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PayPoint announces Google Play and life:style™ additions to digital voucher offering

Welwyn Garden City, 18 January 2023: PayPoint today announces two new additions to its digital voucher range with Google Play and life:style, available immediately.

PayPoint currently works with a number of leading brands such as Amazon, Love2shop, PlayStation and Xbox. Today's announcement further increases the choice of vouchers available to consumers across its network of 28,000 UK retailer partners and brings them additional opportunities to earn commission.

Google Play

Google Play is an online store for apps, games, books and more. According to Google Play Store analytics, there are 20 million subscribers on YouTube Music and Google Play combined.

PayPoint retailer partners can now sell 'pin on receipt' vouchers for Google Play worth anything between £1 and £200. This allows even those who do not have a bank or debit card to top up their Google Play account with a simple code printed straight onto a receipt.

life:style Gift Cards

life:style, part of Motivates, the reward and recognition group, is the UK's most flexible gift card. Offering access to more than 150 of the country's top brands, these physical vouchers can be pre-loaded with any amount between £20 and £100 and are intended to be given as a physical gift card to the customer to take away to present as a gift, improving the gifting experience for consumers. On every transaction PayPoint retailers will earn 3% uncapped commission.

Danny Vant, Director of Client Services at PayPoint, said: *"These additions to our existing voucher offering represent a twofold commitment from PayPoint towards consumers and retailers alike. As well as our dedication towards providing local shoppers with the widest choice of services possible, we are always looking for additional opportunities for retailer partners to increase their revenue."*

"This exciting expansion of the vouchers available across our 28,000 strong UK network delivers against both of those objectives and we will continue to bring additional services and products to the fore over the course of 2023."