

stripe

# Four ways modern payment systems drive growth



# Introduction



**Once considered a cost center, payments are increasingly emerging as a strategic differentiator. Modern payment systems allow businesses to deliver exceptional customer experiences, facilitate cross-border transactions and global expansion, and drive operational efficiency.**









In addition, your payments infrastructure can help you quickly respond to changing customer preferences and market opportunities. It can also offload the complexity from your internal teams, so you can save costs and reallocate valuable employee time to focus on your core business.

At Stripe, we've partnered with leading brands across industries to transform fundamental components of their business models so they can focus on innovation in an increasingly competitive market.

In this guide, we will explore four key ways that companies can leverage a modern payment system to accelerate growth.

1. **Creating personalized experiences across channels**
2. **Launching new business models**
3. **Expanding globally**
4. **Improving operational efficiency**

# Contents

Introduction	2
Creating personalized experiences across channels	4
	5
	7
Launching new business models	9
	10
	12
Expanding globally	14
	15
	18
Improving operational efficiency	20
	21
	23
How Stripe can help	25

# Creating personalized experiences across channels

Customers increasingly expect a consistent and personalized checkout experience across in-store, online, and mobile platforms. One key challenge, however, is getting a unified view of the customer across online and in-person transactions. Businesses often stitch together disparate systems and payment processors, which only adds to operational overhead by requiring time, money, and resources to manage and maintain.

To create a truly consistent experience across channels, businesses need a holistic view of all shopping activity in one place, so they can better understand purchase behavior and improve customer service. For example, River Island—a UK-based, multichannel fashion retailer—modernized its platform to deliver a unified customer experience across channels and borders. Similarly, Alaska Airlines elevated the in-flight payment experience to delight customers at 35,000 feet.

By using contactless payments, digital wallets, and one-click checkouts, River Island and Alaska Airlines made transactions simple and seamless—turning one-time buyers into lifelong advocates.

## Key outcomes

- ✓ Optimize conversions
- ✓ Build customer loyalty and increase lifetime value
- ✓ Reduce churn

# River Island offers fast, easy checkout online and in stores with Stripe's unified commerce solutions

Founded in 1948, **River Island** is a multichannel fashion brand with 245 stores across the UK, plus a significant online presence.

RiverIsland



## Challenge

River Island was reliant on increasingly cumbersome legacy architecture. Facing competition from a host of new online retailers, it needed to modernize its payments platform to boost its authorization rates, increase flexibility, and accommodate its evolving business model.

The retailer's fragmented payment system was difficult to update because the online and in-store payment experiences were not unified, so updates needed to be made across different systems with different behaviors—a costly endeavor.

## Solution

When River Island set out to overhaul its payment system, it enlisted the help of Cabiri, an IT consultancy. Together, the teams identified Stripe as the payment provider that could bring River Island's vision to life. River Island and Cabiri worked closely with the Stripe professional services team to implement several Stripe products that would replace River Island's existing fragmented system.

For online payments, River Island used **Stripe Payments** and **Stripe Elements**. To help increase authorization rates, the retailer uses **Stripe Adaptive Acceptance**, which identifies the best retry messaging and routing combinations to save lost revenue for all card payments after false declines.

“For us, there is no such thing as an online or an offline customer. There are only customers who shop how they want to shop. It's about trying to create the best experience and blur the lines between those two worlds.”

**Adam Warne**

Chief Information Officer, River Island

River Island used Stripe's Optimized Checkout Suite, including the **Payment Element**, which displays the most relevant payment methods from around the globe through a secure, embeddable UI component. River Island was able to quickly add three payment methods in 2023, including Apple Pay and Google Pay for all countries in which River Island has dedicated domains, and Klarna for its Ireland stores. To help drive conversion, River Island uses the Payment Request Button to dynamically display wallet options for Apple Pay and Google Pay during checkout, so that customers can see these options if they have enabled them on their device.

Recognizing the potential to even further reduce friction and convert more customers, the business also plans to add **Link**, which will enable customers to save and autofill their payment and shipping details for accelerated checkout capability. For its in-store kiosks, River Island adopted **Stripe Terminal** card readers, enabling the business to manage all of its online and offline sales in one place with a single Stripe integration, providing a unified customer view.

When the customer is ready to check out, there's no need to wait in line. They can simply leave the fitting room, go to a self-checkout kiosk, and pay using a Stripe Terminal card reader. The kiosks currently use BBPOS WisePOS E countertop readers for payment, which connect to the Stripe Terminal SDK over the internet.

## Results

With Stripe and Cabiri, River Island replaced its unwieldy legacy payments stack with the modern, sophisticated solution it needed to offer a better customer experience and conduct business efficiently across channels. Stripe now processes all self-service checkouts in River Island stores, as well as 100% of the retailer's online sales. This integration gives River Island a unified view of its customers and revenue flows.

### **3% increase**

in authorization rate

### **Up to 3x faster**

to add a payment method

### **30% faster**

to pay at self-service in-store  
checkouts than at cash registers

# Alaska Airlines offers guests a smooth experience with contactless payments

For more than 90 years, [Alaska Airlines](#) has found innovative ways to simplify travel for its guests, including being an early adopter of online ticket sales. The business has grown from a small local airline to a global carrier supporting over 44 million travelers per year across more than 120 destinations in 5 countries.



## Challenge

As part of its goal of improving the “day of travel” for its customers and employees, Alaska Airlines is changing how it manages in-flight payments. Rather than relying on traditional magnetic card readers—the industry standard process for in-flight purchases—the airline wanted to find a solution that didn’t require additional hardware.

To continue its focus on providing the best guest experience, Alaska Airlines wanted to connect its payments directly to in-flight Wi-Fi and process them live.

## Solution

Alaska Airlines started its move to new technology by investing in a suite of Apple products, including iPhones for more than 25,000 employees. The airline partnered with Stripe to enable Apple’s Tap to Pay on iPhone and pioneer contactless payments for in-flight experiences.

The airline integrated [Tap to Pay on iPhone](#) with the [Stripe Terminal](#) SDK to build contactless payments into its logistics app to help guests pay how they want with ease.

“Contactless payments are the easiest way to transact that allows us to focus on the human side of every interaction. The memory of every transaction should be the smile, or the greeting, or the flavor of the food—not an inconvenient payment experience.”

**Bernadette Berger**

Director of Innovation, Alaska Airlines



## Results

After a test launch with 300 flight attendants, Alaska Airlines rolled out Tap to Pay on iPhone to more than 7,000 US flight attendants. Providing more easily accessible options to pay allows Alaska Airlines' flight attendants to focus on customer interactions.

With guests at the forefront of the business's decisions, Alaska Airlines is using Tap to Pay on iPhone to give them more flexibility during their flights. A fast and easy rollout also means Alaska Airlines can test and adapt its in-flight customer experience quickly.

This speed of change aligns with Alaska Airlines' drive to push technological boundaries. It's using that push to become the first airline to offer Tap to Pay on iPhone and deliver on a guest-motivated, future-focused technology strategy.

**7,000+**

flight attendants using Tap to Pay on iPhone across all US flights

**44 million+**

guests served per year



# Launching new business models

As global markets evolve and technology redefines what's possible, companies are experimenting with new business models to both increase revenue and offer additional value to customers. For example, many enterprises are expanding into subscriptions or on-demand services, transforming industries from entertainment to transportation. In addition, enterprises are building marketplaces to address unmet customer needs, reach new demographics, and increase engagement and customer retention.

This trend isn't limited to tech-forward brands—centuries-old companies in industries including retail, media, and manufacturing are also adopting digital-first business models such as subscriptions and marketplaces. FOX Sports Mexico quickly pivoted to a subscription-based model in the face of changing viewer habits, competition from digital-native platforms, and appetite for on-demand content. And Toyota built a platform to allow auto repair shops to share and reuse the specialized equipment required to service modern vehicles.

## Key outcomes

- ✓ Accelerate revenue growth
- ✓ Grow recurring revenue (MRR, ARR)
- ✓ Increase customer retention and loyalty
- ✓ Attract a new type of customer

# FOX Sports Mexico grew subscription revenue with Stripe Billing

**FOX Sports Mexico**, headquartered in Mexico City, is a cable sports entertainment group that produces and distributes sports-related content across several paid television channels in Mexico and Central and South America.



## Challenge

Mexico's leading sports media brand, FOX Sports Mexico, airs sports coverage and entertainment across multiple television channels and publishes the latest sports news online.

In 2023, FOX Sports set out to adapt to its audience's changing viewing habits and attract new customers to its direct channel. To do this, the company decided to launch a new, more user-friendly app available on a wide variety of platforms, including Android TV; iOS; streaming devices; smart TVs; and browsers such as Chrome, Firefox, and Safari.

With the app's increased accessibility and an improved customer experience, FOX Sports aimed to make it easier for customers to subscribe directly to FOX Sports and view its programming.

## Solution

FOX Sports chose Stripe after an extensive search for a payment provider that could deliver the simple, user-friendly experience the company needed. Stripe Payments gave FOX Sports the reliable, secure payment support it needed to create a smooth customer experience. And FOX Sports used **Stripe Billing** to manage its monthly subscription model and add different pricing models, premium experiences, and new payment options for subscribers.

“Stripe Billing gave us the tools we needed to provide an effortless subscription experience. The exceptional customer experience we were able to offer with Stripe led to a significant increase in both customer retention and subscription revenue.”

**Israel Gómez**

Vice President of Technology and Operations,  
FOX Sports

Billing has several features that increase the likelihood of a transaction going through, and reduce the kind of service interruptions and involuntary cancellations that FOX Sports had previously contended with. These features include **Smart Retries**, which uses machine learning to intelligently retry failed payment attempts at the best possible times. Other Billing features include automated failed payment emails and an automatic card updater, which can automatically update saved card details when a customer receives a new card. Together, these Billing features help businesses recover failed payments and reduce churn.

## Results

These added capabilities have helped FOX Sports retain existing customers, increase conversion, and appeal to new customers across a wider array of viewing platforms. FOX Sports launched its new app with payments and billing powered by Stripe within four months, creating a new way for sports fans to access FOX Sports content.

After releasing the improved app with Billing's system for subscription management, FOX Sports saw involuntary churn drop while user retention rose by 54%. And due to the app's ease of use, increased accessibility, and reliable support for recurring payments, the company's subscription revenue increased by 20% within the first eight months after launch.

**20%**  
uplift in subscription revenue

**54% increase**  
in app user retention

**4 months**  
to launch payments and billing  
powered by Stripe

# Toyota launches a platform to assist auto mechanics and promote sustainability

**Toyota** is one of the largest automotive manufacturers in the world, producing more than 10 million vehicles annually. Looking ahead, Toyota strives to reduce its impact on people and the environment. Those efforts extend across the industry, including repair shops struggling to keep up with increasingly complex vehicles.



## Challenge

The challenge for the automotive industry, and the many local mechanics that support it, is that it's a lot more complicated to service a car than it used to be. The computerization of vehicles, along with the switch from internal combustion engines to hybrid or all-electric motors, has greatly expanded the range of repairs mechanics need to be able to perform. Many require specialized, expensive equipment, significantly upping the capital costs of outfitting a shop.

## Solution

In response to these challenges, Toyota decided to launch a platform called Mechacomi (the name blends “mechanics” and “communication”). It allows used equipment and tools to be traded among auto repair shops, reducing their costs and contributing to carbon neutrality.

But connecting buyers and sellers is not enough by itself to make the platform work. Sales of used equipment are high-value transactions that can result in complex processes, including escrow and seller deposits, which limit systemic risk at the cost of increased transactional complexity.

“With Stripe Connect, Toyota was able to quickly set up a platform to handle complex third-party payments. I was even surprised at how fast the development time was.”

**Tomoaki Nakatani**  
Creator of Toyota Mechacomi



To remove payment friction between repair shops that are likely unfamiliar with each other and hesitant to make large transactions, Toyota selected **Stripe Connect** to facilitate payments for purchases, deposits, and escrow services. Buyers and sellers get the flexibility to make secure transactions via credit cards or bank transfers, and Toyota gets to extend the life of this expensive equipment. Stripe Connect also lets Toyota scale its platform to over 135 currencies and dozens of popular payment methods while Stripe handles payments Know Your Customer (KYC).

## Results

Using Stripe Connect, Toyota quickly enabled payments for escrow services and seller deposits, and allowed options for bank transfer and credit card payments. Repair shops get peace of mind when purchasing capital-intensive equipment, and Toyota moves closer to its sustainability and business-transformation goals.

### 6 months

to launch new platform

### Advancing sustainability

and business-transformation goals

# Expanding globally

Global expansion is no longer just an opportunity—it's a requirement for growth. However, scaling internationally is complex, with businesses needing to navigate regulatory requirements, manage cross-border transactions, and deliver localized customer experiences.

Modern, unified financial infrastructure can simplify international expansion and allow companies to quickly launch in new markets by offering local payment methods with little to no engineering investment.

Turo, the world's largest car-sharing marketplace, saw a surge in demand for its services from customers around the world. By leveraging a comprehensive payments platform designed to support marketplace and platform businesses, Turo was able to expand quickly to new markets, enhance the checkout experience, and bolster its host offerings. And WooCommerce, one of the most popular ecommerce platforms, partnered with Stripe to launch in 17 countries in just 3 months.

## Key outcomes

- ✓ Expand total addressable market
- ✓ Capture existing demand in other countries
- ✓ Build brand presence in more markets

# Turo reduces costs and boosts revenue by consolidating pay-ins and payouts

[Turo](#) is the world's largest car-sharing marketplace, with a mission to put the world's 1.5 billion cars to better use.



## Challenge

Turo had been using three separate providers to process payments from renters (called guests), provide payouts to car owners (called hosts), and pay out insurance claims. To eliminate unnecessary complexity and optimize its entire payments funnel, the company wanted to consolidate those functions—beginning with a single provider for guest payments and host payouts.

Any new platform would have to easily scale with Turo's expansion plans by providing built-in international coverage, rather than the separate per-country/market integration model used by the company's previous provider. That provider also didn't offer a system to verify account holders' identities for Know Your Customer (KYC) requirements, so Turo sought a solution that made it easier to manage compliance obligations. And to improve the payout process, Turo wanted to move away from its practice of converting local currencies to US dollars.

Turo needed a solution that supported multiple payment methods due to its global footprint. It also wanted to offer alternative payment methods—such as buy now, pay later options—that would give guests more flexibility in how they paid for their bookings. This was especially important given that the average order value for a trip is more than \$300.

Finally, four separate teams within Turo rely on payments data to inform decision-making on risk; fraud prevention; trust and safety; and chargeback handling. So any payment solution would also need strong data analytics capabilities.

“Before, we were piecing together solutions from several different providers. With Stripe, we have a streamlined payments platform that makes it easy to add the capabilities we need to support our continued growth—without unnecessary complexity.”

**Shaa Alagumuthu**  
Director of Engineering, Turo



## Solution

Turo had already been using [Stripe Payments](#) to process guest payments and chose to add [Stripe Connect](#) to create a unified platform for processing guest payments, collecting the company's own fees, and distributing payouts to hosts.

Connect onboarding flows are designed to accommodate customers with an international footprint like Turo, by automatically appearing in the appropriate local language and collecting the right information for local regulatory and compliance requirements—which Stripe automatically verifies. Connect's cross-border payouts feature further supported Turo's international operations by paying hosts in their local currencies.

Aside from improving the payout process with Connect, Turo enhanced its frontend payment processing by using Stripe's Optimized Checkout Suite, which includes [Stripe Elements](#)—a set of embeddable UI components that improve the checkout flow and drive conversion. Turo is also testing [Link](#), a Stripe accelerated checkout solution that securely saves and autofills the buyer's address and payment details for a simpler, quicker transaction.

Turo's integration with Payments provided additional frontend optimization through built-in features that improve authorization rates. For example, Adaptive Acceptance retries network declines in real time using optimized routing and ISO messaging, while Stripe's card account updater automatically accesses updated card information from major card issuers such as Visa, Mastercard, American Express, and Discover.

Turo used network tokens, which create unique credentials as a substitute for a card's primary account number (PAN), and that remain current even if the PAN associated with the network token changes. Turo also implemented [Stripe Radar for Fraud Teams](#) to detect and prevent fraud on its platform, in addition to [Stripe Data Pipeline](#) and [Stripe Sigma](#) to support the company's data analysis needs.



## Results

By consolidating pay-ins and payouts on Stripe, Turo simplified its revenue accounting process; achieved a unified and compliant payments platform for multiple markets (requiring no development work from Turo's team to manage KYC verification); and standardized the process for enabling new payment methods for customers.

Consolidating its payment system with Stripe allowed Turo to use local acquiring through merchant banks based in the same country as its customers, simplifying the process for handling multiple currencies. Turo also now pays out the acquired funds into locally domiciled bank accounts to further reduce currency expenses.

Using Payment Element, Turo achieved a 4.71% total uplift in revenue during 2023 through Stripe authorization optimizations such as Adaptive Acceptance, card account updater, and network tokens. This uplift represented \$114 million in recaptured revenue.

Stripe Data Pipeline's standardized schemes and integration processes helped improve the efficiency and quality of Turo's data reporting procedures.

### 5x faster

to launch in new markets

### Zero development work

on KYC for new market launches or regulatory changes

### 50 bps–70 bps

cost reduction for cross-border network processing

### 4.71% uplift in revenue

from Stripe authorization optimizations, representing \$114 million in recaptured revenue

# WooCommerce partners with Stripe to launch in 17 new countries in 3 months

[WooCommerce](#) is one of the most popular ecommerce platforms in the world, enabling WordPress businesses to sell and manage orders directly from their websites.



## Challenge

In the past few years, consumer habits have changed and businesses of all sizes have had to double down on their ecommerce operations. WooCommerce wanted to help its merchants adapt quickly through its own integrated payments solutions.

## Solution

Woo set out to expand its platform offering to match the rapidly evolving needs of its merchants.

To do this, it decided to launch a brand new platform, WooPayments, by integrating several different Stripe products—including [Connect](#), [Instant Payouts](#), [Terminal](#), and [Billing](#). WooPayments allows merchants to do everything from taking contactless payments and accessing funds in real time to tapping into business funding to keep operations afloat.

Woo worked with Stripe to communicate these new capabilities to its customers and prospects, leveraging Stripe's co-marketing resources to deliver messaging quickly and clearly.

“The ecommerce boom meant businesses needed more than just payments, and they needed that help fast. We saw this as an opportunity to deliver an amazing experience so that merchants could build their businesses the way they wanted to.”

**Britni McCotter**

VP of Payment Business Operations, Woo

“With anything related to Woo and Stripe, our approach to marketing is ‘all channels go.’ Stripe helps us position the different features and understand which channels are more advantageous, and it’s been inspiring to see the response from the market.”

**Clara Lee**

VP, Product and Operations, Woo



## Results

In just 3 months and with a team of fewer than 20 people, the company partnered with Stripe to launch WooPayments in 17 countries—from Canada to New Zealand and across Europe. An expanded financial platform helps Woo capture a greater share of wallet for increased customer retention and allows its merchants to adapt to evolving customer expectations and habits.

Woo looked to Stripe for more than just payments. It wanted to build a financial platform to serve businesses, no matter what the future holds. The options available from Stripe's broad and complementary product suite have enabled Woo to add more value and bundle capabilities together to give merchants access to new ecommerce opportunities.

Using the assets in Stripe's marketing toolkits, Woo executed announcement campaigns across its owned, earned, and paid channels—highlighting the ability for merchants to collect payments, manage recurring revenue, and track cash flow directly from their WooCommerce dashboard.

### 3 months

to launch in WooPayments

### Launched

in 17 countries

### 43% of users

are now outside the US

# Improving operational efficiency

Operational efficiency is more than a cost-cutting measure—it can also boost productivity by allowing businesses to quickly adapt to emerging trends and customer feedback.

For example, John Wiley & Sons, Inc., a 200-year-old publishing company, unified fragmented payment systems to deliver a consistent, seamless purchasing experience across their web domains. Similarly, Shipt, a grocery delivery service, streamlined back-office operations; sped up account reconciliations; and improved customer experience to serve 60 million households across 5,000 US cities. By automating tasks, improving cash flow management, and reducing errors, these businesses improved resources and focused on delivering exceptional customer experiences.

## Key outcomes

- ✓ Increase workforce efficiency
- ✓ Improve data reliability
- ✓ Reduce costs

# Wiley streamlines its payment operations with Stripe

[John Wiley & Sons, Inc.](#) (Wiley) is a 200-year-old global leader in research and education. The publishing company manages 5,000 domains under the Wiley umbrella with Stripe's support, including zyBooks, dummies, Everything DiSC, and various academic research journals and publications.

WILEY



## Challenge

As a technology-forward company, Wiley—a global leader in research and education—had spent decades building a series of interconnected tech stacks that powered each of its digital product suites. Over time, these separate tech stacks created a fractured customer experience across its products and this increased friction during checkout for customers.

When Brendan Gualdoni, head of digital commerce platforms at Wiley, began to explore new business strategies, he uncovered more than \$200K of revenue in abandoned online carts due to an antiquated purchasing experience.

Wiley offers a wide range of physical and digital products and services, across many regions and currencies. Because of this complexity, using its legacy payment solution would have required too many resources to consolidate all of Wiley's domains into a single checkout process. Wiley looked for a turnkey payment solution that could maintain its distinctive branding and consolidate its thousands of domains and dozens of products and services under a single, full-stack payment provider.

“When we were building Wiley Payment Services with our previous vendor, it was slow. And the ending was years away. As soon as we pivoted to Stripe, within three months we were up and running and looking for an internal client.”

**Brendan Gualdoni**

Head of Digital Commerce Platforms, Wiley

## Solution

The Wiley and Stripe teams implemented **Stripe Checkout** and **Stripe Elements** to create a more consistent global brand and a simpler, more secure payment experience. Now, Wiley can create consistent, customizable, branded checkout pages for new regions with new domains as the company continues to grow. This new flexibility includes built-in currency conversion, so the company can more quickly expand into new markets. And with Elements, Wiley can use prebuilt UI components, so the team can test pages to further improve conversions and reduce cart abandonment rates.

Wiley now uses **Stripe Terminal** at events, such as university pop-up book sales, which gives customers a single, cohesive purchasing experience. Wiley also adopted **Stripe Radar** to simplify fraud monitoring. With its previous payment providers, Wiley had to integrate new fraud solutions each time it created a new website domain, which was a hurdle for the company's international growth. Since Radar didn't require additional integration time, the company was able to launch quickly and maintain focus on other areas of the business.

As Wiley began to replace a series of legacy payment solutions by uniting them with Stripe, the organization also brought on Stripe Enterprise Support for additional expertise in working through the deployment process.

### >5,000 domains

filtering through its payments stack

### 180+ countries

now supported by Wiley's online store

### 3 months

to get up and running with Stripe

To learn more about how two enduring brands, including Wiley, disrupted their payments playbooks, [watch](#) our on-demand event.

# Shipt automates revenue recognition and financial reporting with Stripe

[Shipt](#) is a delivery service owned by Target that connects people to reliable, high-quality delivery with a personal touch.



## Challenge

Shipt was founded in Alabama in 2014 as a local company that connected customers to grocery delivery. It has since expanded to 5,000 cities covering 60 million households. As the company's growth accelerated, it needed to streamline its back-office operations to easily leverage financial data and drive better decision-making; accelerate accounting, billing, and financial reporting processes; and keep customers and its gig-economy shoppers happy.

## Solution

Shipt used [Stripe Billing](#) to automate revenue management workflows. With [Smart Retries](#) automatically retrying failed payments, Shipt was also able to reduce involuntary churn across its subscription members. And to tie its revenue operations together, Shipt used [Stripe Revenue Recognition](#) to close the books quickly and accurately, and it also used [Stripe Data Pipeline](#) to send up-to-date Stripe data and reports to Snowflake in a few clicks.

With its revenue data in a single solution, Shipt could run account reconciliations much faster using automated reconciliation between the general ledger and source system.

“We want to make sure that we have a frictionless experience at checkout. Stripe has enabled that through its payment processing functions, and our payment acceptance rate is 97%.”

**Courtney Myers**  
VP, Financial Controller, Shipt

## Results

Shipt now centralizes Stripe data along with other key financial and operational data to close the books faster and unlock richer business insights on revenue, customer acquisition, retention, and more.

With an 88% reduction in revenue recognition cycle times, there's more time for value-add work. Decision-makers can then quickly understand the numbers and act with confidence.

Shipt used a wide range of Stripe solutions to create an intuitive and enjoyable experience, providing reliability for customers and pushing payments quickly to shoppers.

**88% reduction**

in revenue recognition cycle time

**97%**

payment acceptance rate

**6.6%**

payment authorization rate increase



# How Stripe can help



At Stripe, we've seen businesses adapt to changing customer preferences and market opportunities, rewriting the script for how they engage with customers, suppliers, distributors, and other partners. While it's always important to improve authorization rates and costs, businesses can create even more growth opportunities by reinventing the customer experience—ultimately winning market share and expanding their total addressable market.

Businesses across industries have achieved new growth while operating efficiently with a robust payment system. For example:

- **River Island** simplified the shopping journey, both online and in stores, to reduce friction and drive sales.
- **Alaska Airlines** modernized in-flight payments with contactless solutions, offering a faster, more convenient experience.
- **FOX Sports Mexico** created a new subscription revenue stream while reducing churn.
- **Toyota** aligned sustainability with business transformation goals by building a used equipment marketplace.
- **Turo** expanded globally and cut costs by consolidating pay-ins and payouts.
- **WooCommerce** empowered business owners worldwide with bundled ecommerce solutions.
- **Wiley** unified its payments experience for seamless operations.
- **Shipt** automated revenue management to close books faster and improve financial insights.

Whether your goal is to build personalized customer experiences, launch a new business model, expand globally, or streamline operations, Stripe provides the solutions to help you realize new opportunities for growth.

To start, it's important to reassess your business model and financial infrastructure, and that's where Stripe can help.

Request a [demo](#).