

Effective launches



android



android



Code Iterate Beta Ship

Excitement!
Adoption!
Profit!

Code Iterate Beta Ship



94. ▲ My awesome launch (devcompany.io) 2 points by electic 53 days ago | flag | discuss | save to pocket

My Awesome News • First feature you might be excited about • Second feature you'll love • Third thing that doesn't *really* apply, but maybe you might care

Learn more

Mv Awesome News

- First feature you might be excited about
- Second feature you'll love
- Third thing that doesn't *really* apply, but maybe you might care

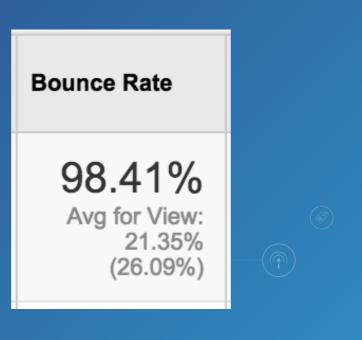


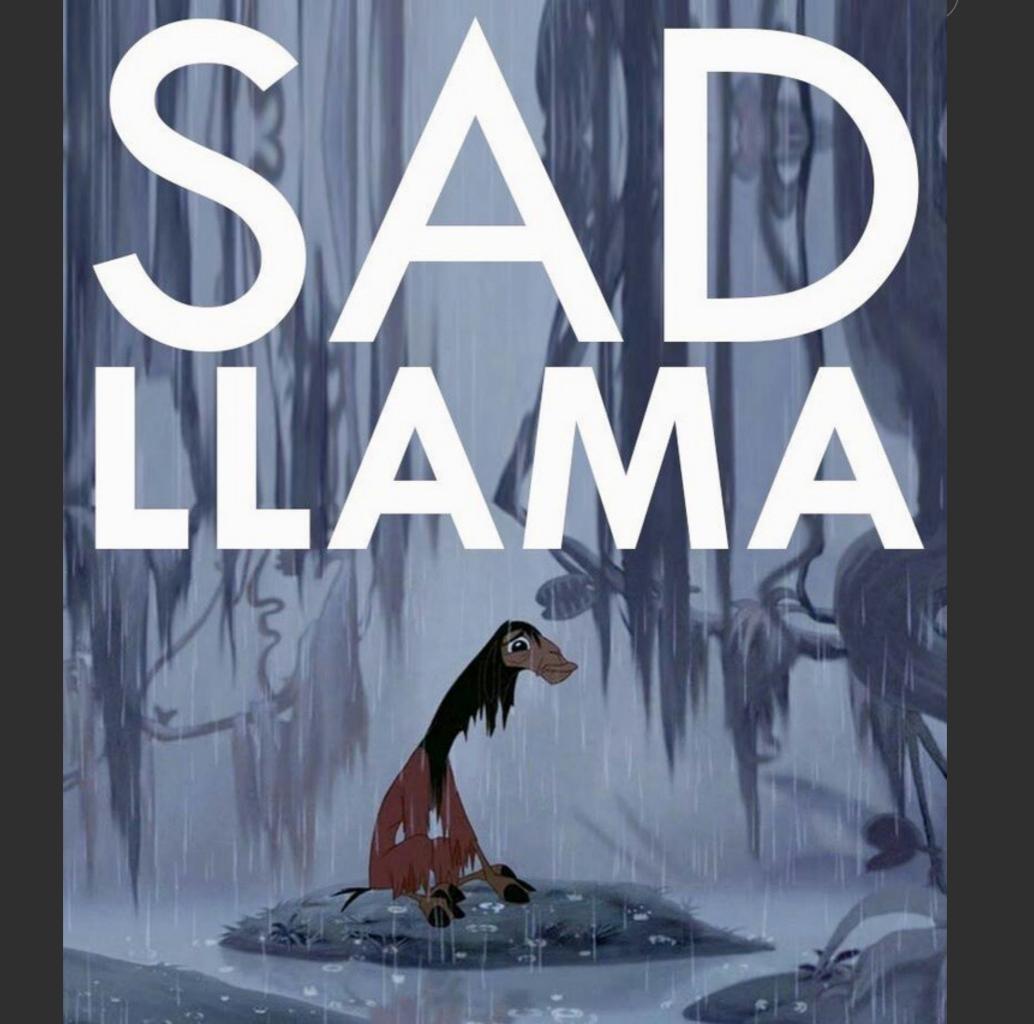
1. ▲ My awesome launch (devcompany.io) 80,000,000 points by potench 1 minute ago | fl





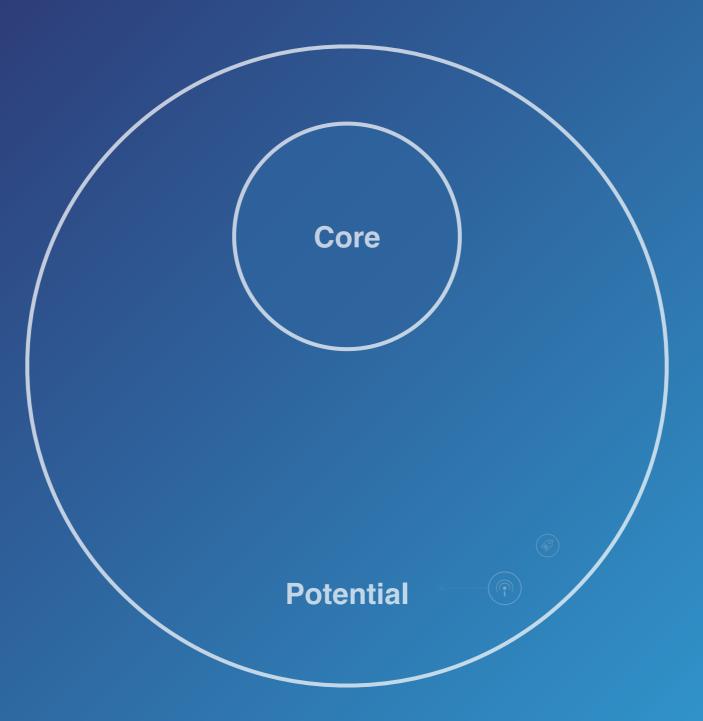
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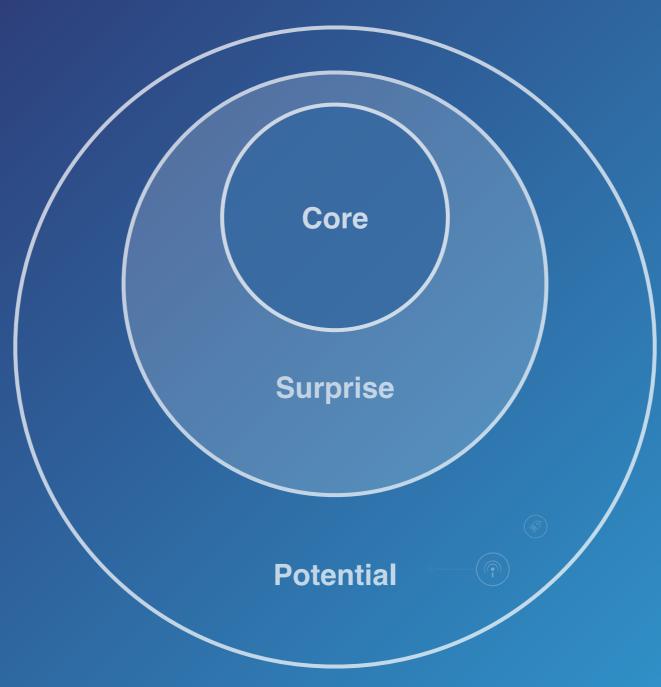


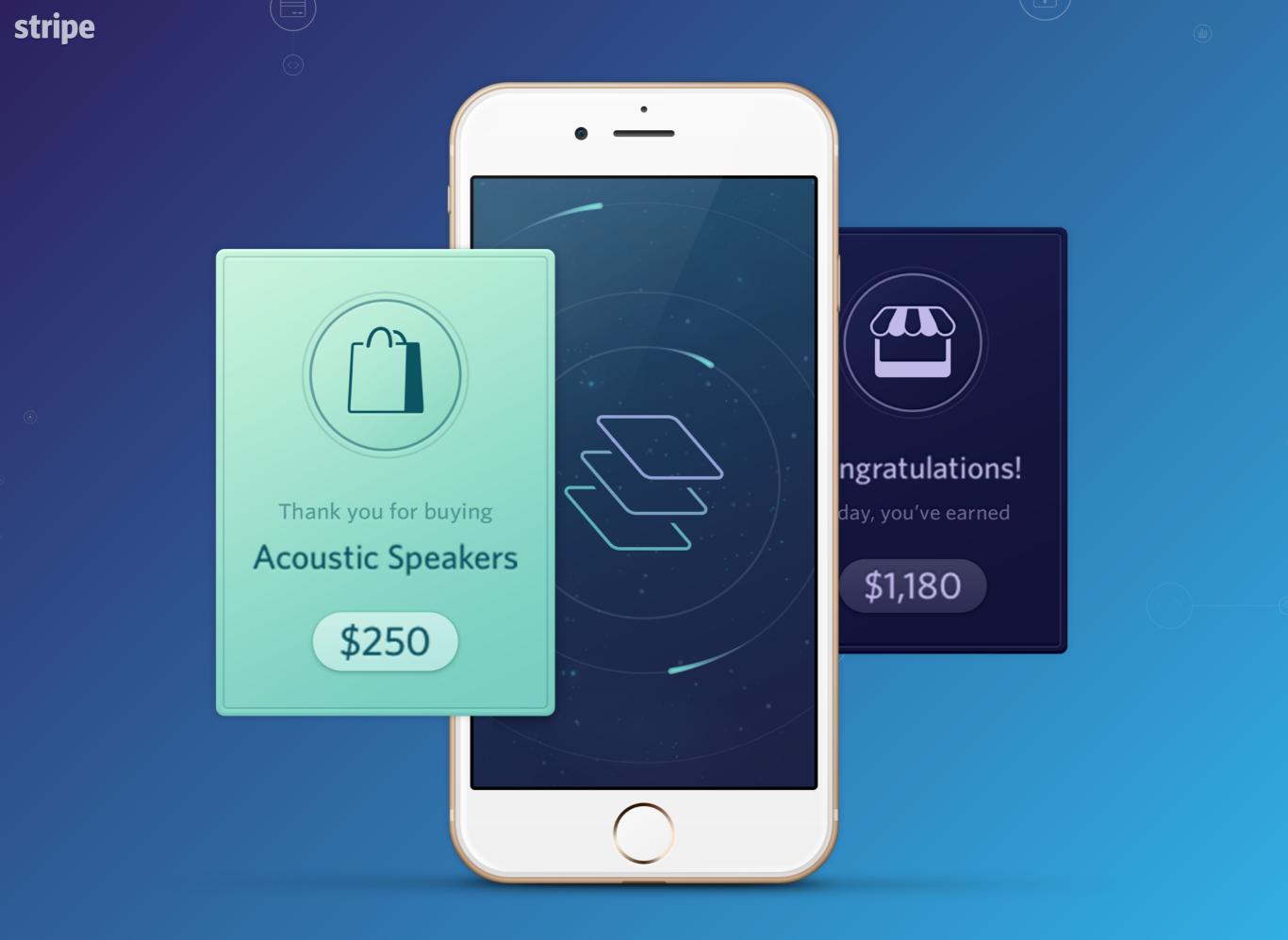


Business value of delight Personalization Creating connections

Business value of delight Personalization Creating connections







Stripe Connect

Everything marketplaces and platforms need to get users paid.



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The Postmates fleet will deliver anything to your door in minutes. Connect helps them get paid.







patrick 10:05 AM i was pretty torn on the orbital mechanics question too

probably we want a little switcher



evan 10:06 AM

[x] pretty orbital mechanics[] realistic orbital mechanics

"I never have used a Stripe product...nor will I have any need to in the near future but I will **always** click a new product announcement from them."

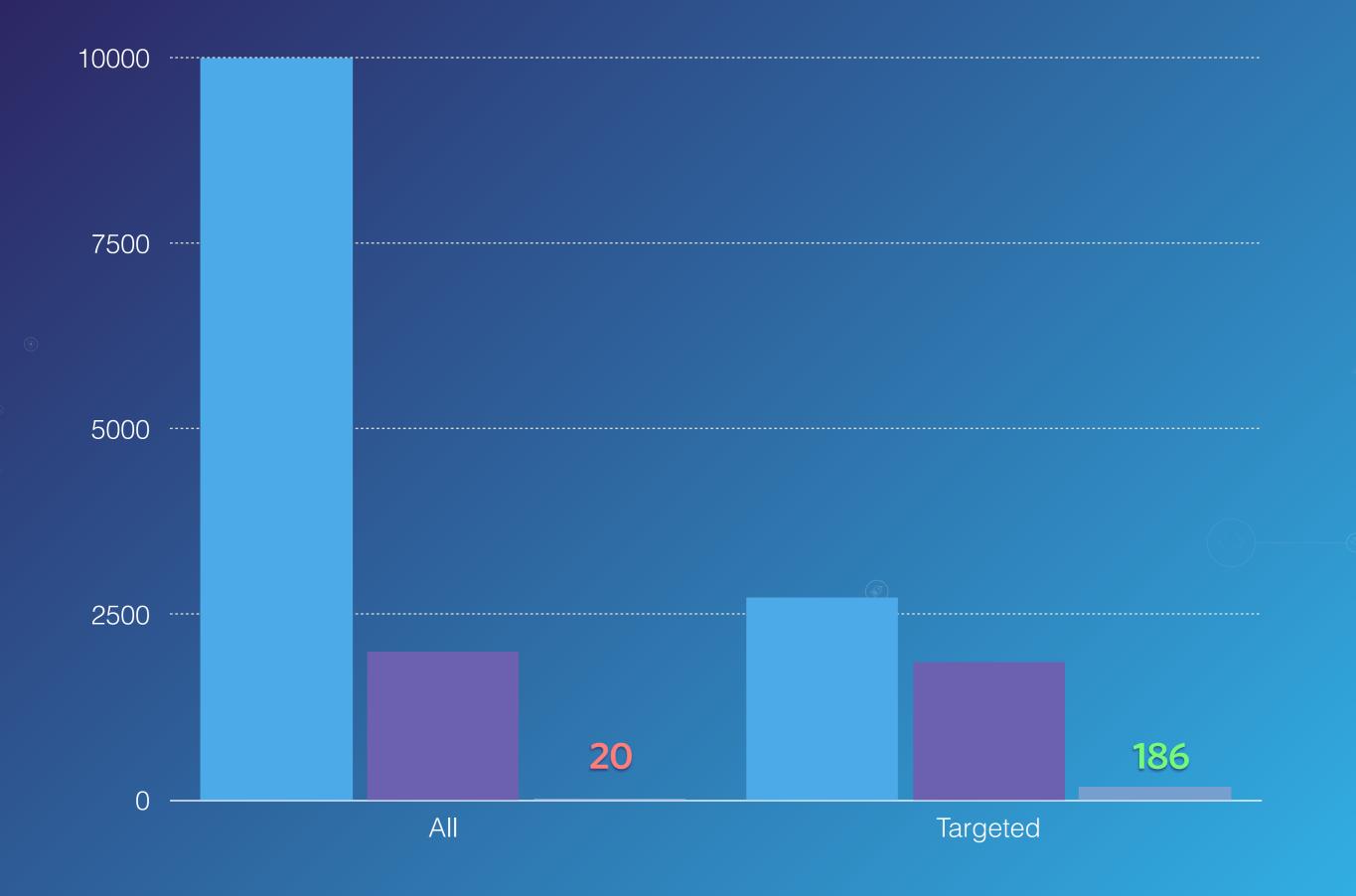
Business value of delight Personalization Creating connections

Business value of delight Personalization → Target ○ Anticipate Creating connections

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68% open rate10% clickthrough rate



Business value of delight Personalization → Target ○ Anticipate Creating connections



From: Susan Wu <susan.wu@stripe.com> Subject: Stripe officially launches in Australia

Print preview HTML

Plain text

Dynamic content



Not provided

• Provided

new_price

Not provided

Updated pricing

We've updated pricing in Australia to 1.75% + 30c for domestic transactions and 2.9% + 30c for international and American Express cards. To put that in context: over the past three months, with your current rate of , your Stripe fees were \$57. With our new price, it would have been just \$42.

From: Susan Wu <susan.wu@stripe.com> Subject: Stripe officially launches in Australia

Print preview HTML

Plain text

Dynamic content

fee_plan

Not provided

Provided

new_price

Not provided

Updated pricing

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Hello {{firstname}}

80% open rate22 replies2 job apps

Business value of delight Personalization → Target ○ Anticipate Creating connections

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Cotton Burea The Elements by Benjamir Email Card number MM / YY CCV	Email Card number	er A CVC	 11:23 1 85% humblebundle.com humble Bundle Humble Bundle He Bundle: PC and Android 7 you@email.com MM / YY
Remember me Pay \$35.00	Remember Pay \$	me \$20.00	123 mber me ✓ Pay \$50.00 > ①

The payment form done right

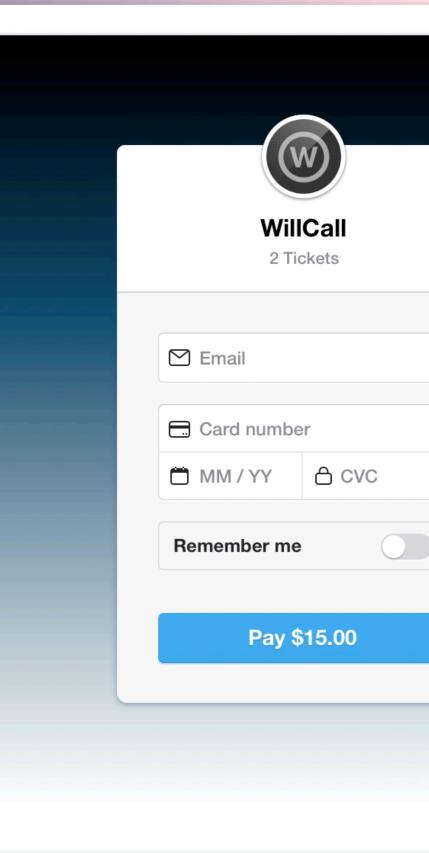
Checkout is an embeddable payment form for desktop, tablet, and mobile devices. It works within your site—customers can pay instantly, without being redirected away to complete the transaction.

Donate to Watsi

Try Checkout by donating \$1 to support Watsi's medical work.

k

Checkout creates a Stripe.js token that you can use to charge a card, create a customer, start a subscription, or anything else you might normally do. Documentation >





colinprince
 Killer detail "donate to Watsi"
 Well played.



Rob @studioromeo · 5 Mar 2014 @stripe I like the donation to Watsi... nice touch!



\$1384 donated



DEVELOPMENT

Getting Started

Embedded Form

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Checkout

API Libraries

API Upgrades

Integrating Checkout

This tutorial helps you accept your first payment with Stripe. If you need help, check out our answers to <u>common</u> <u>questions</u> or chat live with other developers in #stripe on freenode.

An easy way to integrate Stripe is via Checkout, which will take care of building forms, validating input, and securing your customers' card data.

Checkout is fairly high level, so remember that you can still use Stripe with your **own forms** via <u>Stripe.js</u> if it doesn't fit your use-case.

Try clicking on the example below, filling in the form with one of Stripe's test card numbers, 4242 4242 4242 4242, any three digit CVC code, and a valid expiry date.

Pay with Card

Here's an overview of what you'll accomplish in this tutorial:

- 1. Collect credit card information with Checkout
- 2. Convert those details to what we call a single-use token
- 3. Send that token, with the rest of your form, to your server to create the actual charge

Step 1: Embed Checkout

To get started, add the following code to your page.

Note

We have Checkout integration guides for several platforms a languages to get you up and running as quickly as possible

- Sinatra •
- Rails •
- Flask •
- <u>PHP</u> •

Your

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