



Frequently Asked Questions

Why would my customers care about a service like buySAFE Bonding?

With buySAFE, merchants can close this consumer confidence gap and turn this challenge into an enormous profit opportunity. Once Risk-Averse shoppers buy online, historically they become more loyal than those shoppers only looking for bargains. By converting the Risk-Averse shoppers into buyers at a higher rate, merchants not only see the obvious benefits associated with higher conversion but they also have an opportunity to earn a more loyal, long term, repeat customer.

How much does buySAFE Bonding cost?

buySAFE Bonding is free to merchants. The buySAFE bond is available for purchase by the shopper during checkout for an additional fee (typically 3% of the transaction value). Historically, more than 70% of shoppers elect to add a bond to their purchase during checkout.

Why should I market buySAFE?

In most cases, buySAFE is already available to your customers as an integrated feature of their shopping cart software so you may already be distributing buySAFE – even if you're not proactively promoting buySAFE. Our current Marketing Partners choose to promote buySAFE to their customers to earn additional revenue and to provide their customers with a free solution proven to improve merchant profitability. By registering as a buySAFE Marketing Partner and promoting buySAFE you can differentiate yourself from your competitors and add a new source of revenue for your company.

What's the market for buySAFE Bonding?

The market for buySAFE Bonding is much larger than the current SSL opportunity. Every Internet shopper wants to buy online in a risk-free environment and buySAFE is the only company making this possible – guaranteed. Merchants that want to tap into this enormous consumer demand are the ideal candidates for buySAFE.

How do I become a Marketing Partner?

Becoming a buySAFE Marketing partner is easy. Simply download a Marketing Partnership Agreement from our Partner Overview page, print, sign and fax the Marketing Partner Agreement to 703-997-0883. Typically within one business day we can have you set up as a Marketing Partner.

How do I provision buySAFE Bonding to my customers?

Since buySAFE is integrated directly into many shopping cart platforms, your customers can install and activate buySAFE without your involvement. Some merchants will need to install a buySAFE module before they can use buySAFE (osCommerce, Zen Cart, X-Cart, and Cube Cart users). Module installation is straight forward and if the merchant requests assistance, this may provide you with an additional revenue opportunity.



Do I have to implement an API?

No, you don't have to use the API. You can join as a Marketing Partner and refer customers directly to buySAFE. The Marketing Partner program is commission based and is driven by direct referrals to buySAFE from the partner.

How does buySAFE collect for bonds sold during checkout?

When a merchant activates their buySAFE account, buySAFE is automatically integrated into their shopping cart. By activating buySAFE, the merchant also agrees to collect the bond fee on buySAFE's behalf during checkout. Each month, buySAFE will provide a billing statement to the Bonded Merchant and charge the merchant only for the bond fees collected on buySAFE's behalf. For this purpose, all Bonded Merchants are required to have a valid credit card on file with buySAFE.

Is reporting available to Marketing Partners?

Yes. buySAFE will provide you with a monthly report detailing all bonding activity for each referral who has completed the buySAFE registration process. You will see both a summary and detailed view of revenue share earned as well as a summary of all transactions, by referral. The monthly report, and revenue share payment, will be delivered by the 30th of each month for the previous calendar month.

Do I have to bill my customers for buySAFE?

No. All billing is handled by buySAFE.

What marketing and sales tools are available to help me promote buySAFE?

Your success is our success, and buySAFE makes a wide variety of marketing and sales materials available to help you promote buySAFE to your customers. Materials include suggested copy to include in outbound communications such as e-mails and newsletters, website banners, press release templates, multimedia product presentations, Control Panel elements and a co-branded microsite (hosted by buySAFE). These tools will be made available to you once you are a registered Marketing Partner. The best way to promote buySAFE of course is to notify new and existing customers when they log into their account or interact with your support team.

Once my customers register for buySAFE, what am I expected to do?

Once your customers register with buySAFE, they will need to activate buySAFE in their shopping cart software. buySAFE's Implementation Specialists will work with your customers to deploy on their websites. You are not required to do anything once your customer has registered with buySAFE, but you should be familiar with buySAFE if your customers request assistance.