# 5 Proven Strategies to Boost Conversion Through Smarter Payment Infrastructure

Tranzzo shares 5 proven strategies to boost conversion by simplifying checkout, localizing payment flows, reducing fraud, and using smart routing and analytics.

LONDON, ENGLAND, UNITED KINGDOM, May 14, 2025 /EINPresswire.com/ -- Global payment platform Tranzzo has revealed five actionable strategies to help businesses convert more payments into revenue, not just process them.

How to increase conversion: Top 5 strategies from Tranzzo

These insights come from hands-on work with international clients and are fully integrated into the company's [Payment Orchestration Platform.](#)
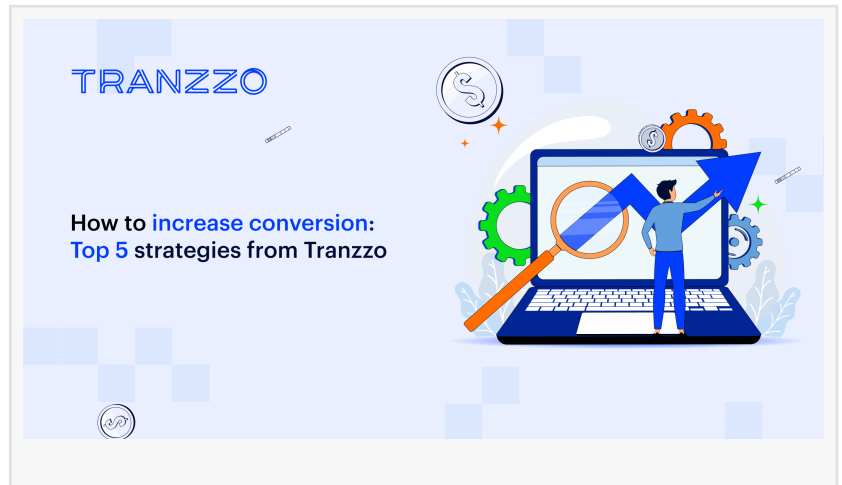
"Too many businesses lose customers at the very last step – the payment page. Our job is to make sure every payment has the best possible chance of success," said Tetyana Solovei, Chief Product Officer at Tranzzo. "It's not just about processing payments – it's about removing friction, adding intelligence, and driving revenue."

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> *Tetyana Solovei, Chief Product Officer at Tranzzo*

5 Strategies from Tranzzo to drive higher conversion
Fewer clicks = More payments
Every extra action in the checkout process increases the risk of drop-off. Tranzzo simplifies the path to payment by integrating all major methods – from Apple Pay and Google Pay to region-specific solutions – directly into the flow, with no disruption.

Result: 12–18% average increase in conversion thanks to user-friendly payment options.

Localisation that converts
Customers pay more willingly when the experience feels familiar. Tranzzo automatically adapts payment flows by language, currency, preferred local methods, and UX expectations, tailored to

each market.

✅ Result: higher trust, lower friction, more completed checkouts.
Dynamic routing to the right provider
Not all payment providers perform equally across geographies, currencies, or customer segments. Tranzzo uses real-time performance data to route each transaction through the optimal provider.

✅ Result: better success rates without manual effort.
Smart anti-fraud, without false declines
False positives hurt twice: you lose the transaction and customer trust. Tranzzo's machine learning–based fraud prevention models minimize fraud while preserving legitimate payments.

✅ Outcome: up to 98% of legitimate transactions go through successfully.
Data that drives decisions
Raw numbers don't solve problems. Tranzzo's platform provides deep analytics by provider, method, geography, and reason for decline, so businesses can act fast and fine-tune their payment strategy.

✅ You see what works. And fix what doesn't — instantly.
Tranzzo – a platform that adapts to you
The Payment Orchestration Platform by Tranzzo is built to give businesses full control of their payment infrastructure, without the complexity. It's designed to optimize, adapt, and scale as your business grows.
About Tranzzo
Tranzzo is a global payment platform that helps online businesses scale with smart payment infrastructure. Operating across Europe, MENA, Latin America, and Southeast Asia, Tranzzo specializes in payment orchestration, local payment adaptation, and intelligent transaction routing.

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