

Direct selling + direct paying = direct growing

Increase your market presence—and market opportunities

Direct selling accounts for more than \$100 billion in retail sales every year. More than half of all U.S. consumers have bought goods this way. With simplified logistics and minimal overhead costs, the direct selling business model offers advantages for buyers and sellers alike. But as direct selling organizations expand internationally, payment acceptance often becomes a challenge.

Our payment program is tailored for the direct selling industry and provides comprehensive solutions for payment acceptance around the world. Our proven approach helps companies expand their business and enter new markets.



Lead your industry with help from Digital River

Digital River has partnered with leading global direct selling brands for many years. Our company is direct selling friendly—we understand how the industry works.

Our business, technical, risk and compliance, and legal teams are familiar with your unique requirements. Our partners include some of the best known direct selling brands: NuSkin, Mary Kay, Isagenix, Scentsy, Vemma Nutrition Company, LifeVantage, Morinda, PartyLite, Melaleuca, among others. These companies rely on Digital River to help them expand their business in markets around the globe.

Improve your reach, relevance and revenues with global card acquiring and banking connections

Digital River supports the largest portfolio of local bank connections and card acquirers of any payments service provider in the world. We help direct selling companies reach markets where ecommerce is still developing and the payments infrastructure is difficult. Through our platform, your business can operate on a global scale while we manage the technical and business relationships with banks and card acquirers.

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Alternative payment methods

Distributors, consultants, and consumers in many markets prefer to use payment methods other than debit or credit cards. In central, northern, and eastern Europe, Brazil, Australia, India, Korea, and Southeast Asia, buyers often use local options such as internet bank payments, direct debit, electronic fund transfers, and eWallets. We support a broad portfolio of the most popular and widely accepted forms of alternative payments in all regions.

Technical and business flexibility

Depending on your unique requirements Digital River will provide you with easy to implement integration alternatives in order to support your global business. Through a combination of full-service acquiring and gateway-only processing services, our global network will enable you to be funded for sales in up to 30 global currencies, including the real (Brazil), peso (Mexico), rupee (India), dollar (Taiwan), ringgit (Malaysia), ruble (Russia), dirham (United Arab Emirates) and won (Korea).

Tailored solutions for the direct selling business

Why do some of the world's leading direct selling companies rely on Digital River to support their global payments program? First and foremost, because we understand the direct selling business model and the unique challenges and requirements of the industry. We have tailored our payments platform both in terms of technical integration and banking relationships to make the on-boarding process as seamless as possible. Digital River is connected into the direct selling ecosystem and is constantly working to stay ahead of the curve to cater to the needs of our direct selling customers and partners.

Leverage Digital River's expertise in direct selling.

- Improve the online customer payment experience to increase conversion and maximize distributor retention.
- Drive global sales with relevant and localized payment options in more than 190 countries and over 170 transaction and display currencies.
- Reduce risks related to fraud, PCI compliance, and currency exchange.
- Reduce costs through efficient, automated back office services.
- Efficiently process commission disbursement costs with automated payouts.

About Digital River

Digital River, the revenue growth experts in global cloud commerce, helps companies of all sizes build and manage their online businesses, maximize online revenue, reduce costs and minimize risk. Founded in 1994, the company is headquartered in Minneapolis, with offices across the United States, Asia and Europe.

Unlock the value of Digital River to grow your business.

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