



# In-App-Bezahlen – Use Cases und Potenzial

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giropay ist ein Zahlverfahren der paydirekt GmbH.

1



2



3

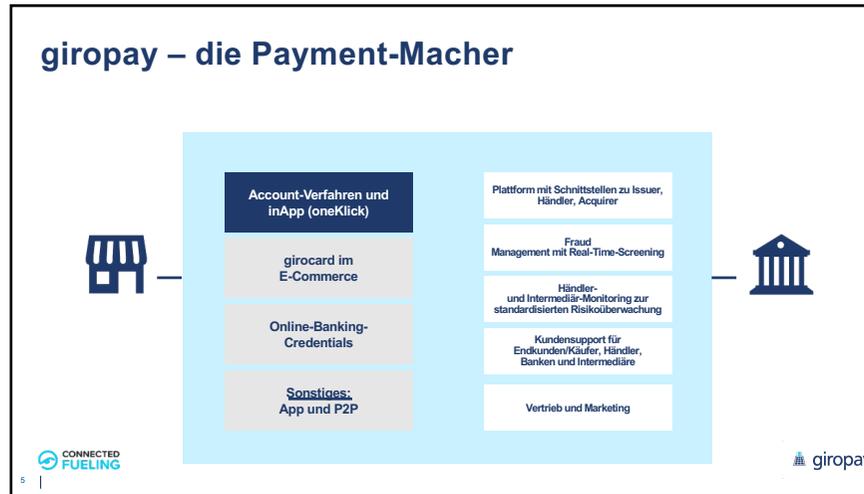
### In-App, In-Car, In ...– über was sprechen wir?

**In-App (on Smart-Phone or Watch)**

**Apple CarPlay / Android Auto**

**In-Vehicle / AOS**

4



5



6

### In-App-Payment-Rational 1: Convenience



- Payment, dort wo Kauf stattfindet
- keine zusätzliche Dateneingabe
- keine Medienbrüche
- Account-2-Account (je nach Service)

7

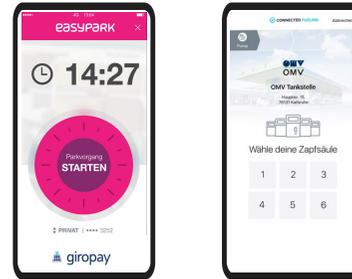
### In-App-Payment-Rational 2: Conversion und Lock-in



- einmalige Einrichtung
- friktionslose Zahlung
- kleiner Schritt von Engagement zu Kauf
- Lock-in-Effekt: sinkende Wechselbereitschaft

8

## Use Cases Parken und Tanken – mit giropay



9

## Connected Fueling is the leading platform for mobile payment throughout Europe



A wide & growing variety of integrations to the infrastructure (e.g. POS system) of the service stations = meta aggregation.



10

### No. 1 in B2B



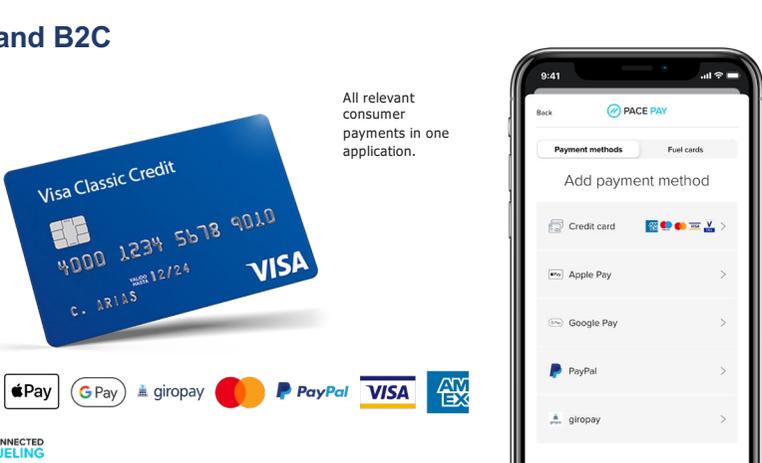
The broadest portfolio of digital fuel cards available.

CONNECTED FUELING

giropay

11

### ...and B2C



All relevant consumer payments in one application.

CONNECTED FUELING

giropay

12

### PACE Drive – Most complete solution

Available on all devices



**Cars & Trucks:** Apple CarPlay/  
Android Auto + In-vehicle

**Smartphone**

**Smartwatch**

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13

### Ausblick: Convenient Payments in der Individualmobilität



IN-STORE

CHARGING

WASHING

TOLLING

14



15



16