![innoviti — Purchase partner to every Indian]

What is a Trackable Payment Link?

A Trackable Payment Link (TPL) is a URL or hyperlink that businesses can generate to facilitate online payments and track the status of the payment in real-time
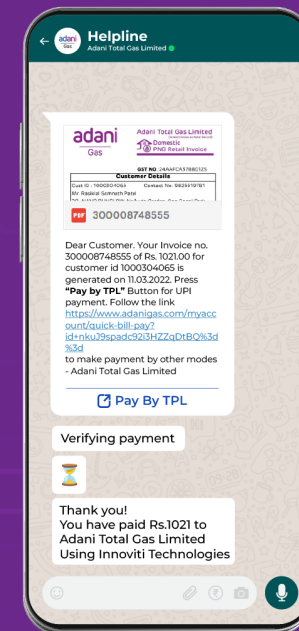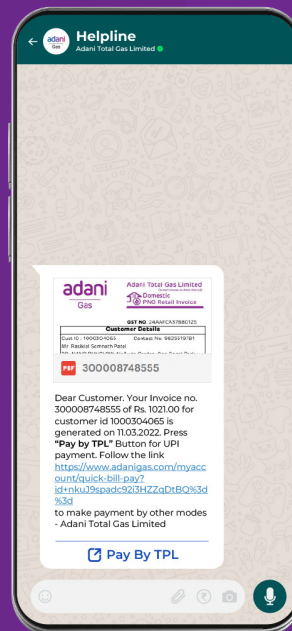
How does it work?

Website

Mobile App

BPOS

PAY BY TRACKABLE PAYMENT LINKS

CLICK HERE

Generate a TPL from website, mobile app, BPOS or any of your retail system

Get TPL on WhatsApp with the invoice attached

Select your preferred UPI app

Get payment confirmation on WhatsApp

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Go live in just 1 week

1 Documentation & KYC

2 Key Generation on Innoviti Sandbox

3 Development & Testing

4 Production IP Whitelisting

5 Go Live

Commercials

Tools	Scope of Work	Innoviti Charges
Trackable Payment Link cost	1. Integration with merchant system 2. Configuration and enablement at back-end, 3. Training of store-staff, 4. Call centre support, 5. Tech support, 6. Field support, 7. Server management for real-time collection view.	0.20%
WhatsApp Message cost	Collection message via WhatsApp to customer for quick sales conversion	On actuals (Rs. 0.75 per message)
SMS Cost	Collection message via SMS to customer for quick sales conversion	On actuals (Rs. 0.30 per SMS)
Integration fee	Integration of Trackable Payment links with merchant billing application for automatic bill closure once payment is made by customer	Rs. 25,000

Case Study

Customer Persona
Large format merchant having customer base of 5 Lakhs, collecting recurring payments

Pain Point
Due to inconvenient methods of payment acceptance merchant is incurring interest costs up to 1.5Cr

Solution & Pay-off:
Because of the convenience of paying through Trackable Payment Links, the merchant was able to contain the interest cost from 15 days to 5 days

Visit **innoviti.com/trackable-payment-link** to know more