

**CLIENT** VeriPay  
**PROJECT** Website page: Key Features  
**OBJECTIVE** Create a Key Features page for the client's website

## COPY EXCERPT

### Key Features

#### Simplicity

Becoming a client is a straightforward process. Our user-friendly API lets you accept payments via the web and mobile apps through a single platform. Plus, we've made our web-based financial analytics easy to understand and navigate.

#### Secure Payment Gateway

Our advanced, PCI DSS-compliant Payments Platform is designed to allow our clients to accept multi-currency payments instantly and securely. Keeping up with the latest security standards and best practices means Veripay's client data is always secure.

#### Fraud Prevention

Designed by security experts, our Payments Platform employs advanced behaviour-based analysis to detect and block potentially fraudulent transactions, as well as network attacks. Our cutting-edge algorithms work in the background – without impacting the user experience – to help you minimise risk while maximising conversions.

#### Support and Flexibility

As a Veripay client, you will receive personalized service and assistance every step of the way. We'll work with you to build a customised billing solution and new platform functionality tailored to the specific needs of your business.

#### Cost Effectiveness

Our business model and philosophy, combined with our trusted banking partner relationships, make it possible for us to offer you highly competitive fee structures to help your business grow.

*This sample is of copy delivered and approved by the client for a website that never went live. Following delivery of the copy, the client restructured their company and eventually reopened under another name.*