



trustap

Trust in every transaction.

Welcome! We're thrilled to have you on board as a valued partner, bringing secure, seamless transactions to your users.

At Trustap, **our mission is to make every transaction safe and profitable** by creating a trustworthy digital environment for all marketplaces and e-commerce platforms via our reliable payment protection solution.

Together, we'll help your users experience safer transactions, build lasting trust, and strengthen loyalty on your platform. We're excited to support you every step of the way as you integrate Trustap and empower your community with enhanced security and peace of mind.

Cheers,
Conor Lyden
CEO

Supporting Your Success Every Step of the Way

At Trustap, we're committed to providing ongoing support for our partners. Our dedicated customer support team is here to assist you with comprehensive guides, FAQs, and tools tailored to your needs, ensuring your platform operates smoothly and securely.

Customer Support

FAQs

Zendesk

support@trustap.com

As a Trustap partner, you now have access to marketing support designed to amplify your success.

Here's how we can help

Press Release Review

Ensure your announcements are polished and impactful.

Social Media Engagement

We'll like, reshare, and engage with your posts to extend their reach.

Marketing Templates

Provide you with announcement social, blog, and email templates.

Best Practices Advice

Receive expert guidance on how to promote secure transactions effectively.

Success Stories

Let us spotlight your achievements through case studies and features, boosting your platform's exposure.

Marketing Support: marketing@trustap.com

Showcase Your Success with a Trustap Case Study

Partnering with Trustap highlights your platform's unique story and success.

A case study allows us to highlight how you're creating secure, seamless experiences for your users, building trust and credibility along the way.

Benefits / Boost Visibility & Increase Trust

- Your platform featured in targeted ads, blog content, and prospect engagement campaigns
- Your brand in front of a broader audience
- Reinforce your commitment to safety and innovation
- Share your impact and inspire others in your industry

[See our Case Studies](#)

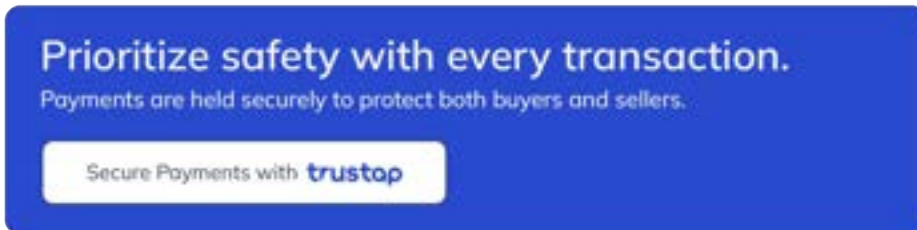
[Application for Case Study](#)



Best Practices for Showcasing Trustap on Your Platform

Most shoppers decide whether to proceed with a purchase based on how secure they feel about the transaction. On-site messaging helps reassure customers by highlighting the added safety and protection for online sales. It's simple to implement and provides tailored messaging, from general banners to trust-building reminders on product or cart pages, ensuring users feel confident to move to checkout.

Trustap at Checkout:



[Download the checkout buttons](#)

Your white-labeled solution:



Keep your money safe & protect building work on your home.

Ensure your money is protected.



Best Practices to Boost User Conversion to Trustap

Effectively showcasing Trustap as a secure payment option on your platform requires clear and persuasive benefit-driven messaging that builds user confidence, strengthens your platform’s reputation, and enhances the overall user experience.

Whether you use Trustap’s branding or white-label it as your own feature, here are 4 steps to make an impact:

1. Address User Pain Points	Speak directly to common concerns like payment security, transaction disputes, or trust issues.	<i>“Worried about online scams? Our secure payment system ensures your money is safe until you’re satisfied.”</i>
2. Emphasise Key Benefits	Highlight Trustap’s core features like secure fund holding, dispute prevention, and user-friendly processes.	<i>“Our seamless payment system ensures funds are released only when both buyer and seller are satisfied.”</i>
3. Use Trust-Building Language	Reassure users by mentioning regulatory compliance and advanced security measures.	<i>“Our platform utilizes cutting-edge technology to keep your transactions secure and confidential.”</i>
4. Call to Action	Encourage users to choose secure payments and build trust in your platform.	<i>“Make your next purchase with confidence—use our secure payment option now.”</i>

Share your Experience on Trustpilot

If you've worked with Trustap and had a positive experience, we'd love for you to share it on Trustpilot.

Help us help you!

- Your review helps us grow, improve our services, and show others the value of secure and seamless transactions.
- Strengthening Trustap's brand reputation directly increases the trust in your marketplace.

Thank you for helping us build more trusted marketplaces!



[Share your experience](#)



21 Jun 2024

A+ quick resolution

Quick communication, easy to work with and fast resolution to my issue.

A+



11 Nov 2024

Extremely professional, above and beyond expectations

We bought a company domain through Trustap, for \$35,000. The service was excellent. Like over and above what was needed.

They built trust between both parties buyer and seller despite neither of us having met in person or spoken, purely online interactions. To us it is a large sum of money but we felt comfortable and secure throughout the process.

Logotype

Trustap logo

The logo's deep blue color symbolizes trust and security, aligning with the brand's mission to provide safe and dependable solutions. Consistent use of the logo across all platforms and marketing materials is essential to maintain brand recognition and integrity. The logo should always be displayed as a unified wordmark without modifications.

Minimum print size

The minimum recommended use size of the logo on printed materials must not be less than 50 mm.

Minimum digital size

The minimum recommended use size of the logo on digital media must not be less than 130 px.

[Download the Trustap logo](#)

The Trustap logo



trustap

Wordmark

Minimum size



trustap

130px



trustap

50mm

Logotype

Some logo don'ts

In case you're curious, here are some examples showing how not to use the trustap logo.

To make sure you always correctly reproduce the logo, just follow the tips in this guide.

The word "trustap" is written in its standard blue font but is rotated counter-clockwise.

Don't rotate

The word "trustap" is written in its standard blue font and is enclosed within a light purple rectangular box.

Don't box in the logo

The word "trustap" is written in its standard blue font but is stretched horizontally, making the letters wider and more spaced out.

Don't distort

The word "trustap" is written in its standard blue font with a soft, grey drop shadow underneath it.

Don't use drop shadow

The word "trustap" is written in a lighter, pale blue color instead of the standard dark blue.

Don't change the colors

The word "trustap" is written in its standard blue font with a thin, dark blue outline or stroke around each letter.

Don't use a stroke around the logo



Colours

Primary colours

Our brand's primary colour palette is built around four core colors that reflect our identity and values.

White:

It allows our other colors to stand out and ensure readability and focus across all brand materials.

Deep Blue:

Our primary brand color, symbolizing trust, stability, and professionalism. This vibrant blue establishes a strong visual presence, creating a sense of reliability and confidence.

Soft Lavender:

It adds a sense of approachability and balance, complementing the more intense colors while contributing to a visually appealing, friendly brand image.

Dark Charcoal:

Our grounding color provides depth and contrast to the overall palette. It enhances readability when used with lighter colors.



03.

Social Templates



Logotype

Partnership lockup

Our partners are essential to our success, and the partner lockup serves as an effective way to showcase these valuable relationships.

Use the height of the “t” letter as your clear space between the logos and divider.

The divider should be double the height of the “t” letter.

Stroke thickness = 1pt

Colour=#465070

Both logotypes should look visually equal in size.

The recommended clear space must never be reduced, but it can be increased. The lockup can be extended with multiple partner logotypes to the right.



Social Media Templates - [Downloadable Versions Here](#)

trustap

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Marketing & Social Content

Not a copywriter or social media expert? Don't worry, we've got your back...

Here are some helpful examples to get you started on thinking about announcing your partnership with Trustap. Please note these are guidelines only, please edit to align with your business and to ensure the messaging resonates with your audience.

Pre-launch: [Email](#), [Social copy](#)

Launch Day: [Email](#), [Social copy](#), [Blog](#)

Press Release support

When mentioning your partnership with Trustap in a social media post, be sure to tag us! Don't forget to follow us to stay updated on all the latest Trustap news and updates.

- LinkedIn: [@Trustap](#)
- X: [@TrustapPayments](#)
- Facebook: [@Trustap](#)
- Instagram: [@trustappayments](#)

about
trustap

Trust in Every Transaction.

HQ: Ireland
1-2 St Patrick's Quay
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140 E 45th Street
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Zagreb, 10110