

Sample 2

SwiftPay

Long-Form Sales Page · Fintech / Payment Processing

The Challenge

SwiftPay outperformed Stripe on price and features — but switching payment processors feels risky, and most businesses default to what they know. The copy had to do two things simultaneously: make the savings feel concrete and make the migration feel safe.

My Approach

I structured the piece around the reader's actual decision process, not the product's feature list. Tiered savings calculations at real revenue levels made the financial case impossible to dismiss. The migration section led with specificity — five days, a dedicated specialist, zero downtime — because the objection wasn't about cost. It was about fear of disruption. Social proof came from named, titled people with real numbers attached, because credibility isn't decoration here. It's the whole argument.

The Copy

SwiftPay cuts your fees by 17%—saving you thousands—without losing features, reliability, or security.

Here's what you're actually paying:

Stripe charges 2.9% + \$0.30 per transaction. For a business doing \$100k/month, that's \$2,900+ in fees.

SwiftPay charges 2.4% + \$0.25 per transaction. Same business? Only \$2,400/month. That's \$6,000 a year you can reinvest.

At \$250k/month? You're saving \$15,000/year.

At \$500k/month? You're saving \$30,000/year. That's real money for your business growth.

The SwiftPay Difference: Lower Fees, Same Power

SwiftPay is built for e-commerce businesses ready to stop losing profits to processing fees. Pricing that scales with you:

- 2.4% + \$0.25 for \$100k-\$250k/month
- 2.2% + \$0.25 for \$250k-\$500k/month
- 2.0% + \$0.25 for \$500k+/month

No setup fees, minimums, or hidden costs.

Everything you need:

- Same-day payouts
- 135+ currencies
- Fraud detection and chargeback protection
- Recurring billing
- Mobile SDK
- Direct plugins for Shopify, WooCommerce, BigCommerce, and Magento

Running a custom setup? Our API mirrors Stripe's structure. Your dev team will feel right at home.

Switching Takes 5 Days. Here's How.

Our tool transfers customer payment data, preserves transaction history, manages billing, and ensures zero downtime during the switch.

You'll be assigned a dedicated migration specialist to handle all technical tasks, answer any questions, and guarantee seamless progress. Most customers are fully switched in under 5 business days, with continuous support from our team throughout the process.

One of our customers, an online furniture retailer doing \$300k/month in revenue, made the switch on a Tuesday morning. By Thursday afternoon, they were processing payments through SwiftPay. Their CFO calculated they'd save \$18,600 in the first year.

Test SwiftPay for 30 days alongside your current processor, risk-free.

Built for Reliability When Money's on the Line

- Designed for 99.99% uptime and audited against PCI DSS Level 1 and SOC 2 standard
- 24/7 live support (average response time: under 2 minutes)

We process over \$2 billion in transactions annually. Fortune 500 companies trust us with their payments. Our infrastructure is built on the same cloud architecture as major banks.

What Our Customers Say

“We saved \$28,000 in year one. The switch took three days.”

— M. Chen, CFO, TechGear Pro (\$400k/month revenue)

“The migration was shockingly easy. Same API structure as Stripe, so our dev team barely had to touch the code.”

— James Rodriguez, CTO, FitLife Supplements (\$180k/month revenue)

“I was skeptical about switching, but turns out we’re actually saving more than projected.”
— S. Kim, Owner, Artisan Home Goods (\$250k/month revenue)

You're Losing Money Every Month You Wait

- At \$100k/month: You’re losing \$500 every 30 days
- At \$250k/month: You’re losing \$1,250 every 30 days
- At \$500k/month: You’re losing \$3,500 every 30 days

SwiftPay delivers lower fees, better support, and the same powerful features.
Let’s fix that this week.

[Calculate Your Exact Savings →]

Key Strategic Decisions

✓ Headline states exact savings: “You’re Paying 17% T