

afterpay ↻

Welcome to the Afterpay ecosystem.

Connect to the world's most valuable customer.



Put your brand in front of 24M active global customers.

We have attracted over 24M global shoppers* who look for retailers offering Afterpay.



Increase conversion at check-out.

Afterpay converts. Grow your cart conversions by up to 22%** , plus gain repeat shoppers.



Enjoy higher average order value.

Our community spends more. Brands that join Afterpay can boost their average order value by up to 40%** .

*Source: Based on Afterpay active consumers as of December 31, 2023.

**Source: "Quantifying The Incremental Impact of Afterpay" Mastercard 2021.

Here's how to set up your Afterpay business account:

1

Provide your business and store details by filling out [the sign-up form](#).



You'll need your ABN, government id, physical store & website information.

2

Link your bank account so your future Afterpay transactions can be processed.



As an Afterpay merchant, you receive the full sale amount at the time of purchase, your customer pays with Afterpay in 4 installments.

3

While our team is reviewing your application, access [the Training Hub](#) to learn how Afterpay works for your business and your customers.



While your application is being reviewed, our team might reach out to you via email with further questions. You can always visit [your Afterpay Business Account](#) to check your application status.

4

Once approved, set up direct debit following the prompts.



Why is direct debit required?

As an Afterpay merchant, you receive the full sale amount at the time of purchase, while your customer pays with Afterpay in 4 instalments over 6 weeks. Afterpay will debit Afterpay fees as per your merchant agreement.

6

Boost in-store sales through Afterpay visual merchandis.



Leverage Afterpay's free VM to let your customers know you accept Afterpay in-store. You'll receive a [VM pack](#) to the address indicated in your application once you've been set up to accept the Afterpay Card. Follow [the guide](#) to install your VM.

5

Are you an in-store or omni-channel business? Activate Afterpay Card so you can accept Afterpay payments in-store from your existing point of sale.



Millions of Afterpay customers have added Afterpay Card to their digital wallet and are ready to tap and pay in your store! You will need to complete a manual card entry on your store's EFT terminal. Once done, you'll be able to accept Afterpay Card payments in-store. If you aren't able to manually enter a card on your terminal, reach out to anz-afterpay-merchant-admin@squareup.com to set it up.

7

Boost online sales by adding Afterpay to your website check-out.



Follow [the web integration guide](#) to include the [price breakdown](#) and [Afterpay logo](#) at the checkout.

8

Let your customers know you offer Afterpay on your channels and see your sales soar!



Use [the marketing messaging templates](#) to promote Afterpay on your website, socials and emails.