

The "90% Approval Myth"

Your BNPL provider says they have a 90% approval rate.

They're telling the truth.
But they're not telling you the whole story.

The "Invisible Rejection" is costing you millions

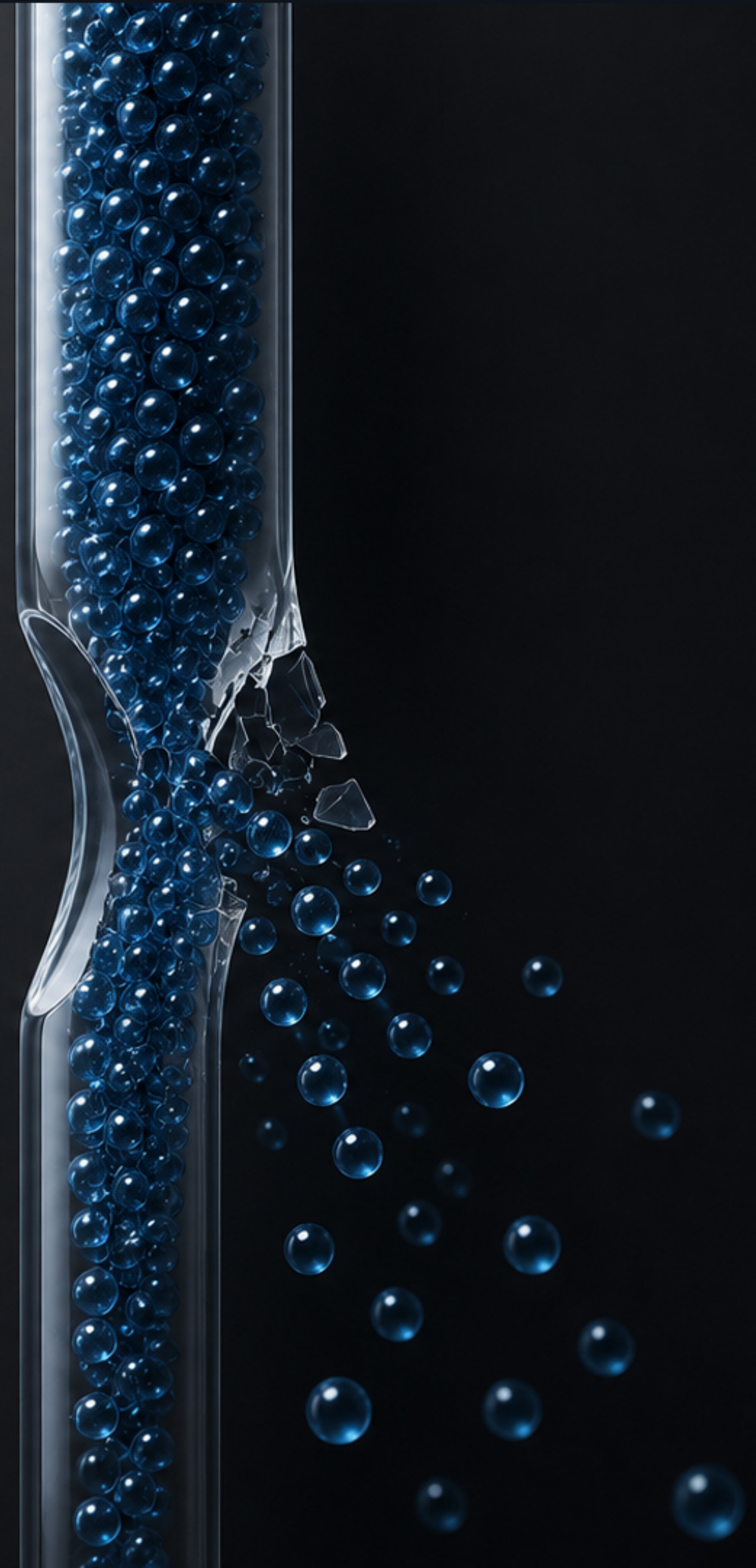


90% approval of a filtered pool is not growth

A single lender optimizes for their own risk appetite.

They approve the customers that fit their narrow box. They quietly bypass the customers who don't.

High intent. Low coverage.



A rejection at checkout isn't just a "lost session"

It is a terminal break in the buyer's journey.

The buyer was ready to close the gap between
desire and ownership.

You didn't lose a "cart." You lost a customer for life.



**You measure ROAS.
You measure CTR.**

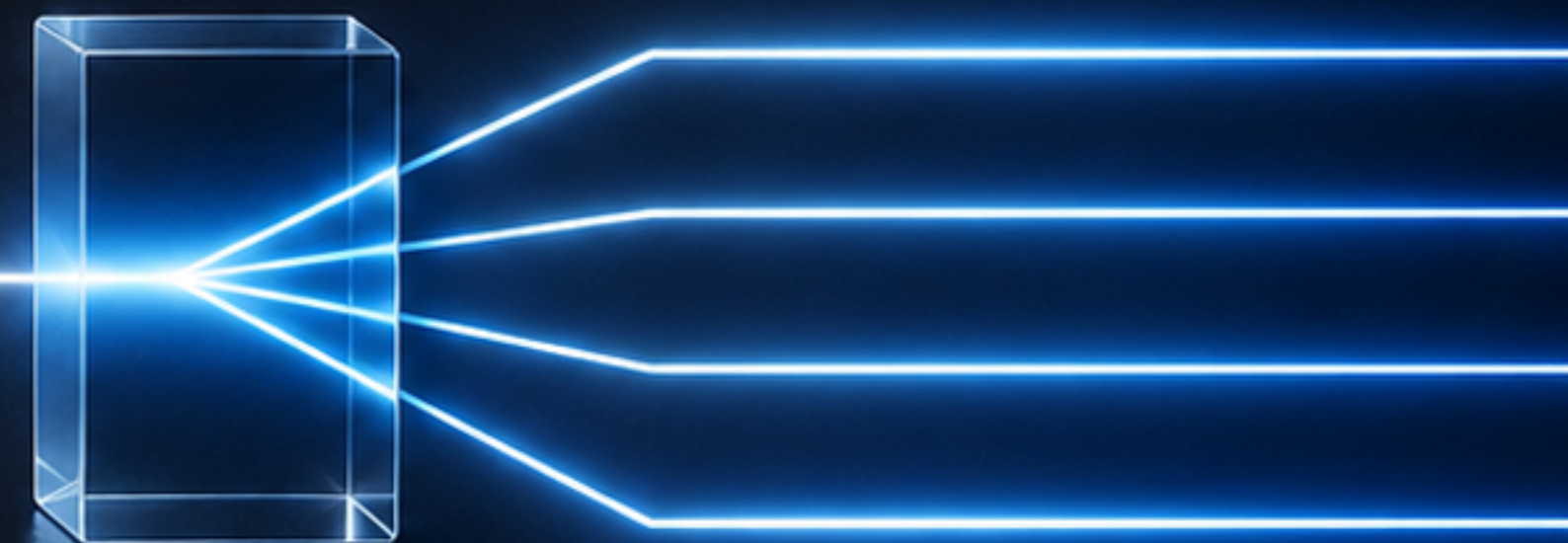
Why are you ignoring your Approval Coverage?

If you only have one lender, you only have one "Yes."

Routing Matters

A single lender is a static choice.
A gateway is a dynamic network.

Stop financing through a bottleneck



**Don't ask one lender for a favor.
Let five lenders compete for your customer.**

The Cost of Friction

A slight variance in approval isn't "statistical noise."
It is a massive structural leak in your revenue.

In high-ticket commerce, a minor coverage
gap translates to hundreds of thousands in
"silent" rejections annually.

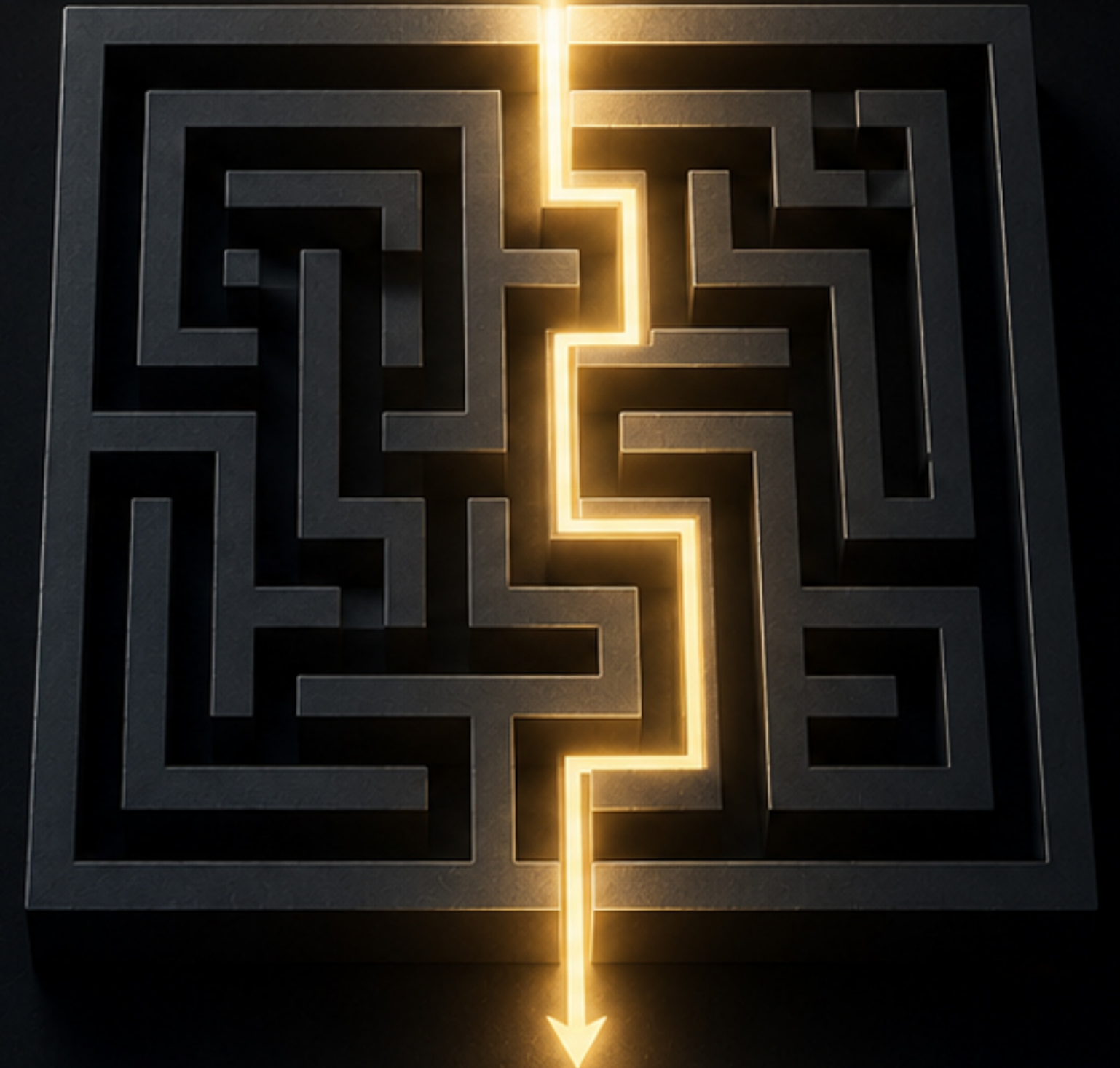
Quantify your leakage.



Precision over Probability

Financing shouldn't be a bottleneck to your expansion.

Get in touch to see how a multi-lender network aligns with your growth targets.



WeGetFinancing: Optimizing the Moment of Decision.