Razorpay

30%
Digital revenue is lost due to transaction failures

33%
Failed transactions are never attempted
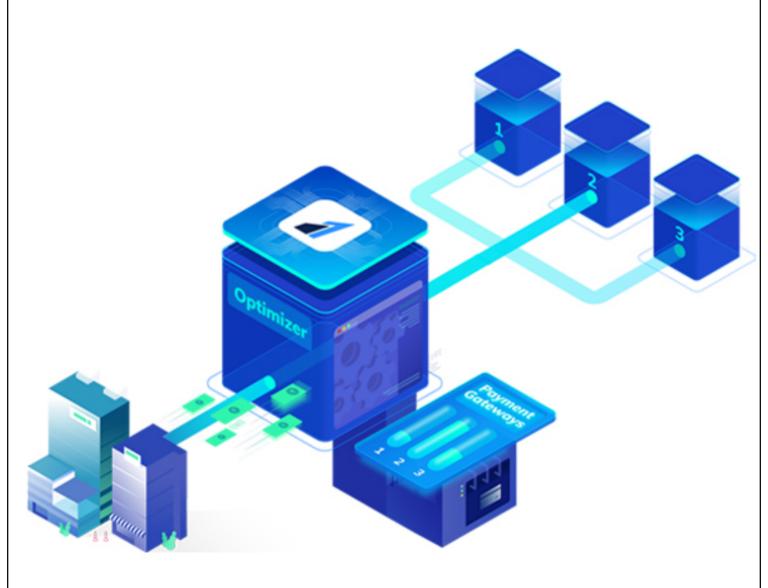
TRY AGAIN

Transaction failures lead to ...

- ✕ Poor customer experience
- ✕ Reduced conversion rate
- ✕ Lowered brand loyalty

Lost revenue and brand value

The solution - Integrating multiple gateways, takes

3 months
of coding effort to set up

1 months
Of maintenance effort / year

Optimizer

Payment Gateways

Introducing :

Razorpay Optimizer

AI-driven automated routing > **Reduce transaction failure**

No-code DIY dashboard > **Real-time routing to save costs**

5%	**10%**	**28x**	**1440x**
Increase in transaction success rate	Increase in Revenue	Reduction in integration costs and time	Reduction in routing & rule management cost

Catch up with the future of payments today! Write to:
payments-optimizer@razorpay.com