

The Difference between Anovia vs. Square/PayPal

Merchant Account Provider:

Anovia

- Anovia appeals to established or growing businesses with higher volumes of transactions.
- Anovia provides businesses a wide range of products, enabling them to do business in more ways and in more places.
- Anovia merchants have access to their own dedicated merchant account, which helps when trying to isolate an issue.
- Anovia gathers information (i.e. regular processing volumes) which mean fewer interruptions to processing activity. If there is unusual behavior, merchants will be notified, rather than finding out after their account is frozen or terminated.
- Anovia can tailor rates to each individual business – offering more competitive pricing.
- Anovia helps businesses grow by allowing for higher processing limits.
- Anovia mandates PCI certification, EMV certified equipment and Data Breach Coverage for all merchants, giving a small business owner peace of mind.

Third Party or Aggregator:

Square/PayPal

- Square/PayPal appeal to a merchant processing at lower volumes, seasonal businesses, or start-up companies.
- Square/PayPal typically offer fixed rates, however businesses processing more than \$30k annually will almost always save with Anovia's tailored rates.
- Square/PayPal merchants share a joint merchant account with other merchants, which gives a business owner less autonomy.
- Square/PayPal auto approve merchant accounts with very little underwriting which results in account freezes, holds, and/or sudden terminations to avoid risk loss.
- Square/PayPal's fixed rates become expensive as merchants process more.
- Square/PayPal have their own rules to abide by, resulting in lower individual and annual processing limits.
- Square/PayPal do not offer Data Breach Coverage. PCI certification and EMV certified equipment are optional.

In Summary - How does Anovia compete with Square/PayPal?

- With Anovia you have a dedicated account executive and easy to use technology
 - Every merchant/business owner is valued
- Anovia leverages DAC referrals to get the lowest rates in the industry; perks of our preferred partnership!
- Square/PayPal do not offer 24/7 customer/technical support
 - They are available M-F 6AM-6PM PT or 5AM-10PM PT
 - It is hard to get someone on the phone and they prefer email or the community public forum
- Square's equipment is proprietary
- Anovia's equipment is universal and can be used with any platform
- Anovia has better products and services with lower rates
- PayPal's rates are high no matter how payment is accepted
- If a business is processing over \$3,000 a month, Anovia can beat their rate
- When a business loses access to their funds due to risk exposure, it affects their reliability and will result in lost revenue