

A payment gateway is a really important tip for every eCommerce Magento store. Not only it holds a customer's credit card information concealed, but also facilitates purchasing process. Nowadays it's barely possible to build a successful business without proper payment gateway.

Benefits of a payment gateway:

- All the information about customer's credit card is concealed and is known only by a seller and customer himself.
- A payment gateway allows using different tools to facilitate purchasing process. For example, a button - buy in one click.
- Using different Magento eCommerce tools it's possible to improve marketing of a store by representing new products to customers.

Most popular Magento eCommerce store payment gateways:

PayPal

Popular, well-known and simple-to-use. Even in 2011, it beat a \$4 billion payments amount. PayPal allows paying via credit card or just using an existing account. All the amount of payment account is an email address. No information about credit card or personal data.

The fee is 2,9% + 30 cents from every transaction.

Authorize.net

The extremely popular payment gateway specifically for eCommerce. Since it was started billions of transactions were made and over 300 000 merchants have been using it or still with Authorize.net. It is very easy to integrate with Magento.

The fee is \$99 for setup and \$20 monthly. Every transaction costs \$0.10.

Braintree

This payment gateway is known by Living Social and Airbnb. Braintree got no fee for setup and is easy to integrate with different eCommerce platforms including Magento.

The transaction fee is 2.9% + \$0.30.

SagePay

This payment method can be integrated with different eCommerce platforms or even websites. SagePay is in use by over 30 000 businesses and stores. But, the main advantage of SagePay that has no fee and all the payment information is concealed and secured. The main SagePay disadvantage is 5-10 days processing time.

Google Checkout

Using google accounts it facilitates purchasing process pretty much. Every product can be bought with one single click. It's can be used on different platforms and is friendly to startups. Google Checkout is already very popular.

The fee is different according to a payment amount and monthly payments summary. If a payment is below \$3000 the fee is 2.9% and \$0.30. If it's more the fee will be calculated according to monthly sales.

In conclusion

Even for a startup to have a proper gateway is a crucial tip for success. It makes customers trust you and facilitates purchasing. Payment gateway also helps to create customers database and improve marketing program. So, it's very important not to lose such tip.