worldpay

Delivery $2.00
Total **$25.00**

Pay by card

Failed
Failed
Approved

Routing to...
Optimized path
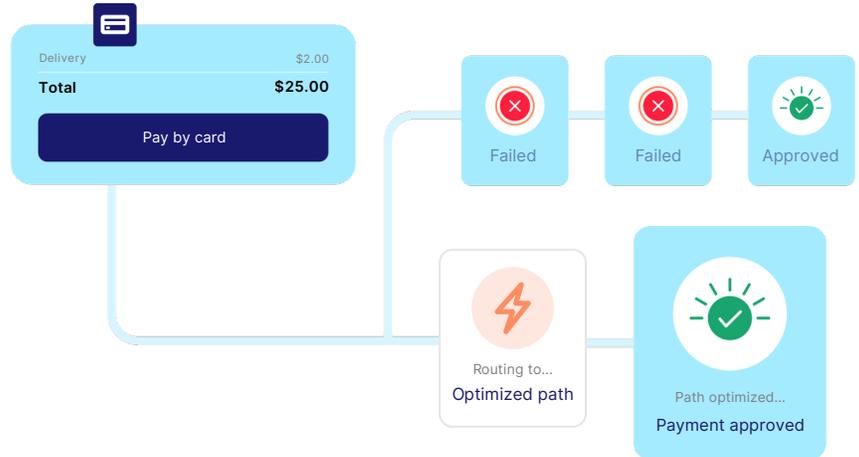
Path optimized...
Payment approved

Revenue Boost

Maximize conversion rates at the lowest optimized cost

Every failed payment isn't just a missed opportunity - it poses risk to revenue, customer loyalty and long-term growth. Payment optimization has become essential for not only reducing costs but also for protecting and growing your business.

Revenue Boost is Worldpay's fully-managed optimization solution that leverages machine learning and innovative tools like automatic credential and token management, immediate retries, and intelligent decisioning to drive improved performance. It is available globally and easy to integrate - no development work required. Simply turn it on and we will take care of the rest, helping you improve authorization rates and deliver a smooth customer experiences.

Three ways your business benefits

1 Maximize conversion

Real-time optimization tools use rich payment data and predictive analytics that maximize your conversion rates.

2 Minimize costs

Intelligent decisioning and machine learning capabilities help you increase approval rates at lower costs.

3 Limit risk

Sensitive information is securely handled and updated, with functionality to instantly retry failed transactions, limiting the risk of lost sales.

9.3%
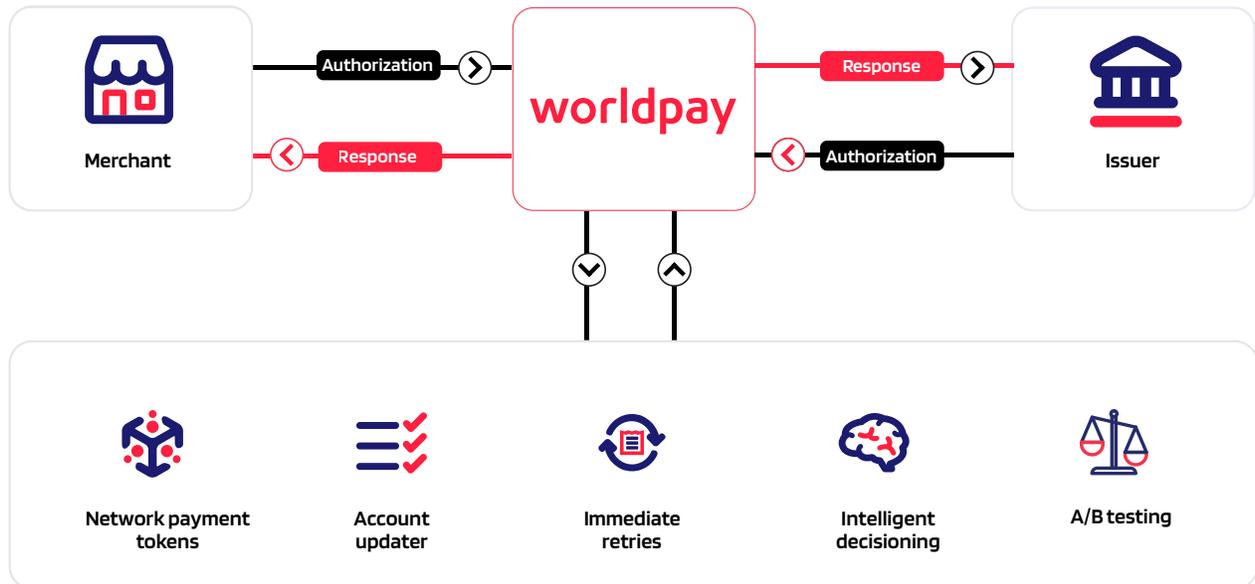average uplift in authorization rate when using Account Updater*

1.3%
average uplift in authorization rate when using network tokens**

* based on 100 enterprise customers using Account Updater in Q1 2025.
** based on top tier enterprise customers using network tokens in Q1 2025.

The boost your business needs

Achieve optimal results for your business with our powerful optimization solution, combining innovative tools that enhance authorization outcomes. This streamlined approach maximizes approval rates efficiently and cost-effectively without altering your existing transaction flow.

Merchant — Authorization → **worldpay** ← Response
worldpay — Response → **Issuer** ← Authorization

Network payment tokens | Account updater | Immediate retries | Intelligent decisioning | A/B testing

Credential management
Automatically update outdated consumer credentials and instantly activate network tokens to boost payment performance.

Intelligent decisioning
Evaluate each transaction in real time to choose the optimal route to approval - whether that's using a token, the original card number or instantly retrying the payment.

Immediate retries
Automatically retry declined transactions for better approval outcomes.

Unlock revenue and efficiency to transform your business

Ready to see the difference an optimized payments strategy can make? Partner with us today and reach the full potential of your business.

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