



## iPayment, Inc. Announces Partnership with Womply

*Adds advanced business analytics and reputation management to its iAccess customer engagement portal*

New York, NY – April 6, 2016: iPayment Inc., a premier provider of payment solutions and processing services is partnering with Womply to add Insights to its iAccess customer engagement portal. Branded iAccess Insights, this expanded platform gives small and medium sized (SMB) customers a powerful new tool offering business management, advanced reporting and analysis, and reputation management to help them grow, protect, and simplify their businesses.

iAccess Insights is available to iPayment SMB customers through the latest release of their industry-leading, iAccess customer engagement portal. iAccess Insights is an innovative new platform that helps businesses understand the key drivers of their revenue, the importance of protecting their online reputation, and let's them keep a pulse on their competition. By providing SMB customers with powerful data analysis in an easy-to-act-on format, they can make smarter, more informed decisions that positively affect their businesses. With its full suite of business tools, SMB customers from all across America in every zip code and from every vertical find valuable features, which fit their individual business needs.

“For 17 years iPayment has provided premier, innovative payment and business solutions to our customers,” said Greg Cohen, President of iPayment. “We’re very excited to bring iAccess Insights to our SMB customers through our iAccess customer engagement portal. With the pairing of these two powerful platforms we’re able to deliver unparalleled value to our customers. We have a history of providing technology driven solutions and this is just our latest example.”

With the launch of the new the new iAccess Customer Portal, iPayment customers have a ground-breaking new tool available to access their statements, review their transactions, easily access and contact support, and more. As a core component of the new portal, iAccess Insights enables merchants to dive deeper into their revenue so they can better understand the characteristics of their best customers. By reviewing the spending behaviors of their new versus repeat customers they can optimize their customer experience to generate more revenue by attracting more new customers and increasing repeat visit from existing customers. As review sites such as Yelp, TripAdvisor, OpenTable, and others increasingly determine a merchant’s online reputation, iAccess Insights helps business owners quickly and easily monitor and manage replies to their reviews from a single location.

“Womply is committed to building products tailored to small businesses that allow them to compete more effectively in a very competitive marketplace,” said Cory Capoccia, President at Womply. “Through our partnership with iPayment, and in combination with their new customer portal, iPayment customers now have a powerful new set of tools to monitor and improve their businesses. By putting all of this information at their fingertips we’ve simplified the process of running their businesses while helping them maximize their revenue.”

### **About Womply**

Womply is one of the fastest growing merchant-focused companies in America. Our mission is to use technology and data to grow, protect, and simplify small business. Every day we serve tens of thousands of merchants, across 400+ business verticals, in every corner of America. Womply helps merchant-focused companies and organizations acquire, retain, and monetize merchants. To learn more, visit <http://www.womply.com> or email [info@womply.com](mailto:info@womply.com).

### **About iPayment**



iPayment is a premier provider of payment solutions and processing services in the U.S. With over 17 years of experience and 150,000 SMB customers, the company is consistently recognized for its reputation, flexibility, and transparency. From new product innovation to customer service satisfaction, iPayment is an organization focused on small business enablement and delivering relevant and impactful services and solutions that help our partners and SMB customers sustain and grow their individual businesses. For more information on iPayment, please visit <http://www.ipaymentinc.com>.