



Small business jumpstart toolkit

At Amazon Pay, every idea begins with asking how we can delight our customers. As your business evolves to meet the growing base of digital shoppers, innovation should always start from the customer and work backwards from there. We assembled the Small Business Jumpstart Toolkit to help your business better delight shoppers – whether your optimizing for mobile, improving your general CX, or find new ways to obsess over your customers' needs. This collection of infographics, research reports, and more will help you better serve your current customers, as well as anticipate the needs of your future customers.

[Optimizing for mobile shoppers](#)

[Mobile checkout optimization report](#)

Learn about 10 tactics for reducing cart abandonment during one of the most crucial stages of the shopping journey.

[Infographic: 5 ways to optimize for mobile](#)

Looking for ways to keep mobile shoppers on your site and drive incremental sales at checkout? Here are a few ideas for your online business.

[Evolving with commerce in 2021](#)

[Optimizing your CX for the post-COVID consumer](#)

What are some of the new ways your business is building consumer trust? Kelly Wenzel (CMO, Amazon Pay) and Karen Webster (CEO, PYMNTS.com) discuss how consumers' habits are changing.

[A new era in retail has begun](#)

Karen Webster (CEO, PYMNTS.com) and Patrick Gauthier (VP, Amazon Pay) discuss shoppers changing habits – including how and why they purchase on your site.

[Art of business in a connected world](#)

Learn about how you can reach the next generation of connected consumers.

[Webinar: New insights to develop your voice strategy](#)

In 20 minutes, we'll share seven ways businesses are using Alexa to delight shoppers and tips for developing your voice strategy.

[Obsessing over customers like an Amazonian](#)

[5 questions Amazonians ask to put the customer first](#)

Leah Holzman explains how we apply customer obsession, Amazon's number one operation principal, across our decision-making at Amazon Pay.

[10 ways to put the customer at the center of your business \(PDF\)](#)

At Amazon Pay, part of our 'secret sauce' is that every idea starts with thinking about how we can delight customers. Learn strategies to put your customer first.

[Converting customers through payments](#)

[10 reasons businesses choose a digital payment services](#)

We asked Amazon customers what benefits are important to them when choosing a digital payment service.

[5 ways Amazon Pay helps small businesses](#)

How Amazon Pay makes it easier for hundreds of millions of customers around the globe to easily check out on your site.

[Cymax boosts sales with Amazon Pay](#)

How the home and office furniture company is growing their business with Amazon Pay.