

QUICK GUIDE

How to Attract and Retain Digital Economy Partners With Fast, Global Payouts

Payment solutions that prioritize the payee experience create a competitive edge for your business. Make sure your payout operation is ready to scale quickly, whether you're paying out 200 or 20,000 partners.



The Power of Partnerships

The digital economy has rapidly expanded, with millions of creators, influencers, contractors, and partners around the world. These individuals play a crucial role for businesses looking to leverage their expertise. However, this shift means that payees now hold the advantage. Digital economy businesses must prioritize payee satisfaction, making efficient global payouts a key aspect of successful partnerships.



Keep in mind:

- An easy and fast payout experience will attract and retain top payees.
- Word travels fast, and dissatisfied payees will share their experiences.
- An inefficient payment process can jeopardize your business's financial operations.
- Manual payment workflows are prone to errors, which lead to processing delays.
- A scalable payout solution reduces manual tasks and allows your team to focus on providing a first-class experience for your payees.



Meeting Partner Needs

Regardless of their earnings, creators, influencers, artists, contractors, and other payees expect a simple and smooth payout experience. Some things they look for include:

- **No Delays:** Payees want on-time payments, and errors can significantly slow down the entire process.
- **Flexibility:** Payees want the option to choose their preferred payment method and currency.
- **Self-Service:** Payees want an easy onboarding experience and a way to update their details and view payment history on demand.
- **Visibility:** Payees want clear, real-time payment communications at each step in the process.



Simplifying the Payout Experience

To create a best-in-class payout experience for your payees, consider implementing the following capabilities:

- **Streamline Payee Onboarding:**
 - Provide an easy-to-use, white-labeled system.
 - Allow payees to input their payment information from the start.
 - Use a branded payee portal with rules to minimize errors.
- **Scale Globally:**
 - Make sure your system can easily manage payouts in new countries and territories.
 - Transact and convert money in local currencies.
 - Offer a choice of multiple payment methods.
- **Provide Clear Payment Communication:**
 - Provide real-time, branded status communications.
 - Offer 24/7 payee portal access for payment status, preferences, and history.
- **Improve Reconciliation and Reporting:**
 - Integrate your payout solution with popular performance tracking platforms.
 - Monitor performance marketing and view real-time analytics.
 - Manage global payouts in one, connected experience.
- **Achieve Compliance:**
 - Vet rules to prevent payment failures, inaccuracies, and fraud.
 - Use advanced technology that checks everything automatically for payment security.
 - Screen against “Do Not Pay” national blocklists.



Deliver Effortless **Partner Payouts**

Tipalti Mass Payments makes global payouts simple with end-to-end automation that scales with your business. Automate payouts to 200+ countries and territories in 120+ local currencies via 50+ payment methods, integrate with partner systems for a smooth performance-to-pay workflow, implement end-to-end digital tax capabilities and fraud prevention, and provide a first-class payee experience to improve partner recruitment and retention.

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