pay.

Start marketing Apple Pay.

Copy

Now that you accept Apple Pay, here's a marketing guide with tips and best practices for creating campaigns to drive awareness and usage of Apple Pay.

CTAs

Get the Apple Pay marketing guide

Get the guide

Get started

Onboard Newly Enabled Billers

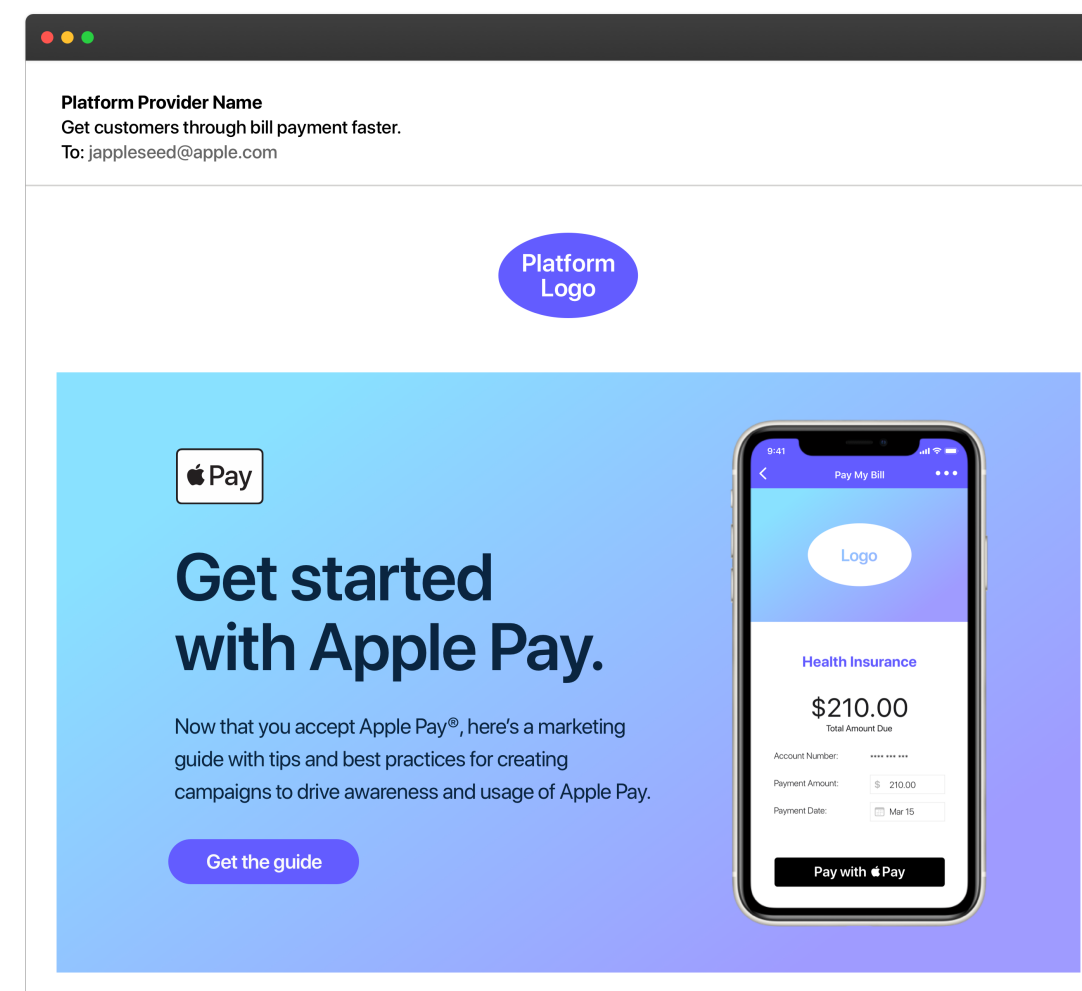
Choose Your Communications Type

Click "view" to see and download templates.



Billers Guide

[View >](#)



Welcome Email

[View >](#)



Pro Tip

Collaborate with billers on your platform to develop case studies of successful Apple Pay campaigns and share their stories in the onboarding communications.

Guidelines

Refer to these guidelines before downloading and using the templates in this toolkit.

Apple Pay Mark Guidelines

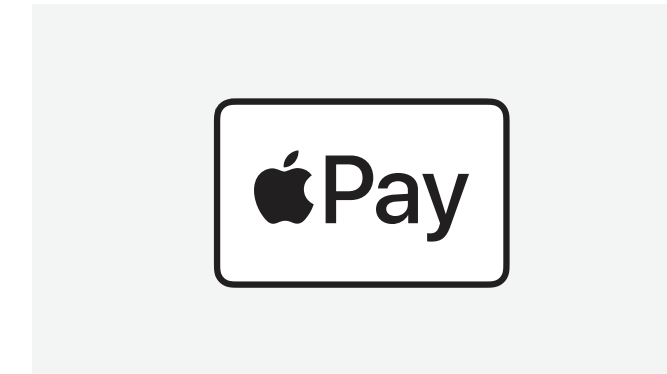
Artwork

The Apple Pay mark is available only in white with an outline rule. Other color options are not available. Do not alter the artwork in any way or create your own version of the Apple Pay mark. Use only the artwork provided by Apple.



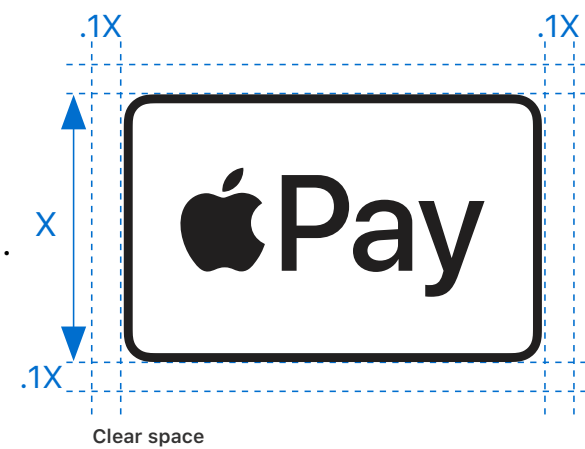
Background color

A white or light background is preferred when displaying the Apple Pay mark. The mark can also appear on a marketing layout that features a dark background.



Clear Space

The minimum clear space for the mark is one quarter the height of the mark. Do not place graphics or typography in the clear space area.



Apple Pay with other mobile payments

To increase acceptance awareness, it is recommended that the Apple Pay mark be positioned first in an arrangement with other mobile payment marks.



Trademark and Legal Guidelines

Apple requirements

Apple Pay and the Apple Pay UI assets as described in these guidelines cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with Apple Pay, Apple products, or Apple itself.

Legal disclaimer

In the U.S., include the following disclaimer:

Apple Pay is a service provided by Apple Payments Services LLC, a subsidiary of Apple Inc. Neither Apple Inc. nor Apple Payments Services LLC is a bank. Any card used in Apple Pay is offered by the card issuer.

In all regions, excluding the U.S., include the following disclaimer:

Apple Pay is a service provided by certain Apple affiliates, as designated by the Apple Pay privacy notice, located at <https://www.apple.com/legal/privacy/data/en/apple-pay/>. Neither Apple Inc. nor its affiliates are a bank. Any card used in Apple Pay is offered by the card issuer.

Trademark attribution

Do not add a trademark symbol to the Apple Pay UI assets provided by Apple. In apps, include Apple trademark attributions wherever legal information is displayed.

In marketing communications, distributed only in the United States, the appropriate symbol (™, SM, or ®) must follow each Apple trademark the first time it is mentioned in marketing copy, for example:

Apple®
Apple Pay®
Apple Watch®
Face ID®
iPad®
iPhone®
Safari®
Touch ID®

Refer to the Apple Trademark List at apple.com/legal/intellectual-property/trademark/appletmlist.html for the correct trademark symbol.

In all regions, include the following credit line:

Apple, the Apple logo, Apple Pay, Apple Watch, Face ID, iPad, iPhone, iTunes, Mac, MacBook Pro, Safari, and Touch ID are trademarks of Apple Inc., registered in the U.S. and other countries. Touch Bar is a trademark of Apple Inc.

List only the specific Apple trademarks used in the text or audio in your marketing communications.

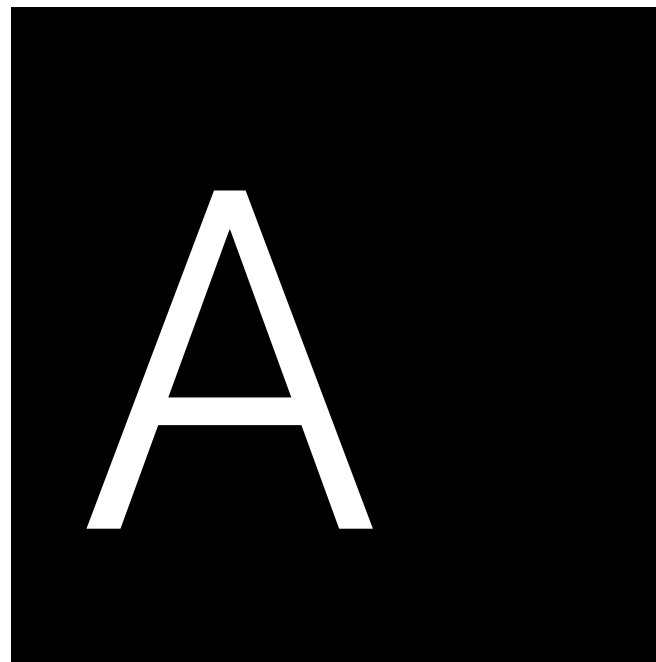
For more information about using Apple trademarks, visit “Guidelines for Using Apple Trademarks and Copyrights” at apple.com/legal/intellectual-property/guidelinesfor3rdparties.html

With Apple’s approval, a translation of the legal notice and credit line (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

Notes

- Trademark symbols do not need to be included in marketing headlines. The mark is only required the first time the name of a trademarked product appears in the text. If space is restricted, you can include the credit line on the link-to page.

Design Guidelines



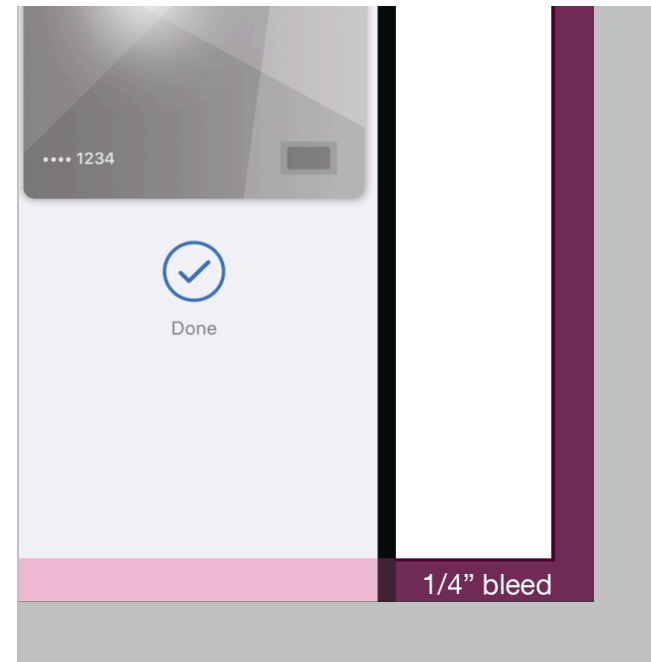
Typography

You can update the template's default font with your brand's font. Add additional fonts using your brand's typographic standards and hierarchy.



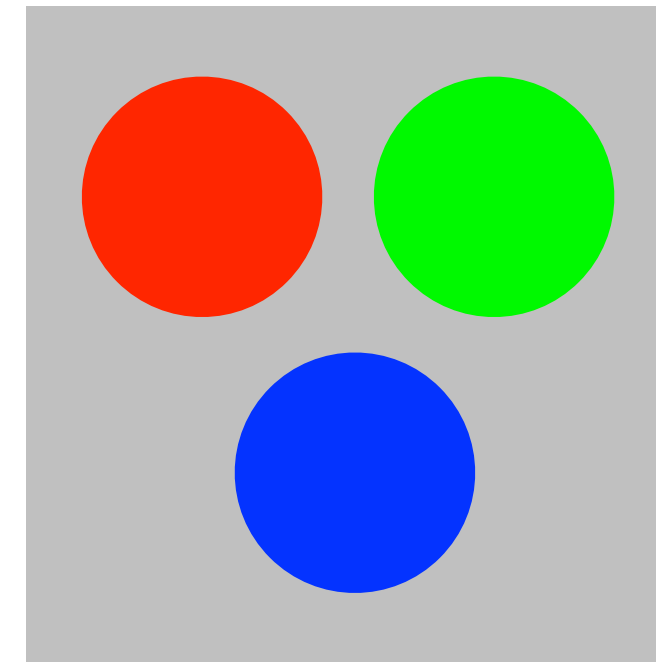
Images

Start with hi-resolution images in an RGB color profile. Final output for all digital assets should be 72 dpi or 144 dpi (@2x) for retina screens. Test and be sure images are sharp at final size.



Bleed

Extend all images and background flood colors beyond the bounds of the template to ensure an accurate output.



Color

All digital content should be set in an RGB color profile space for web. Refer to and use your brand's RGB or HEX codes for color matching and accuracy.

Writing your own copy

Messaging Guideline

Keep it clear and concise.

All messaging should be simple, fun and relatable. To achieve this:

- Headlines should be purposeful and descriptive.

Example: **Get paid faster with Apple Pay.**

- Subheads should be simple, informative, and to the point.

Example: **Grow your business by making bill payments easy with Apple Pay and [Platform].**

- Avoid overloading too many details at once, focus on one benefit.

Example: **Increase conversion rates with Apple Pay.**

Use real language.

Don't be too formal, but keep it professional by avoiding the use of jargon.

Example: **Apple Pay is accepted here.**

Prioritize the role of Apple Pay.

Whether talking about benefits, offers, or information, make sure the role of Apple Pay is at the forefront.

Example: **Grow your business faster with Apple Pay.**

Make the next step clear.

Include Call To Actions that are clear, concise, and let customers know exactly what to expect.

Example: **Get the guide.**

Additional Resources

FAQs

Example FAQs to share on your Apple Pay dedicated landing page or to provide to billers. Use and create more as needed.

How do I start accepting Apple Pay?

To accept Apple Pay on the web or in app, go to [platform to include instructions and link to its owned webpage with relevant information].

Are there additional fees to accept Apple Pay?

No. Apple doesn't charge any additional fees.

Where can I learn more about Apple Pay for billers?

Check the Apple Pay webpage [Platform to link to its owned webpages with relevant information].

How can I communicate to my customers that Apple Pay is accepted?

Create campaigns to drive awareness and usage of Apple Pay with this marketing guide <https://developer.apple.com/apple-pay/marketing/>. It includes best practices and a link to download the Apple Pay mark.

Helpful Links

[Apple Pay website](#)

[Apple Pay developer site](#)

[Apple Pay implementation best practices](#)

[Apple Pay developer support](#)

[Download Apple Pay mark](#)

[Download Apple device images](#)

Templates

Launch Apple Pay

Launch Apple Pay

Dashboard – Interstitial

What it is

An overlay for web or mobile app dashboards that informs billers about the benefits of Apple Pay before they start their session.

How to use it

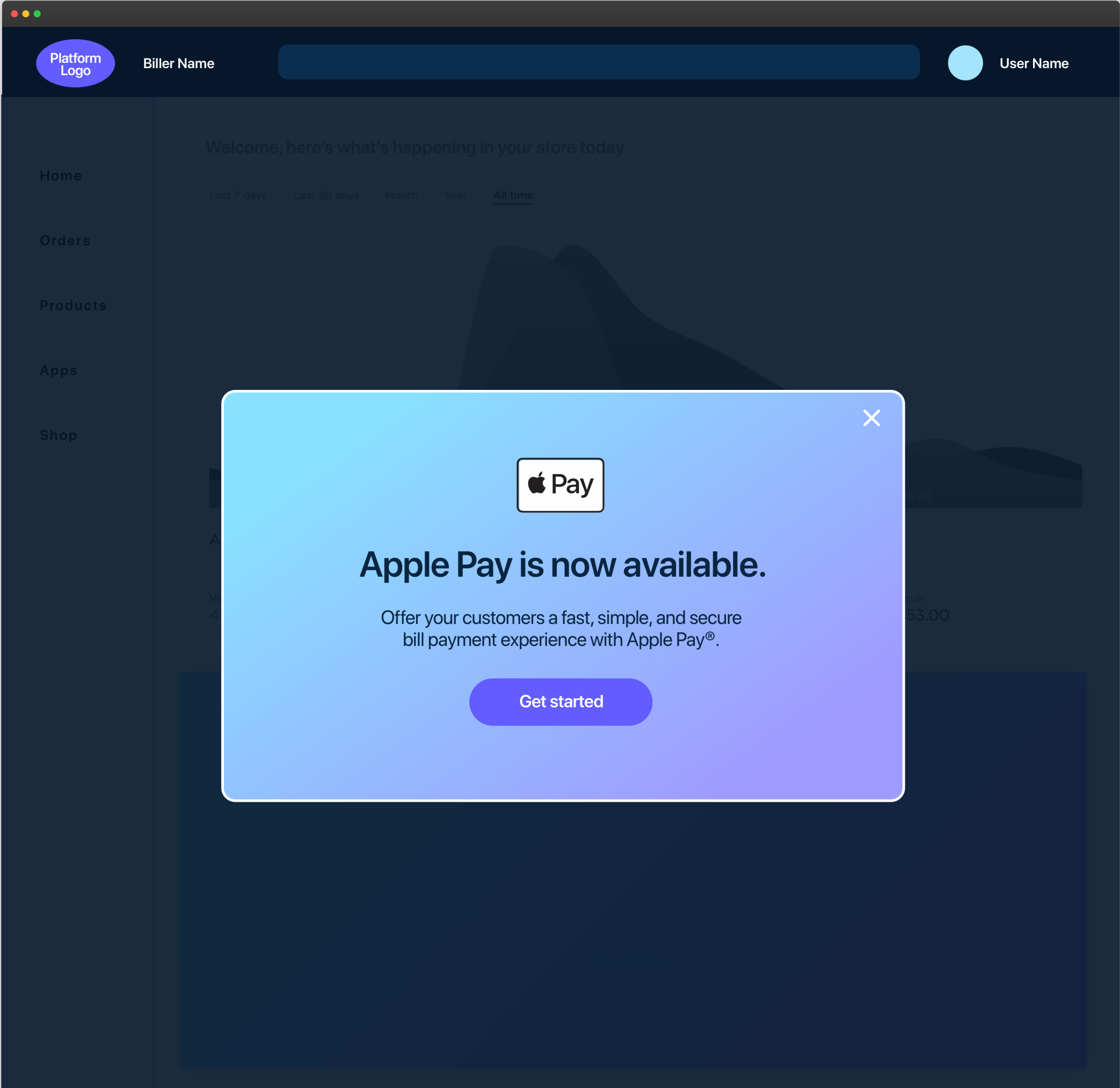
Use as interstitial in web and app logged in experiences. Download the template and customize with your branding.



Pro Tip

Drive to the your payments set up webpage for the biller to start enabling Apple Pay.

[Download template](#)



Launch Apple Pay

Dashboard Banner – Card

What it is

A card integrated into the logged in dashboard experience that announces Apple Pay availability when space is limited.

How to use it

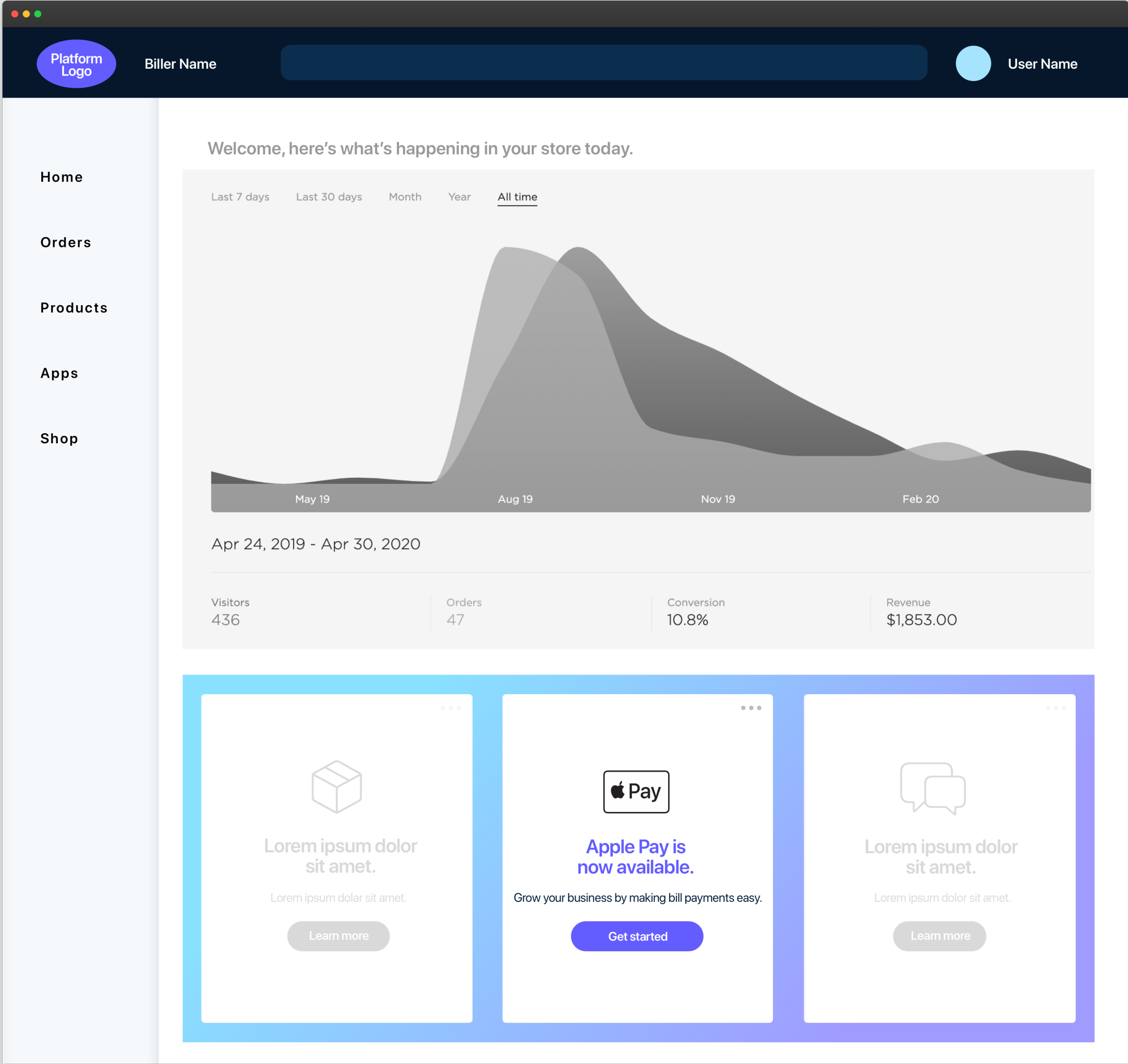
Use short, punchy copy to maximize space. Customize template with your branding. Place in line with additional dashboard cards.



Pro Tip

Make sure billers see your banner by positioning it on your dashboard screen, close to sales information, or above the fold. Drive to the your payments set up webpage for the biller to start enabling Apple Pay.

[Download template](#)



Launch Apple Pay

Dashboard Banner – Full Width

What it is

Create an attention grabbing moment on web and app dashboards to drive enablement.

How to use it

Download the template, customize with your branding, and place within dashboard above the fold.



Pro Tip

Make sure merchants see your banner by positioning it on your dashboard screen, close to sales information, or above the fold. Drive to the your payments set up webpage for the biller to start enabling Apple Pay.

[Download template](#)

The screenshot shows a dashboard interface. At the top, there's a dark header with a 'Platform Logo' on the left, 'Biller Name' in the center, and 'User Name' on the right. Below the header is a navigation menu with items: Home, Orders, Products, Apps, and Shop. The main content area features a line chart titled 'Welcome, here's what's happening in your store today.' The chart shows data for 'All time' with filters for 'Last 7 days', 'Last 30 days', 'Month', and 'Year'. The x-axis is labeled with dates: May 19, Aug 19, Nov 19, and Feb 20. Below the chart, there's a date range 'Apr 24, 2019 - Apr 30, 2020'. A summary table below the chart displays the following data:

Visitors	Orders	Conversion	Revenue
436	47	10.8%	\$1,853.00

At the bottom of the dashboard, there's a large blue banner for Apple Pay. The banner features the Apple Pay logo, the text 'Apple Pay is now available.', a sub-headline 'Offer your customers a fast, simple, and secure bill payment experience with Apple Pay®.', and a 'Get started' button.

Launch Apple Pay

Email

What it is

A highly targeted and direct message to inform your billers about the benefits of Apple Pay.

How to use it

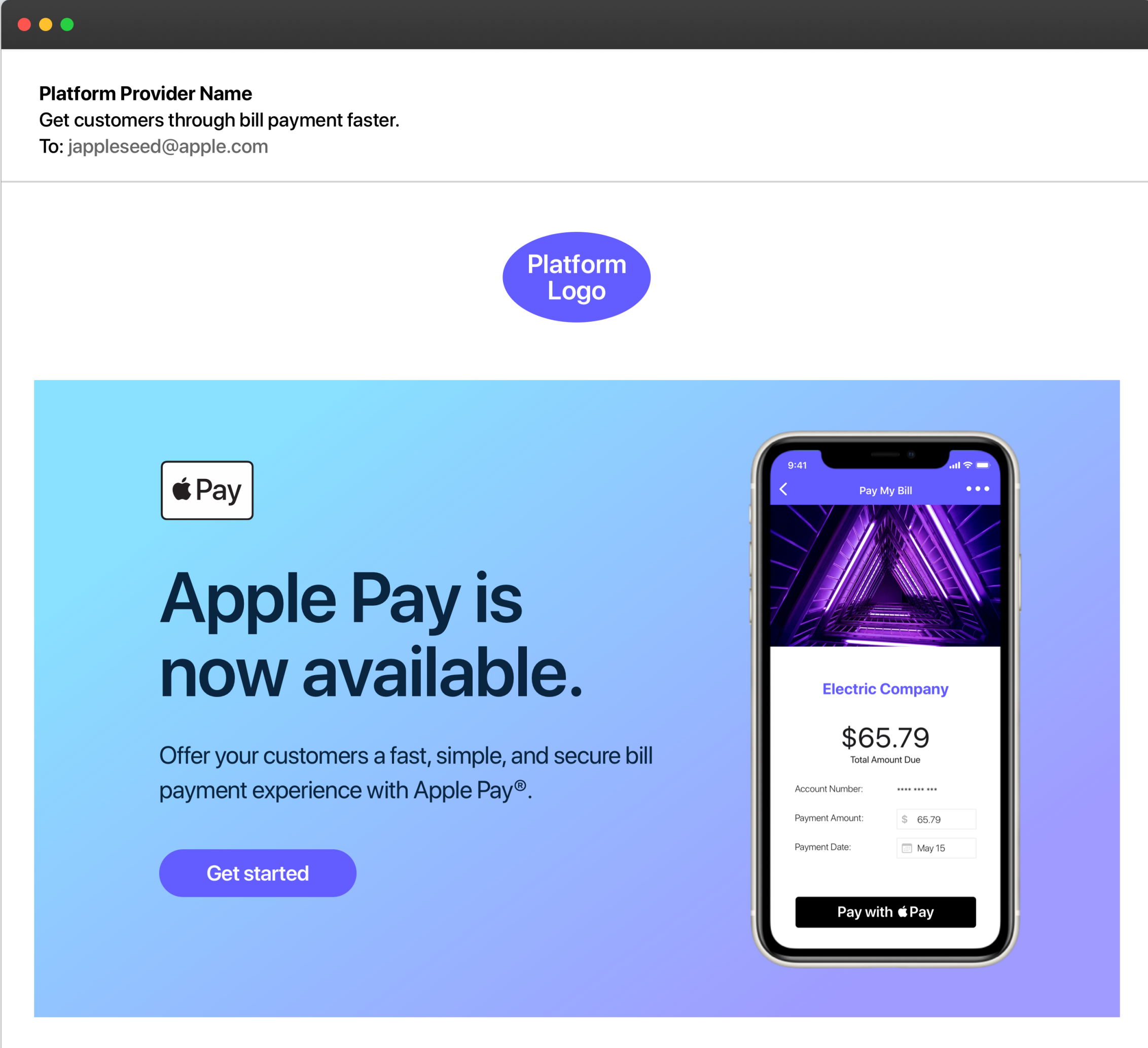
Download the template and customize with your branding. Consider sending as a standalone email or as part of a regular newsletter. Incorporate instructions to get started.



Pro Tip

Use the flexibility and control of email to provide additional information, including activation or deployment instructions, if necessary. Choose UI that reflects an authentic Apple Pay experience and purchase process. Drive to the your payments set up webpage for the biller to start enabling Apple Pay.

[Download template](#)



Launch Apple Pay

Social – Post

What it is

Social posts to announce Apple Pay to new and existing billers.

How to use it

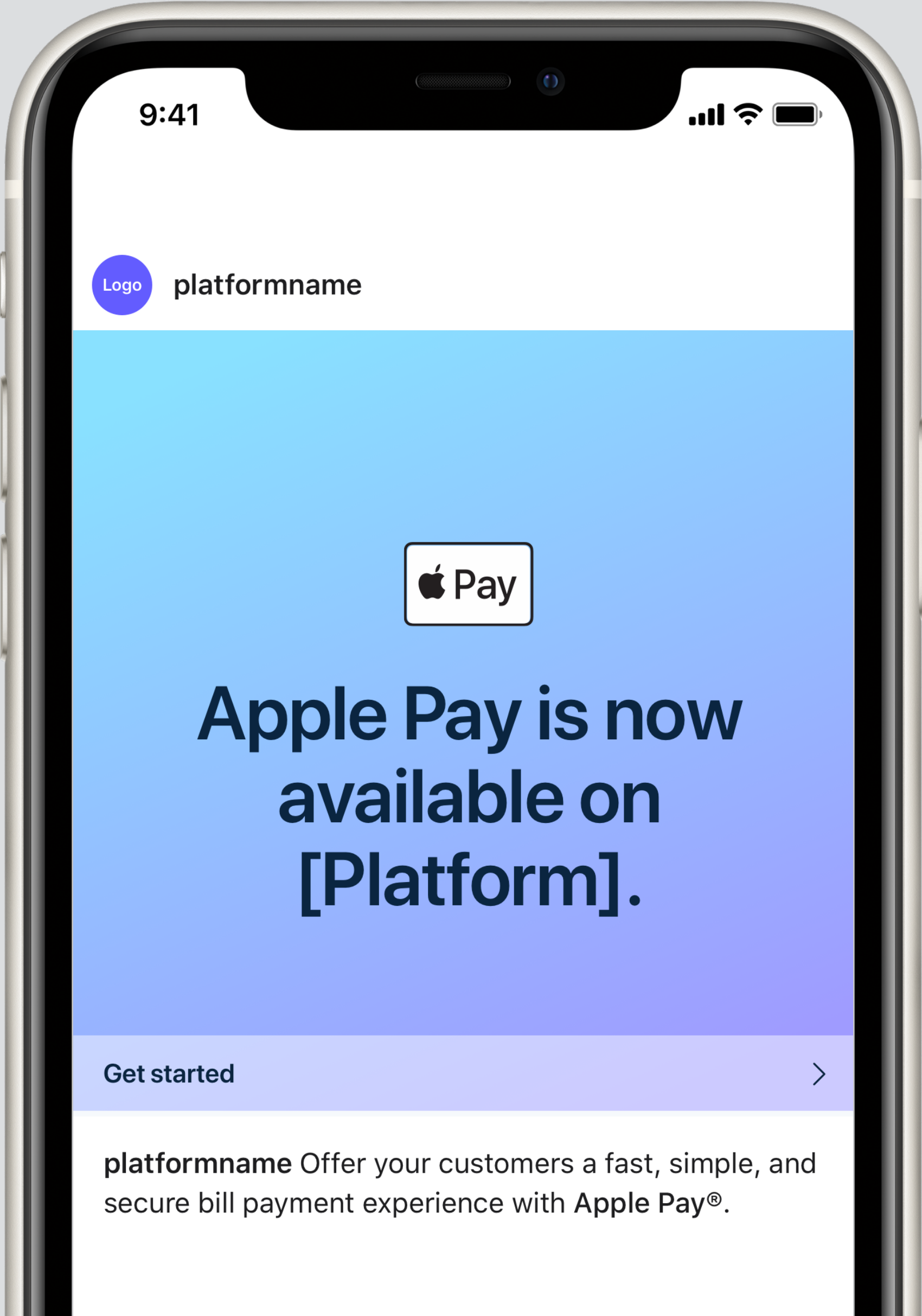
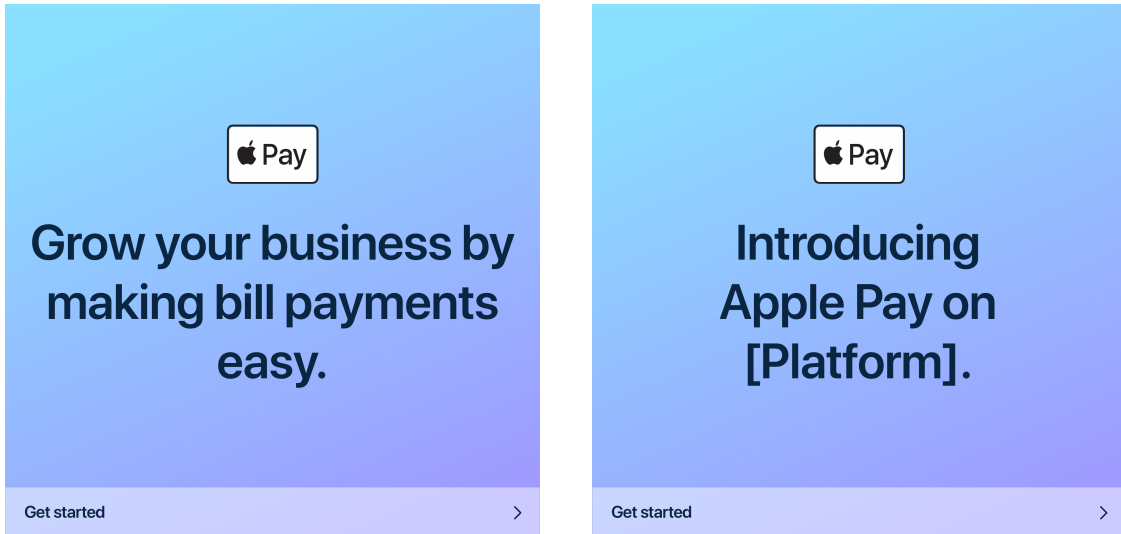
Choose the key frames you would like to include from the template provided. Download the template, customize with your branding, adjust to social platform specs, and share.



Pro Tip

If available, include CTA that drives to an Apple Pay dedicated landing page. Create an engaging carousel to incorporate multiple messages with brand imagery, videos, or animation.

[Download template](#)



Engage Existing Billers

Engage Existing Billers

Dashboard – Interstitial

What it is

An overlay for web or mobile app dashboards that informs billers about the benefits of Apple Pay before they start their session.

How to use it

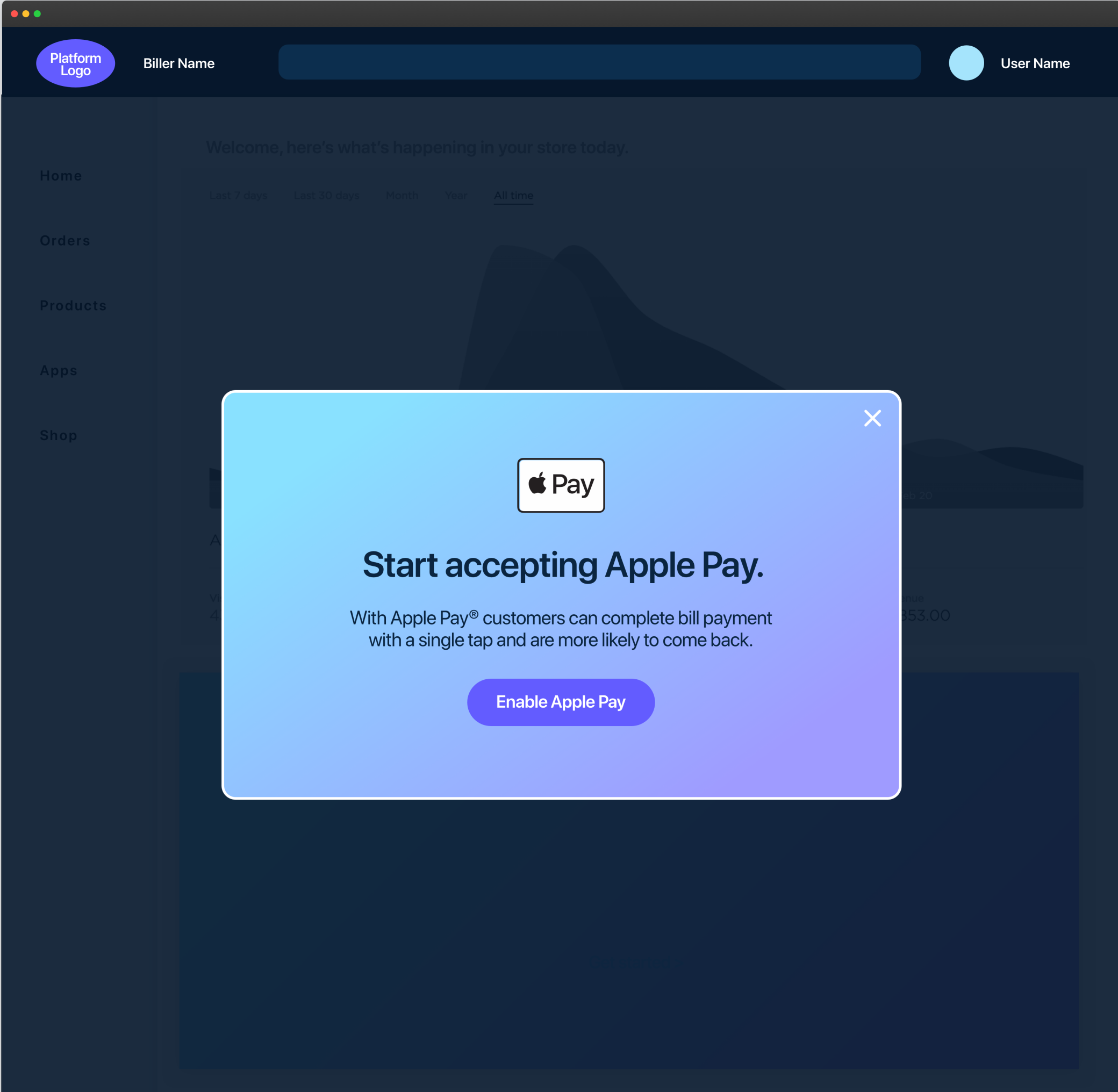
Use as interstitial in web and app logged in experiences. Download the template and customize with your branding.



Pro Tip

Drive to the your payments set up webpage for the biller to start enabling Apple Pay.

[Download template](#)



Engage Existing Billers

Dashboard Banner – Card

What it is

Inform billers when space is limited.

How to use it

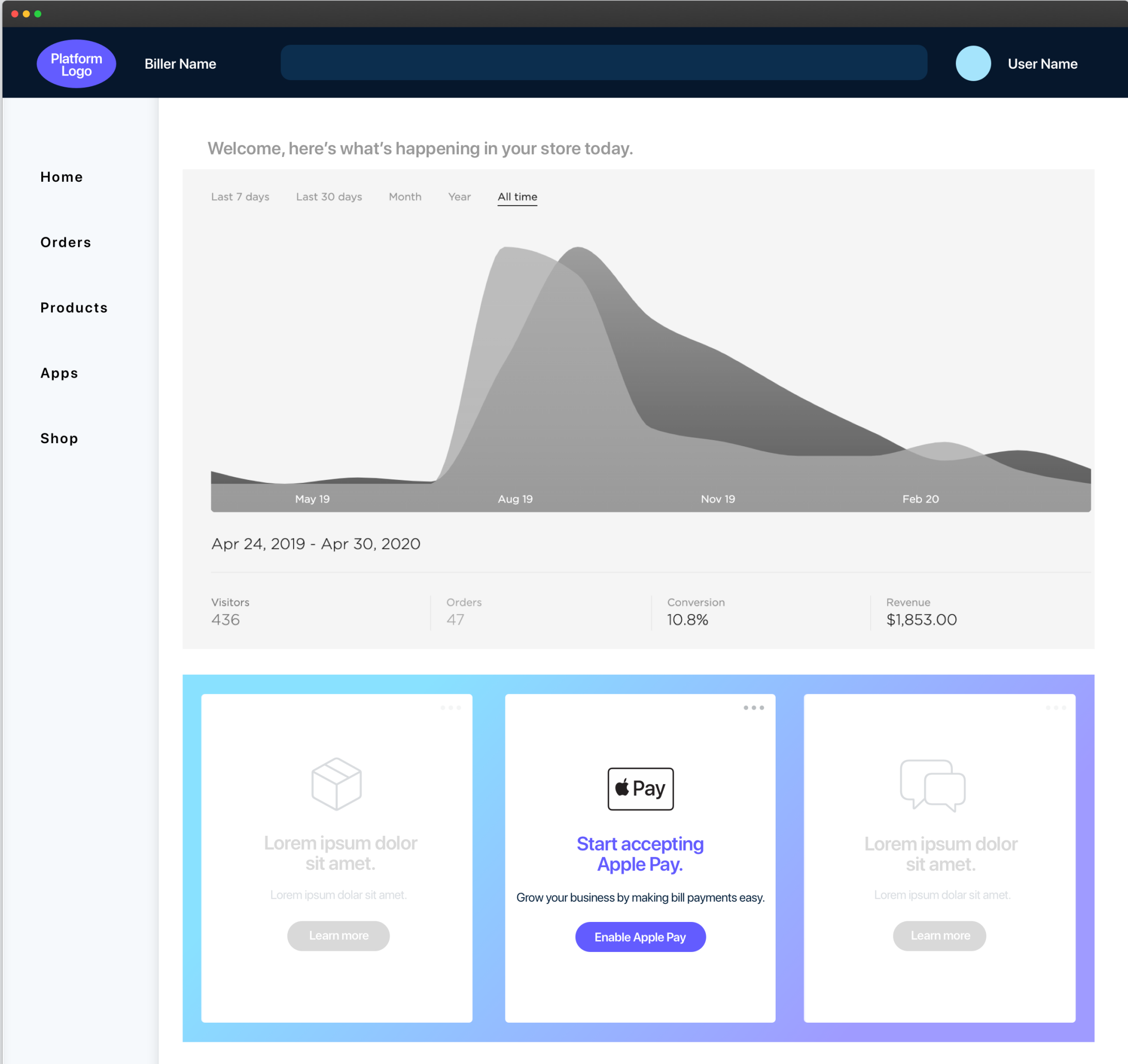
Use short, punchy copy to maximize space. Customize template with your branding. Place in line with additional dashboard cards.



Pro Tip

Make sure billers see your banner by positioning it on your dashboard screen, close to sales information, or above the fold. Drive to the your payments set up webpage for the biller to start enabling Apple Pay.

[Download template](#)



Engage Existing Billers

Dashboard Banner – Full Width

What it is

Grab the attention of billers who have not enabled Apple Pay.

How to use it

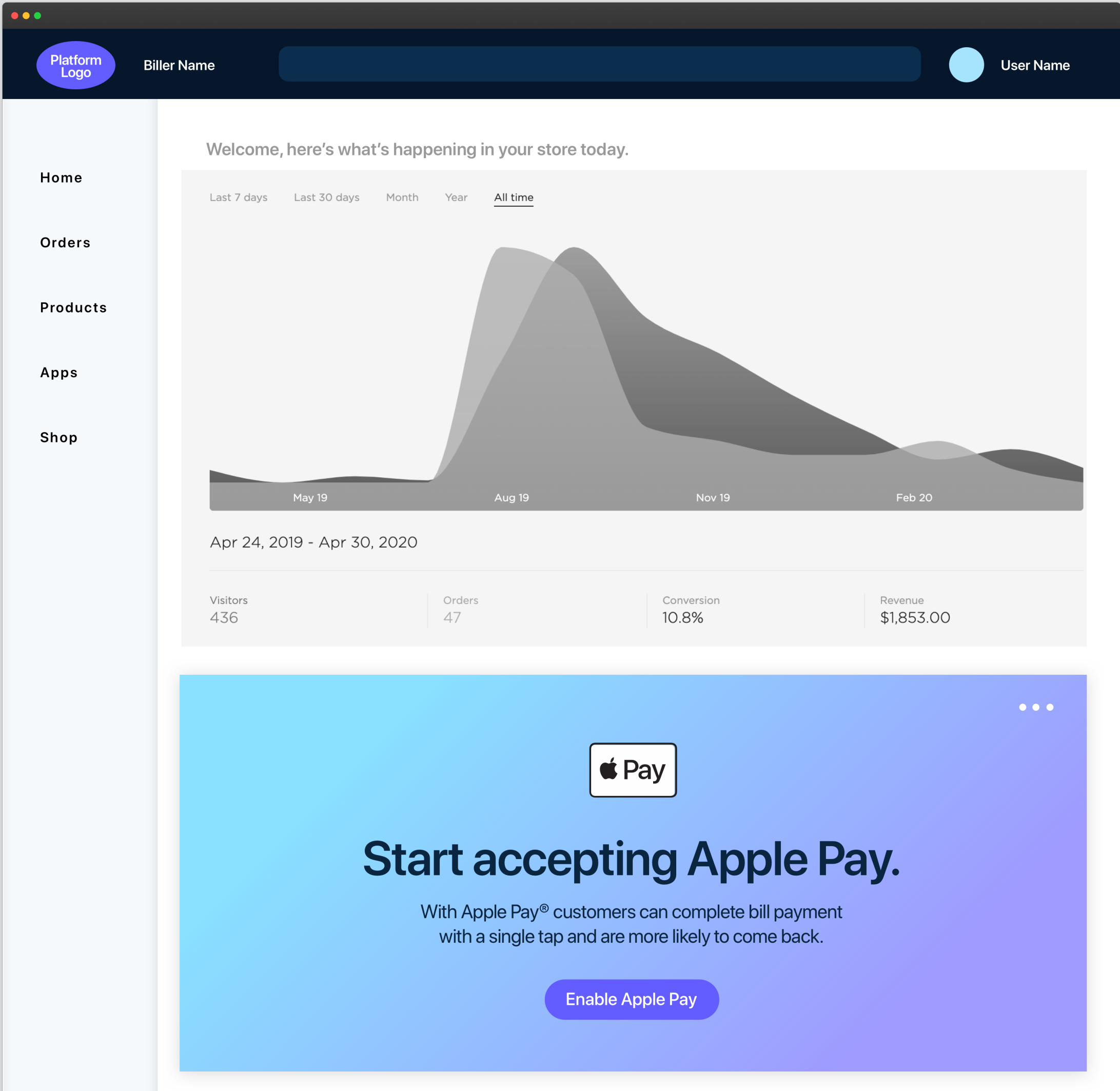
Download the template and customize with your branding. Place above the fold to alert billers as they start their session.



Pro Tip

Use the Apple Pay logo for instant recognition. Make sure billers see your banner by positioning it on your dashboard screen, close to sales information, or above the fold. Drive to the your payments set up webpage for the biller to start enabling Apple Pay.

[Download template](#)



Engage Existing Billers

Email

What it is

A highly targeted and direct message to inform your billers about the benefits of enabling Apple Pay.

How to use it

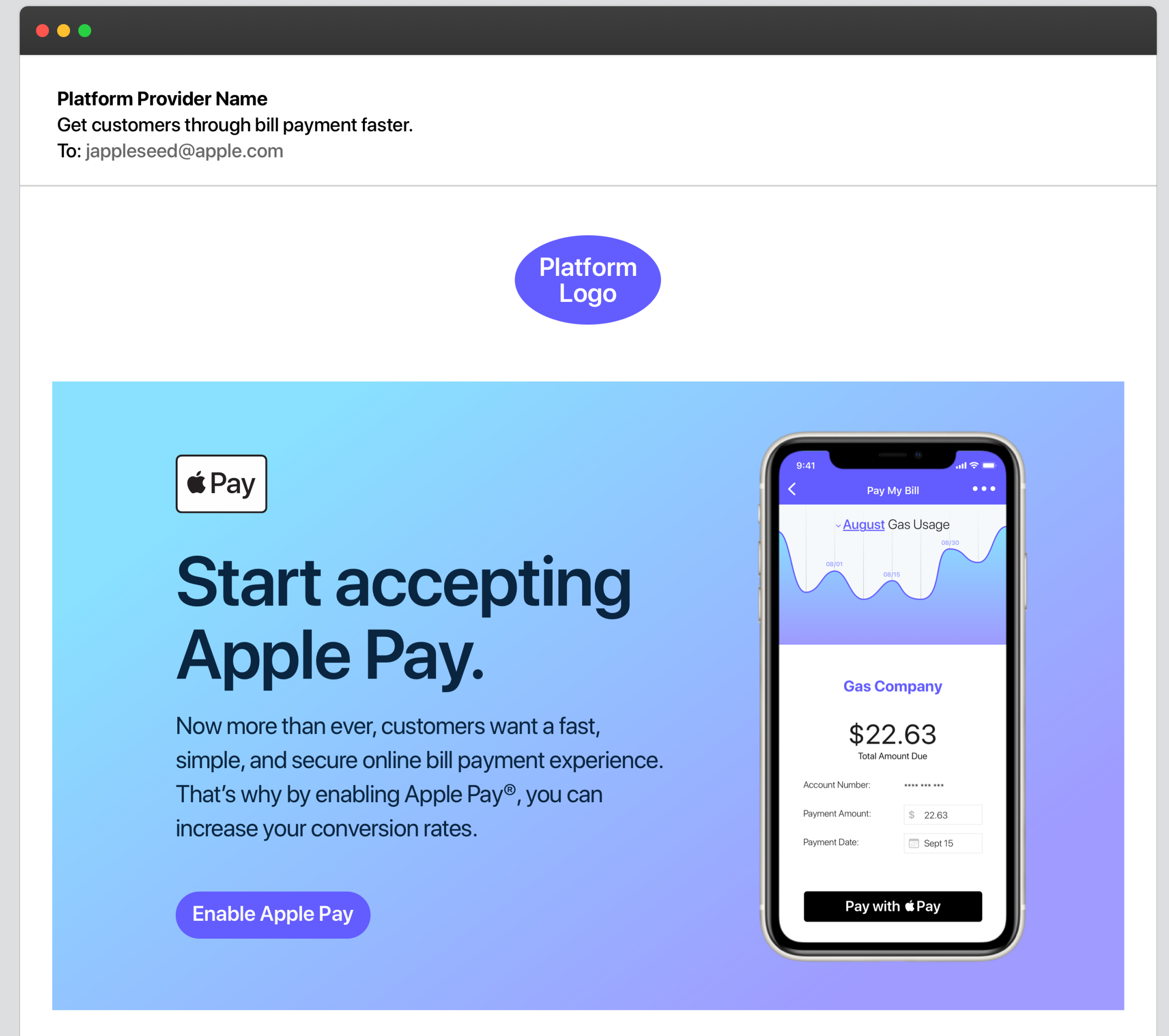
Download the template and customize with your branding. Consider sending as a standalone email or as part of a sequenced newsletter.



Pro Tip

Use the flexibility and control of email to provide additional information, including billers success stories with Apple Pay and activation instructions. Choose UI that reflects an authentic Apple Pay experience and purchase process. Drive to the your payments set up webpage for the biller to start enabling Apple Pay.

[Download template](#)



Engage Existing Billers

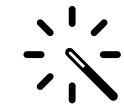
Social – Post

What it is

Social posts inform your billers followers about Apple Pay as they have a lean back experience watching stories.

How to use it

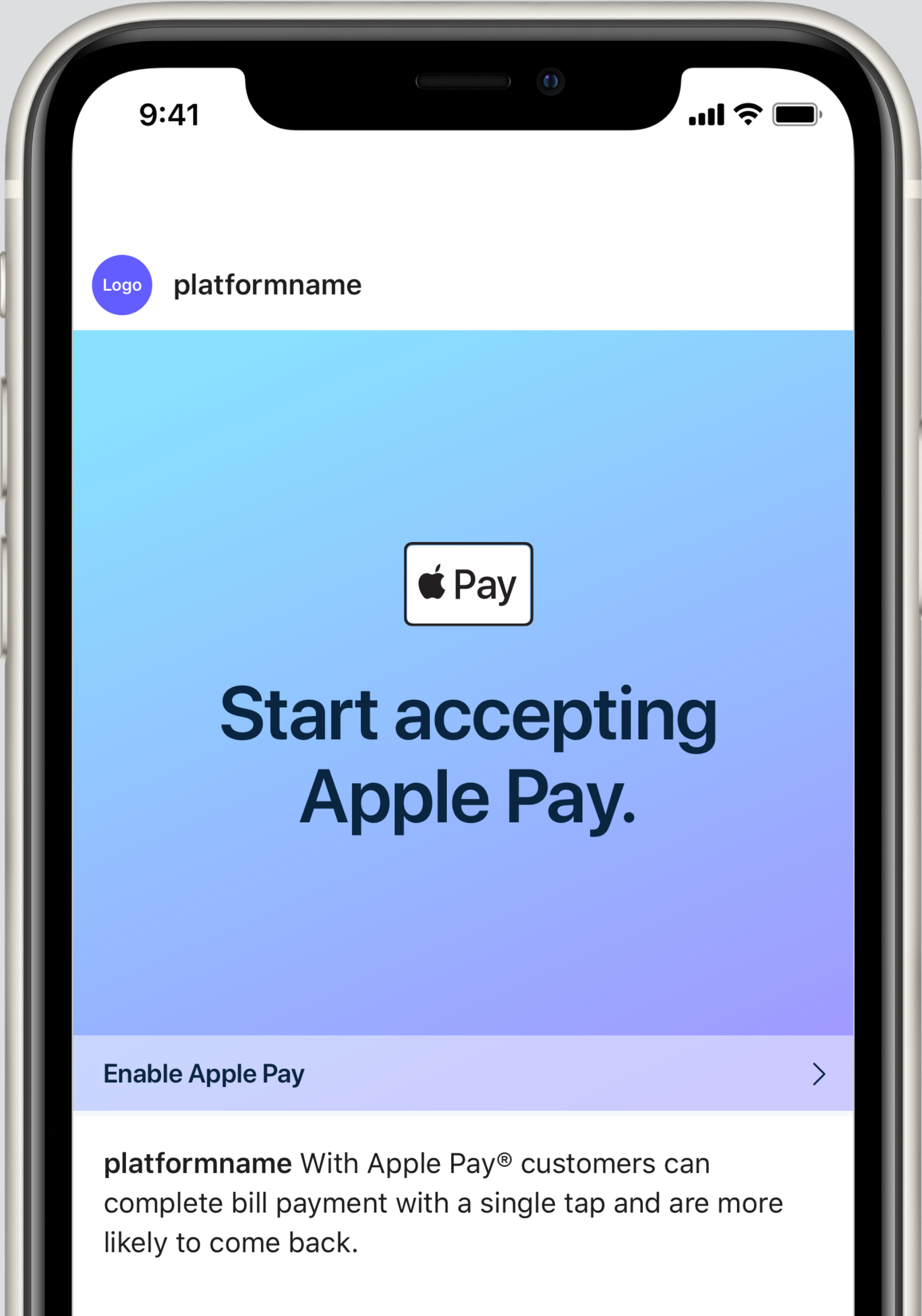
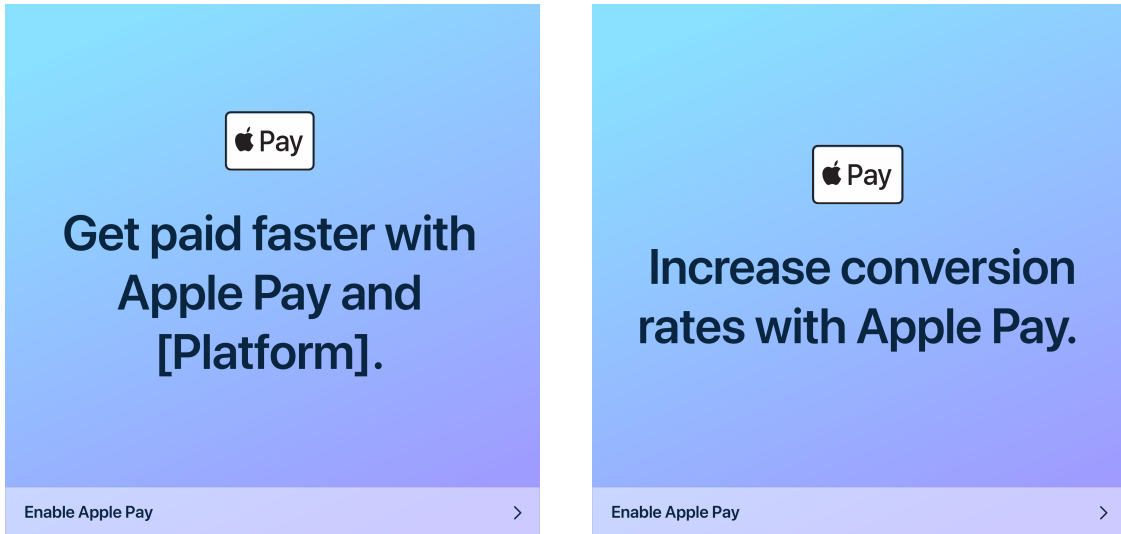
Choose the key frames you would like to include from the template provided. Download the template, customize with your branding, adjust to social platform specs, and share.



Pro Tip

If available, include a CTA that drive to the your payments set up webpage for the biller to start enabling Apple Pay. Create an engaging carousel to incorporate multiple messages with brand imagery, videos, or animation.

[Download template](#)



Attract New Billers

Attract New Billers

Website Banner

What it is

Communicate the benefits of Apple Pay directly with billers assessing E-Commerce platforms.

How to use it

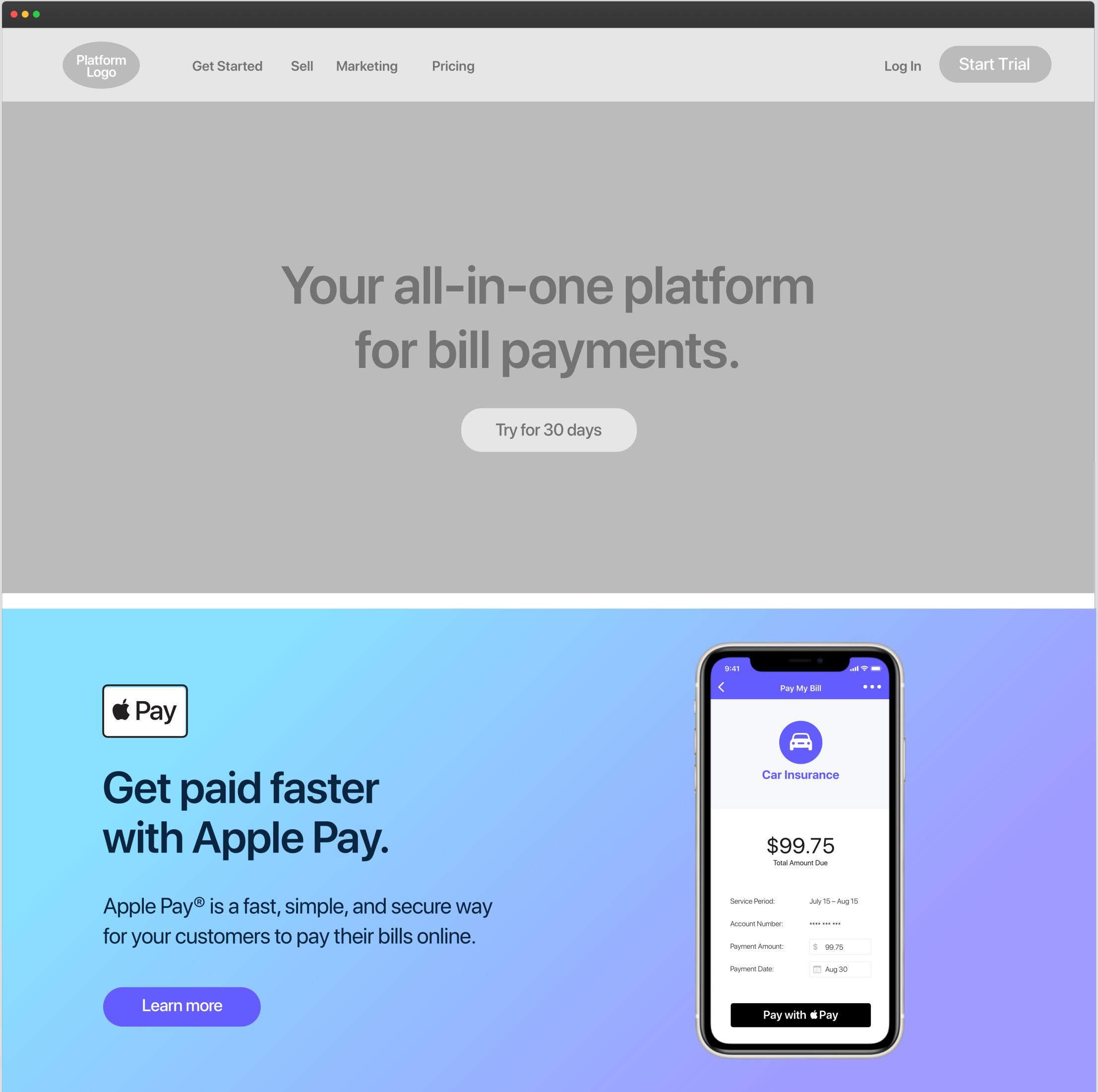
Download the template and then customize with your branding colors, typography, and imagery.



Pro Tip

Make sure billers see your banner by positioning it directly below the marquee, close to sales information, or above the fold. Choose UI that reflects an authentic Apple Pay experience and purchase process. Drive to the your Apple Pay dedicated landing page.

[Download template](#)



Attract New Billers

Sales Leads Email

What it is

A highly targeted and direct message to inform prospective billers about the benefits of Apple Pay.

How to use it

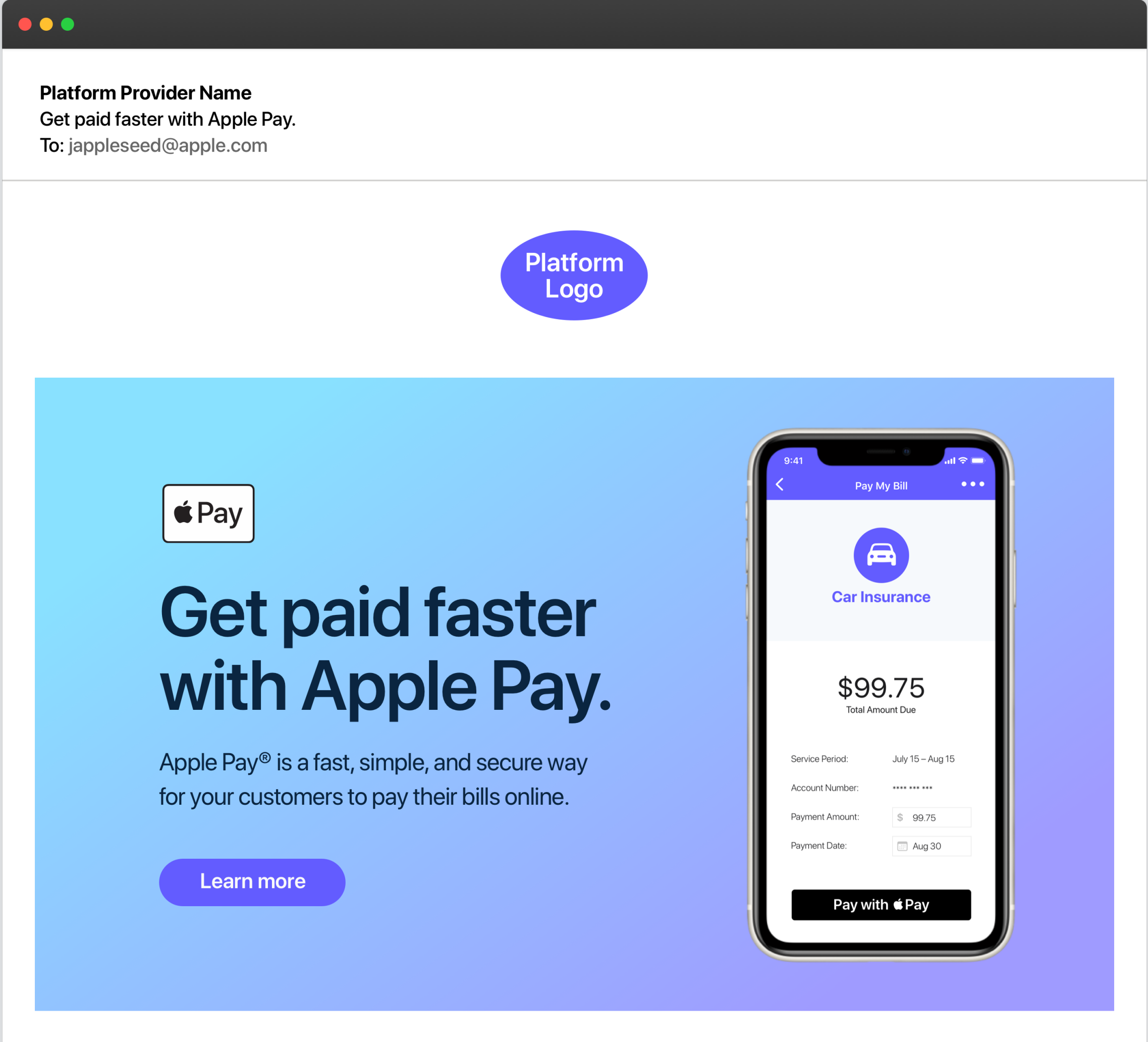
Download the template and customize with your branding. Incorporate in a sales lead email or craft a standalone Apple Pay email that highlights the key benefits of Apple Pay.



Pro Tip

Choose UI that reflects an authentic Apple Pay experience and purchase process. Drive to the your Apple Pay dedicated landing page.

[Download template](#)



Attract New Billers

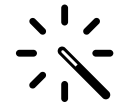
Social – Post

What it is

A social media campaign that attracts new billers by positioning Apple Pay as a unique differentiator.

How to use it

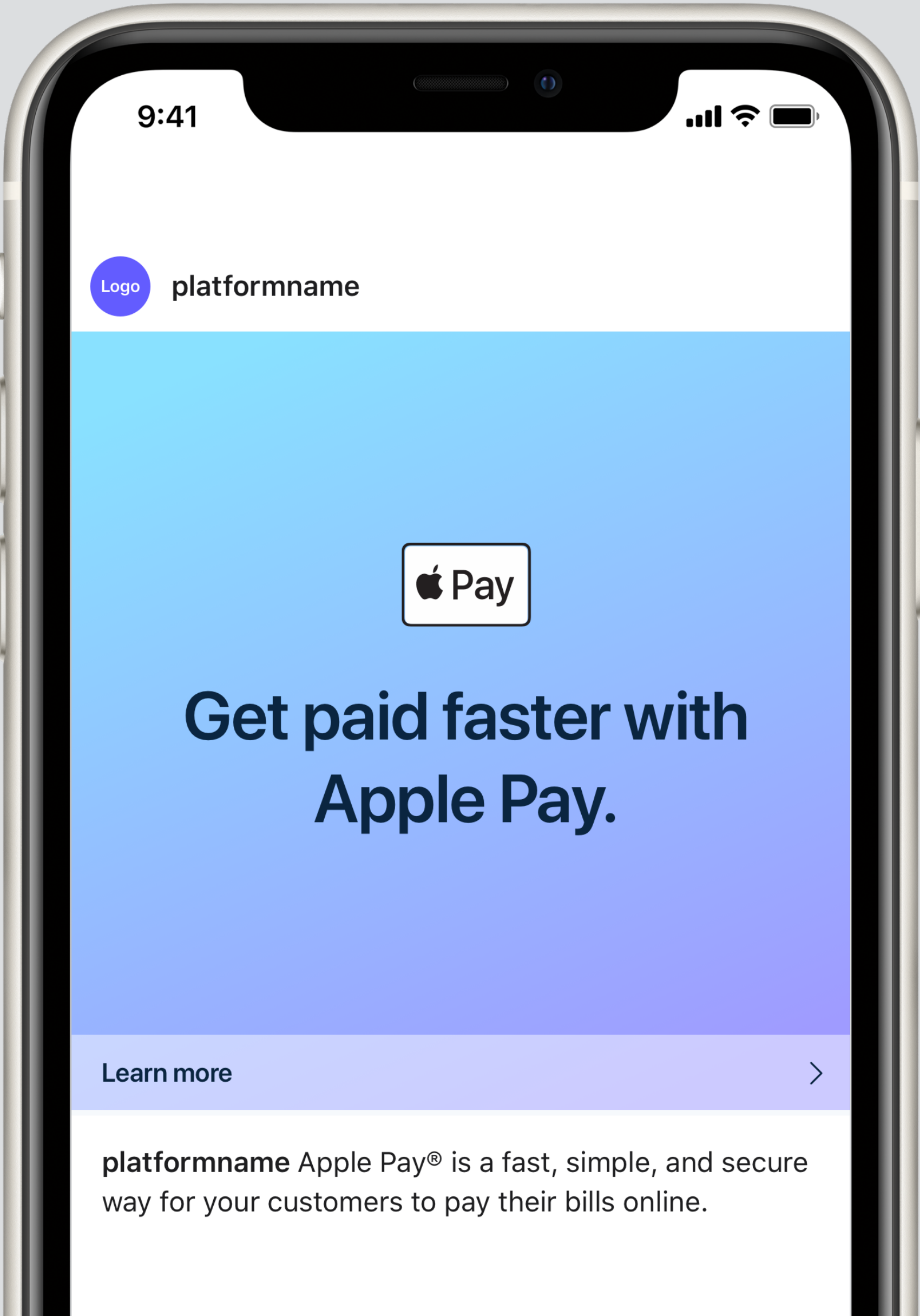
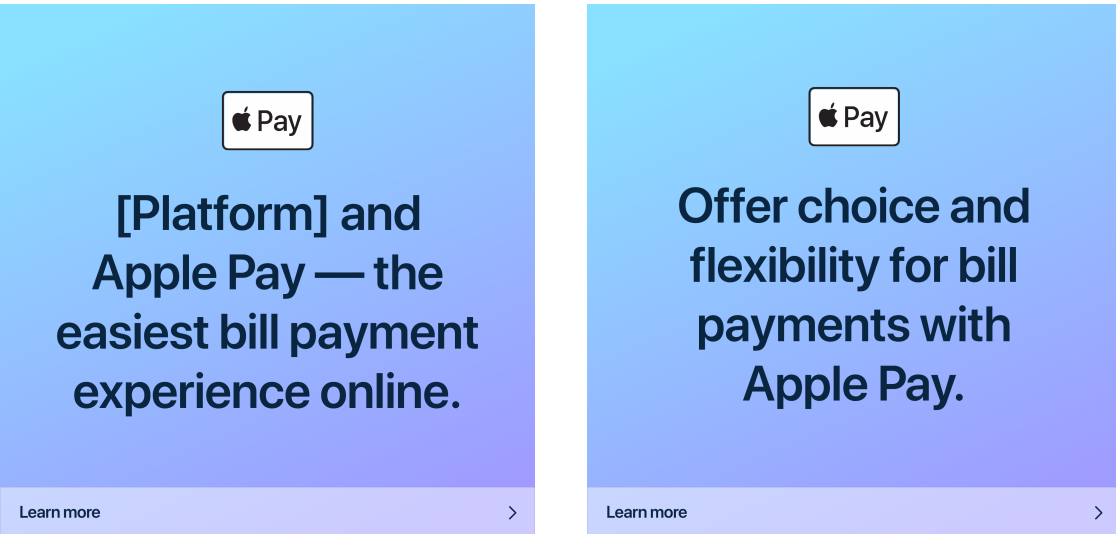
Choose the key frames you would like to include from the template provided. Download the template, customize with your branding, adjust to social platform specs, and share.



Pro Tip

If available, include CTA that drives to your Apple Pay dedicated landing page. Create an engaging carousel to incorporate multiple messages with brand imagery, videos, or animation.

[Download template](#)



Onboard Newly Enabled Billers

Onboard Newly Enabled Billers

Merchant Guide

What it is

A marketing guide to inform and empower billers to communicate Apple Pay to their customers in order to drive adoption.

How to use it

Link to the guide in onboarding emails, an Apple Pay dedicated landing page, or FAQs.

<https://developer.apple.com/apple-pay/marketing/>



Onboard Newly Enabled Billers

Welcome Email

What it is

An on-boarding email that directs billers to a helpful marketing guide for communicating the benefits of Apple Pay to their customers.

How to use it

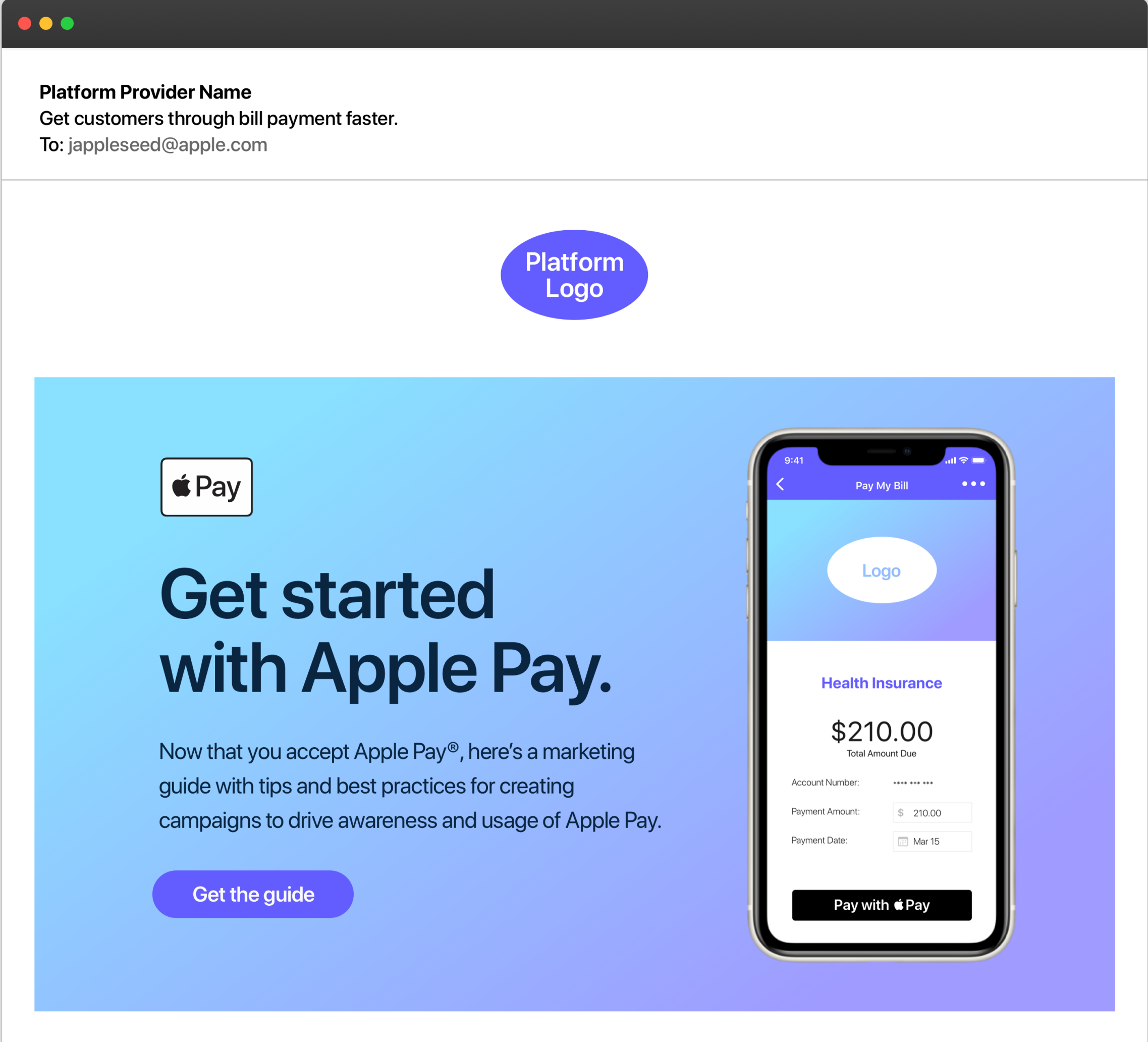
Send within 10 days of activation. Download the template and customize with your email branding.



Pro Tip

Consider an onboarding email sequence including success stories and case studies of billers that promoted Apple Pay to their customers. Choose UI that reflects an authentic Apple Pay experience and purchase process.

[Download template](#)





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