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## [Google Checkout - A Payment Ecosystem](#)

*The businesses that buy Google advertising will benefit from certain advantages*

The online transactions pet project Gbuy from the Mountain View Company has grown and transformed into Google Checkout and is available as of yesterday. The payment solution provides Google customers with the possibility of creating an account that will comprise all relevant information on the user and on a credit card. Google Checkout is the solution with which the online giant closes the ecosystem between the user and the companies that pay for advertising, facilitating the interaction of the two. Google Checkout members will be able, with only a few clicks, to buy any product, without having to go to all the trouble of filling out adjacent forms. The Google online payment service focuses on the number one profit source for the Mountain View Company, the businesses that buy Internet publicity and the Checkout solution is meant to come to their advantage. The user too benefits from fast transactions and enjoys a superior level of security because payments through Google Checkout no longer require the user to disclose again and again confidential credit card information. Businesses that have purchased advertising from Google can take advantage of a limit ten times their advertising volume in which the online giant will not charge them any additional processing fees. Otherwise the companies will have to pay 2% of the purchase amount and 20 cents for each transaction.