



Apple Wallet Order Tracking Marketing Toolkit

Key Benefits

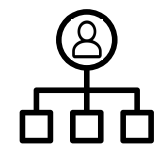
Order Tracking Made Simple.

With Apple Wallet Order Tracking, shoppers can now track orders directly from Apple Wallet. It's a simple way for businesses to provide detailed receipts and real time order status upon completion of a successful online purchase. Businesses control the information in Apple Wallet Order Tracking.



Increase Ease & Convenience

Order receipts, tracking information, and business contact details are all accessible to shoppers from Apple Wallet.



Connect with Shoppers Natively

Orders are added to Apple Wallet and shoppers can receive notifications when you update the order.



Enhance Privacy

Order information is processed and stored on iPhone, so only you and the shopper can access it.



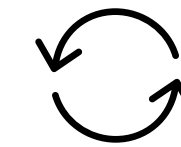
Enable App Downloads

Shoppers can easily download your iOS app from the order details page in Apple Wallet.



Improve Customer Satisfaction

Seamless order tracking and management can help drive high satisfaction rate.

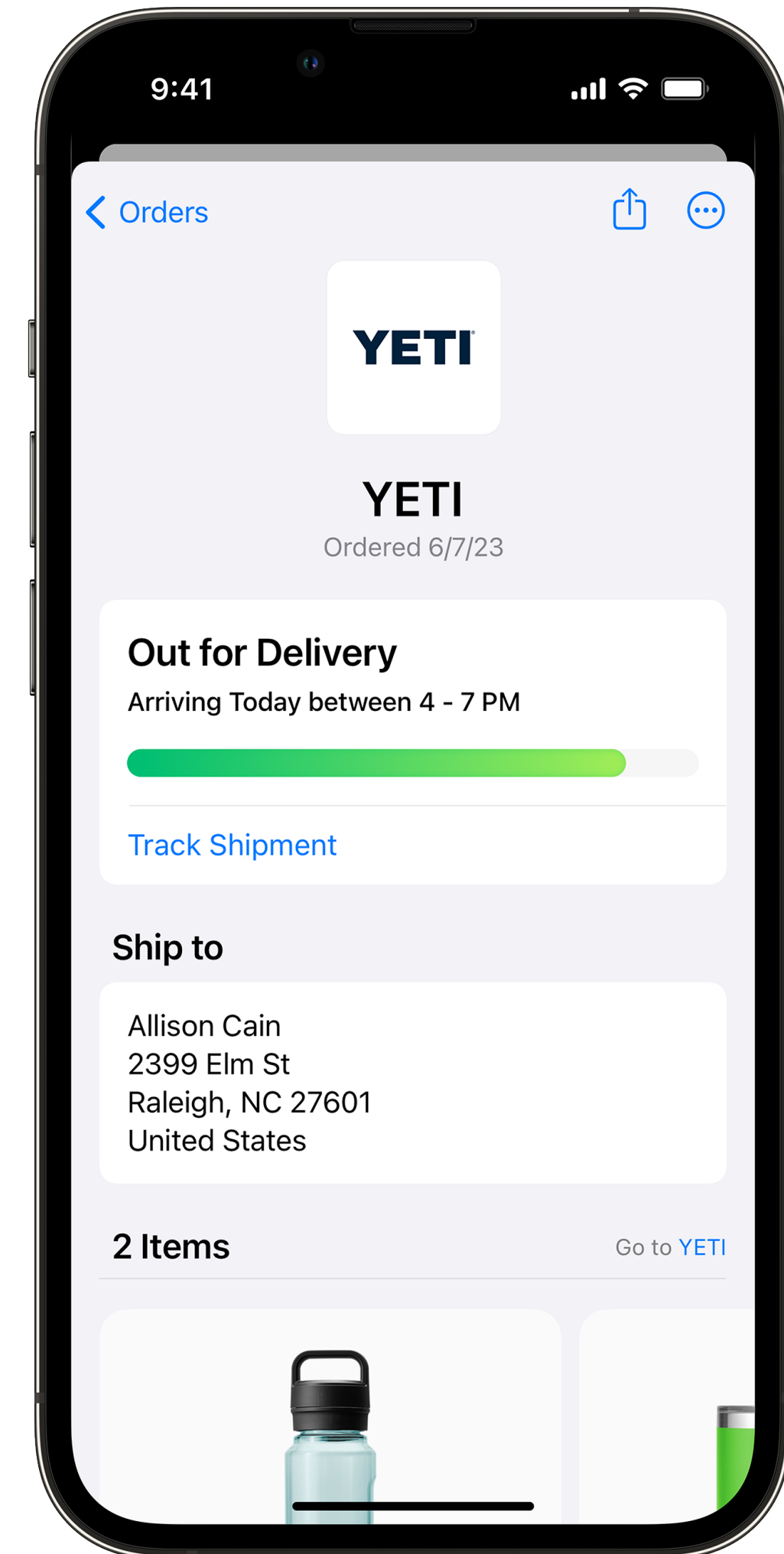
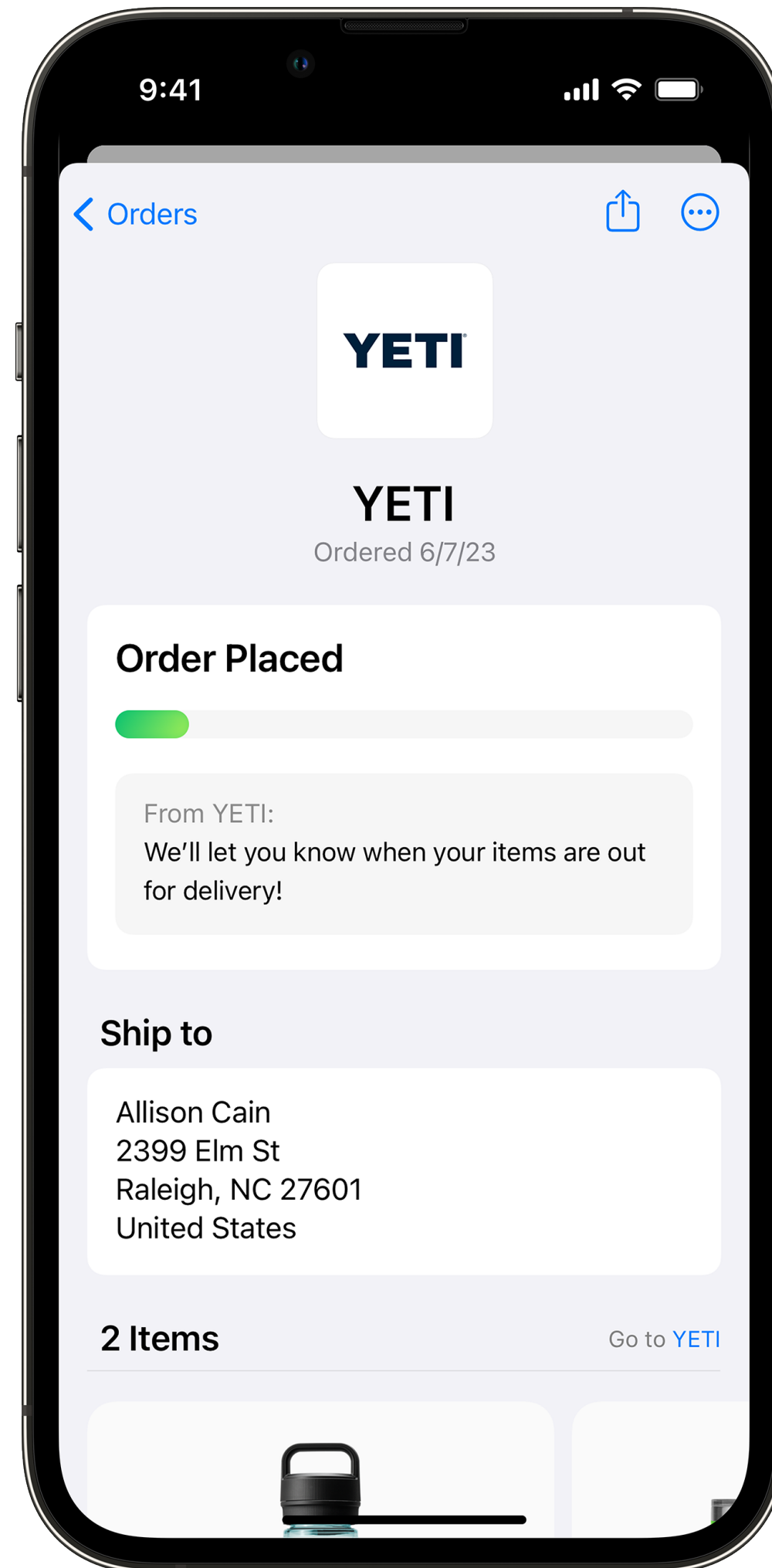


Control the Information

You are the source of truth for order and tracking information provided to your shopper.

Order Tracking

Businesses can notify shoppers about order changes and provide an easy access to customer service and order management options. Shoppers can see detailed receipts and order tracking information in Apple Wallet.

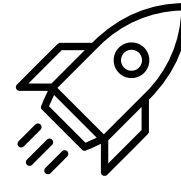


The images and merchant details shown here are for illustration only. Any use of these images and merchant details outside of this marketing toolkit is forbidden.

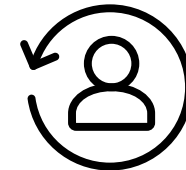
Marketing Roadmap to drive adoption of Order Tracking



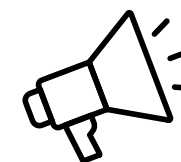
Integrate Apple Pay Order Tracking on your platform



1. Launch Announcement



2. Engage Existing Merchants



3. Attract New Merchants



4. Onboard Newly Enabled Merchants



Optimize communications with A/B testing

Crafting Communications

Launch Announcement

Get the word out and announce that Apple Wallet Order Tracking is now available on your platform and integrate launch messaging across your channels.

Launch Announcement

Recommended Copy

Headlines

- Introducing Apple Wallet Order Tracking.
- Apple Wallet Order Tracking is now available.
- Apple Wallet Order Tracking is now available on [Platform Name].

Copy

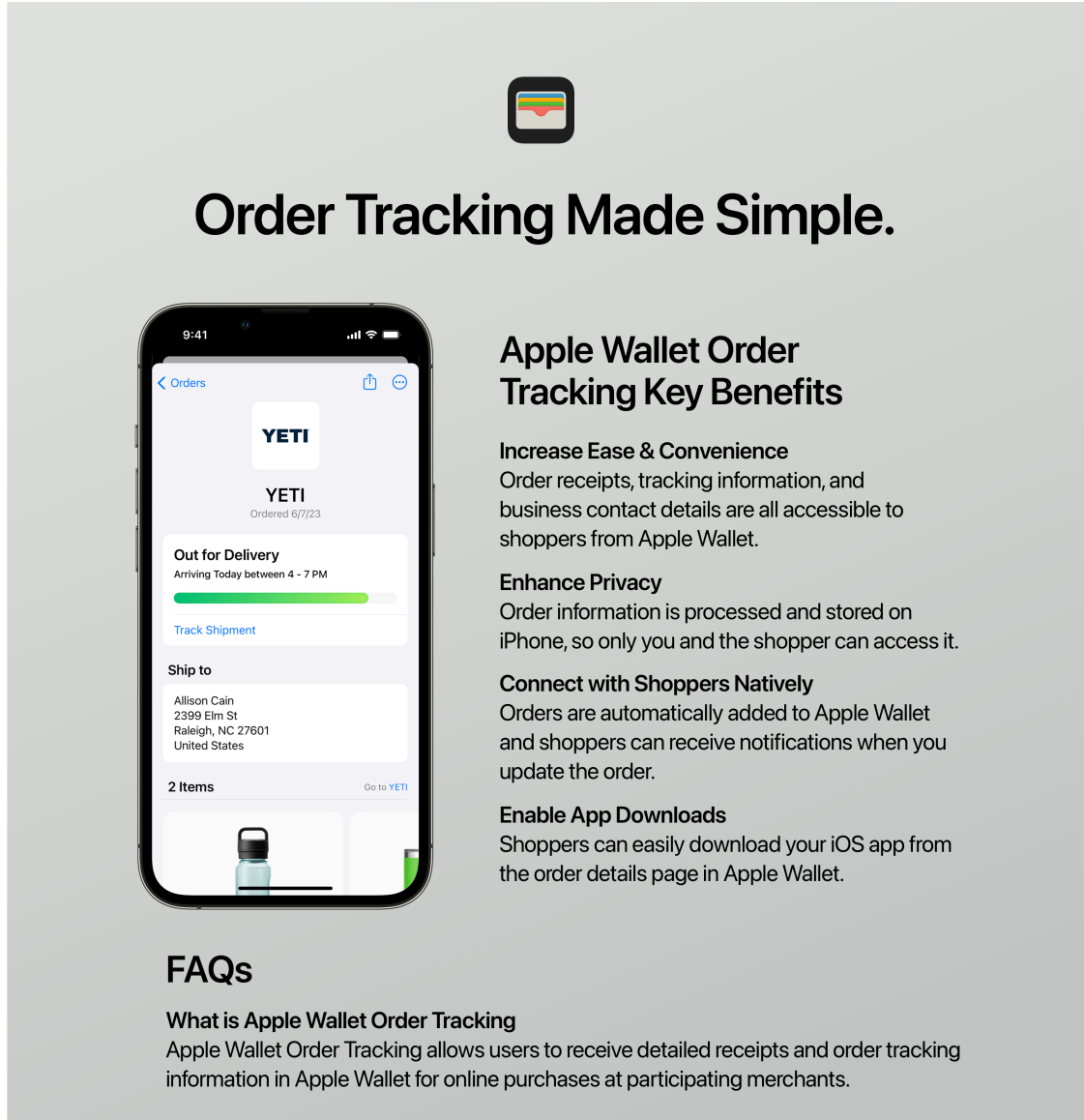
- Make Apple Wallet Order Tracking simple with [Platform Name].
- Apple Wallet Order Tracking is now available to your shoppers in Apple Wallet for online purchases.
- Increase customer satisfaction by offering your shoppers a simple order tracking experience in Apple Wallet.
- Offer your shoppers a simple order tracking experience for online purchases.
- It's easy to connect with your shoppers natively on iPhone. Orders added to Apple Wallet receive real time status notifications.
- Your shoppers can now view detailed receipts and order tracking information in Apple Wallet. Plus, you can notify shoppers about order changes and provide easy access to customer service and order management options all in one place.

CTAs

- Get started
- Learn how to accept Apple Wallet Order Tracking
- Add Apple Wallet Order Tracking to your online store

Launch Announcement

Choose your communication type



Order Tracking Made Simple.

Apple Wallet Order Tracking Key Benefits

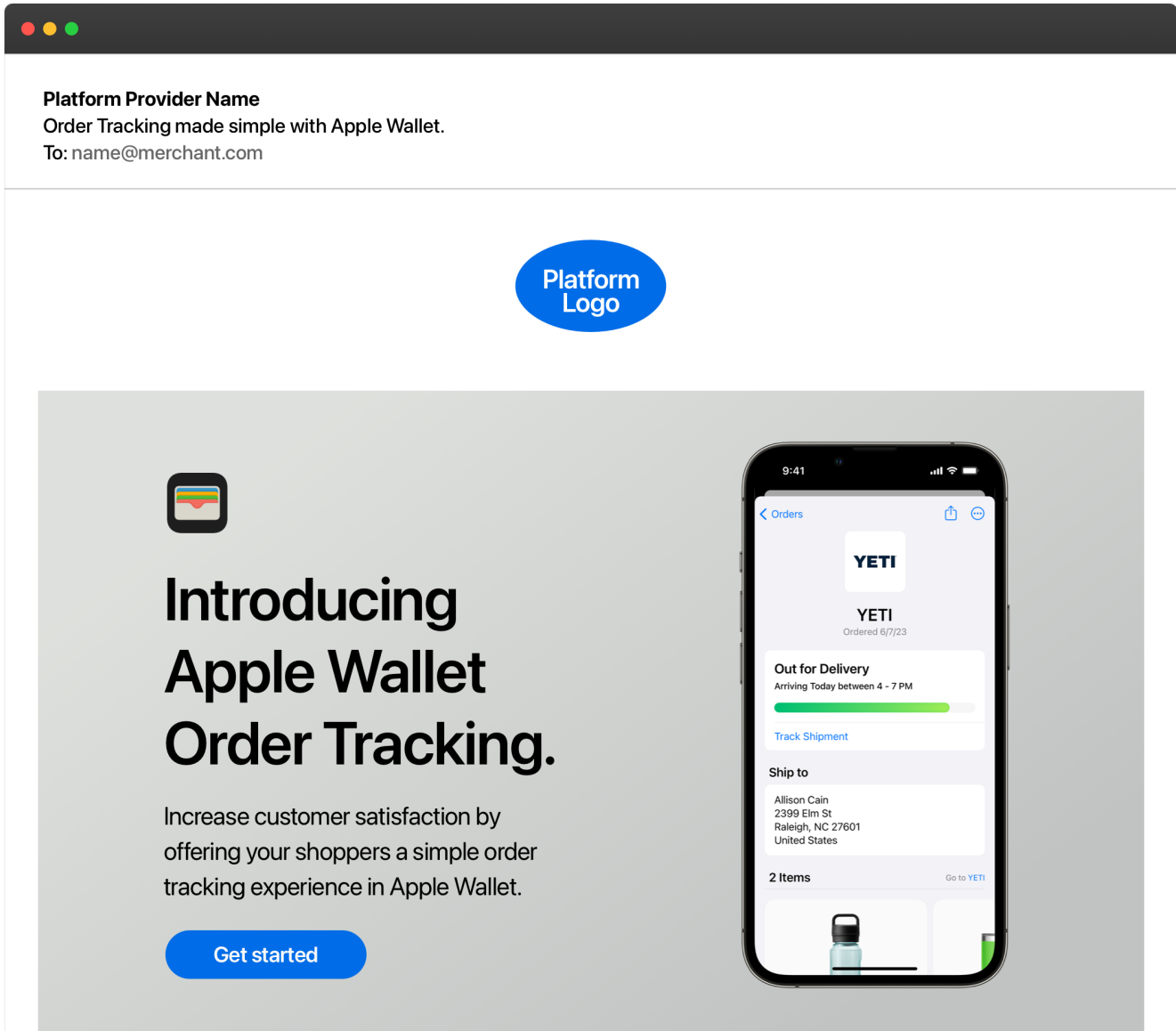
- Increase Ease & Convenience**
Order receipts, tracking information, and business contact details are all accessible to shoppers from Apple Wallet.
- Enhance Privacy**
Order information is processed and stored on iPhone, so only you and the shopper can access it.
- Connect with Shoppers Natively**
Orders are automatically added to Apple Wallet and shoppers can receive notifications when you update the order.
- Enable App Downloads**
Shoppers can easily download your iOS app from the order details page in Apple Wallet.

FAQs

What is Apple Wallet Order Tracking
Apple Wallet Order Tracking allows users to receive detailed receipts and order tracking information in Apple Wallet for online purchases at participating merchants.

Landing Webpage

[View >](#)



Platform Provider Name
Order Tracking made simple with Apple Wallet.
To: name@merchant.com

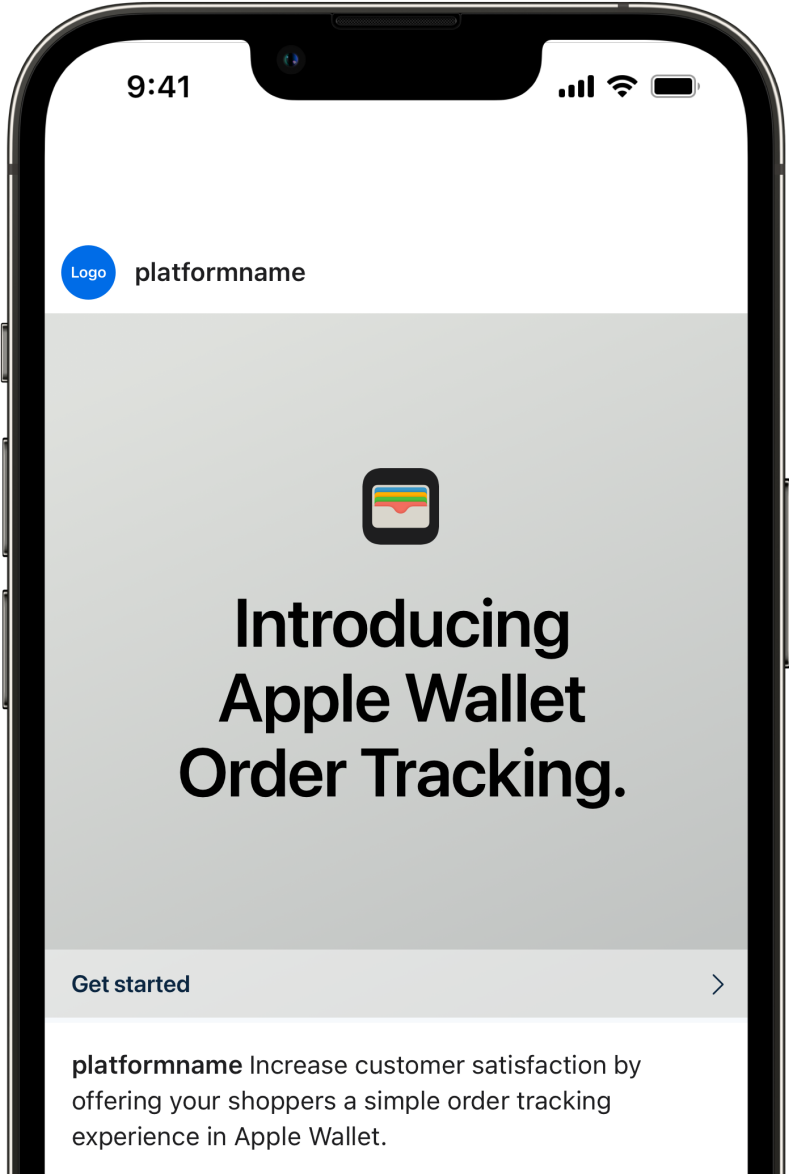
Introducing Apple Wallet Order Tracking.

Increase customer satisfaction by offering your shoppers a simple order tracking experience in Apple Wallet.

[Get started](#)

Email

[View >](#)



9:41

platformname

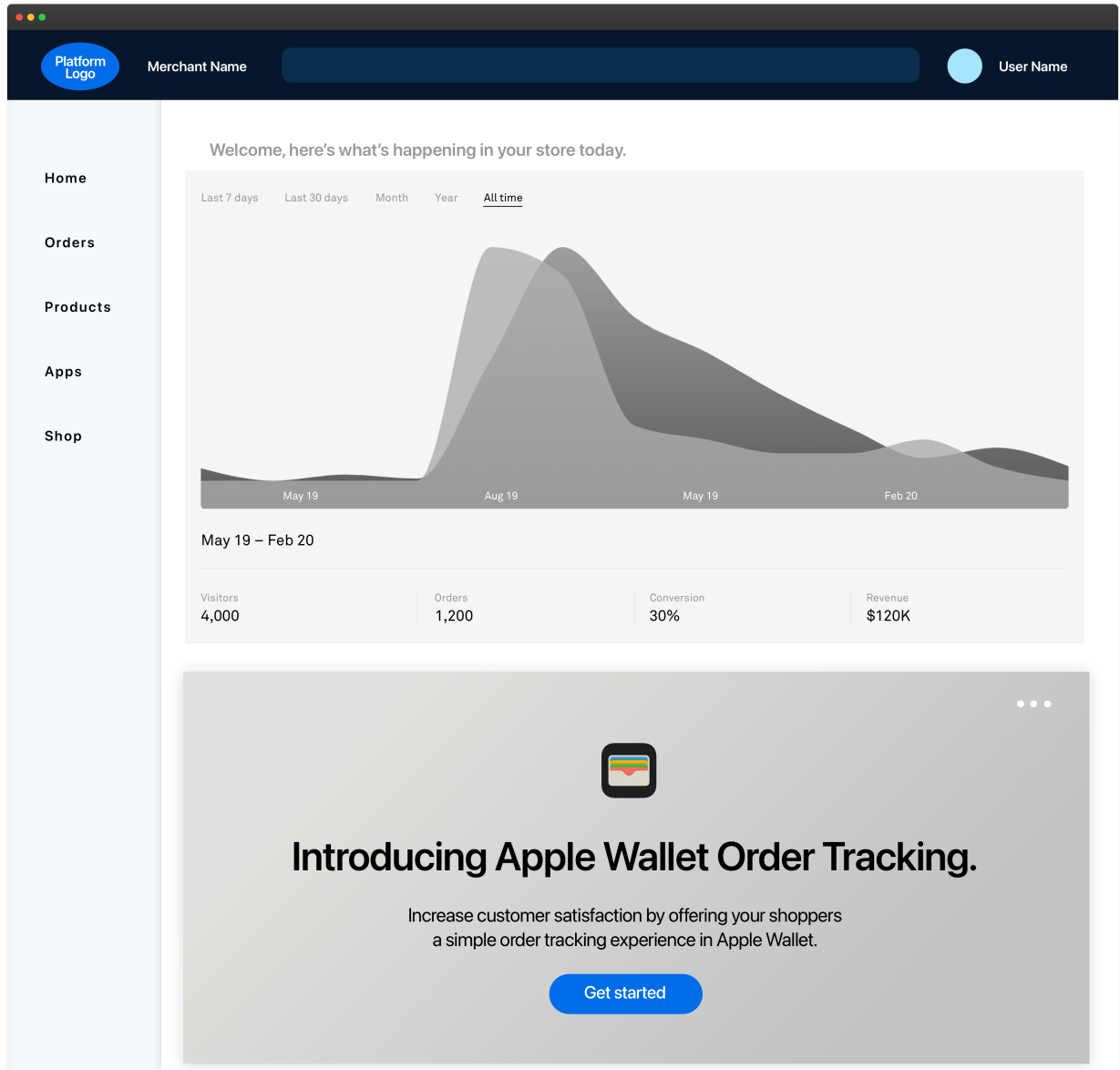
Introducing Apple Wallet Order Tracking.

[Get started](#)

platformname Increase customer satisfaction by offering your shoppers a simple order tracking experience in Apple Wallet.

Social Media

[View >](#)



Platform Logo Merchant Name User Name

Welcome, here's what's happening in your store today.

Last 7 days Last 30 days Month Year All time

May 19 Aug 19 May 19 Feb 20

May 19 - Feb 20

Visitors	Orders	Conversion	Revenue
4,000	1,200	30%	\$120K

Introducing Apple Wallet Order Tracking.

Increase customer satisfaction by offering your shoppers a simple order tracking experience in Apple Wallet.

[Get started](#)

Merchant Dashboard

[View >](#)

Launch Announcement Landing Webpage

What it is

A dedicated webpage to educate your merchants on the benefits of Apple Wallet Order Tracking, how it works, and more.

How to use it

Use the provided visual as an example to create your landing page, and share with Apple for approval prior to launch.

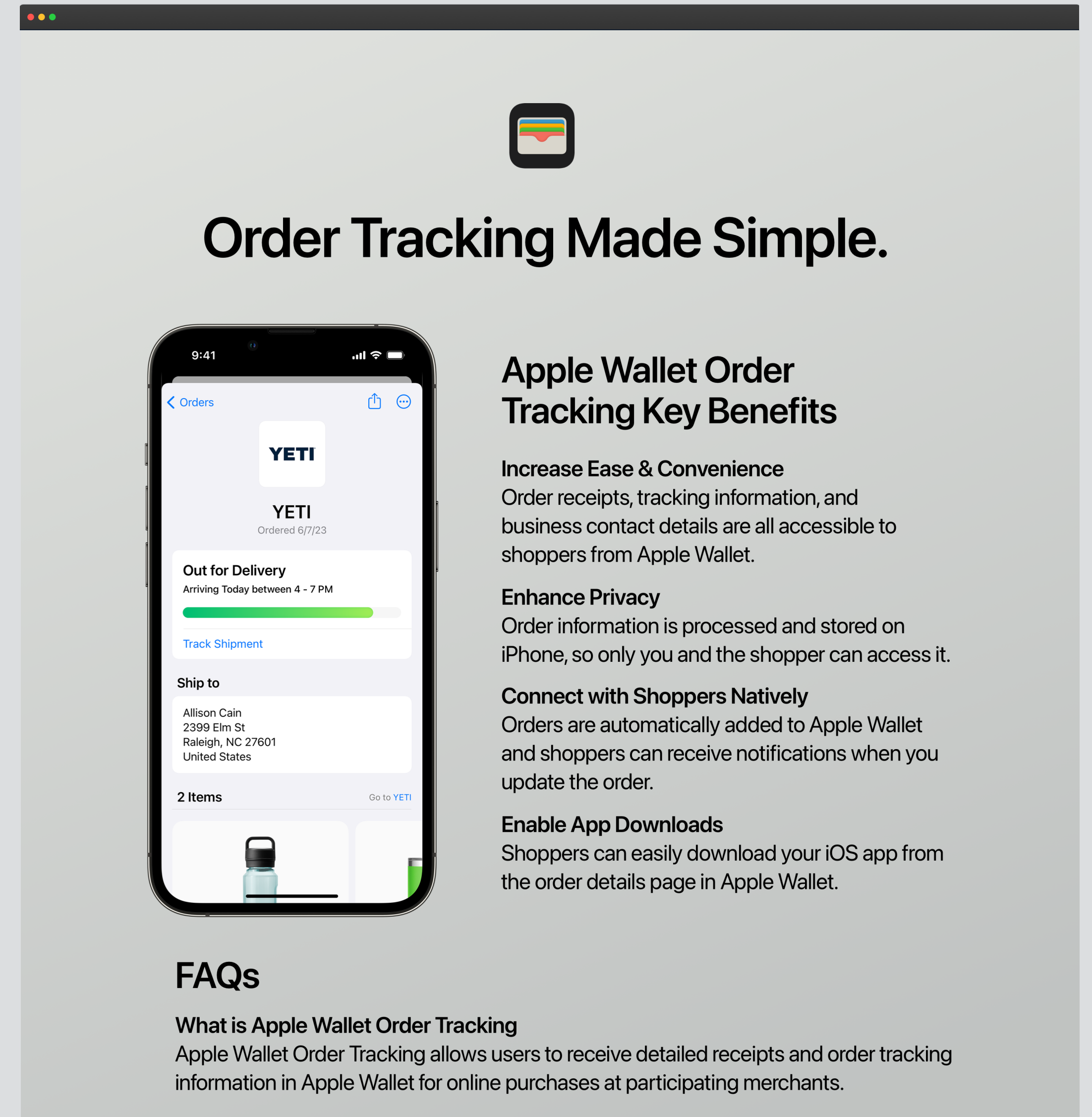


Pro Tips

Choose UIs that reflect an authentic Apple Wallet Order Tracking experience from a merchant on your platform. Incorporate video or animation of the real Order Tracking experience in Apple Wallet. Obtain the merchant's approval to be featured in the landing webpage.

Provide answers to frequent questions, and customize with the specific How-To's of your platforms. Refer to the Additional Resources section in this toolkit for example FAQs.

Develop merchant success stories and feature them in the landing webpage.



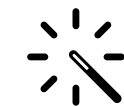
Launch Announcement Email

What it is

A highly targeted and direct message to inform your merchants about the benefits of Apple Wallet Order Tracking.

How to use it

Use the provided visual as an example to create your email, and share with Apple for approval prior to launch. Consider sending as a standalone email or as part of a regular newsletter. Incorporate instructions to get started.

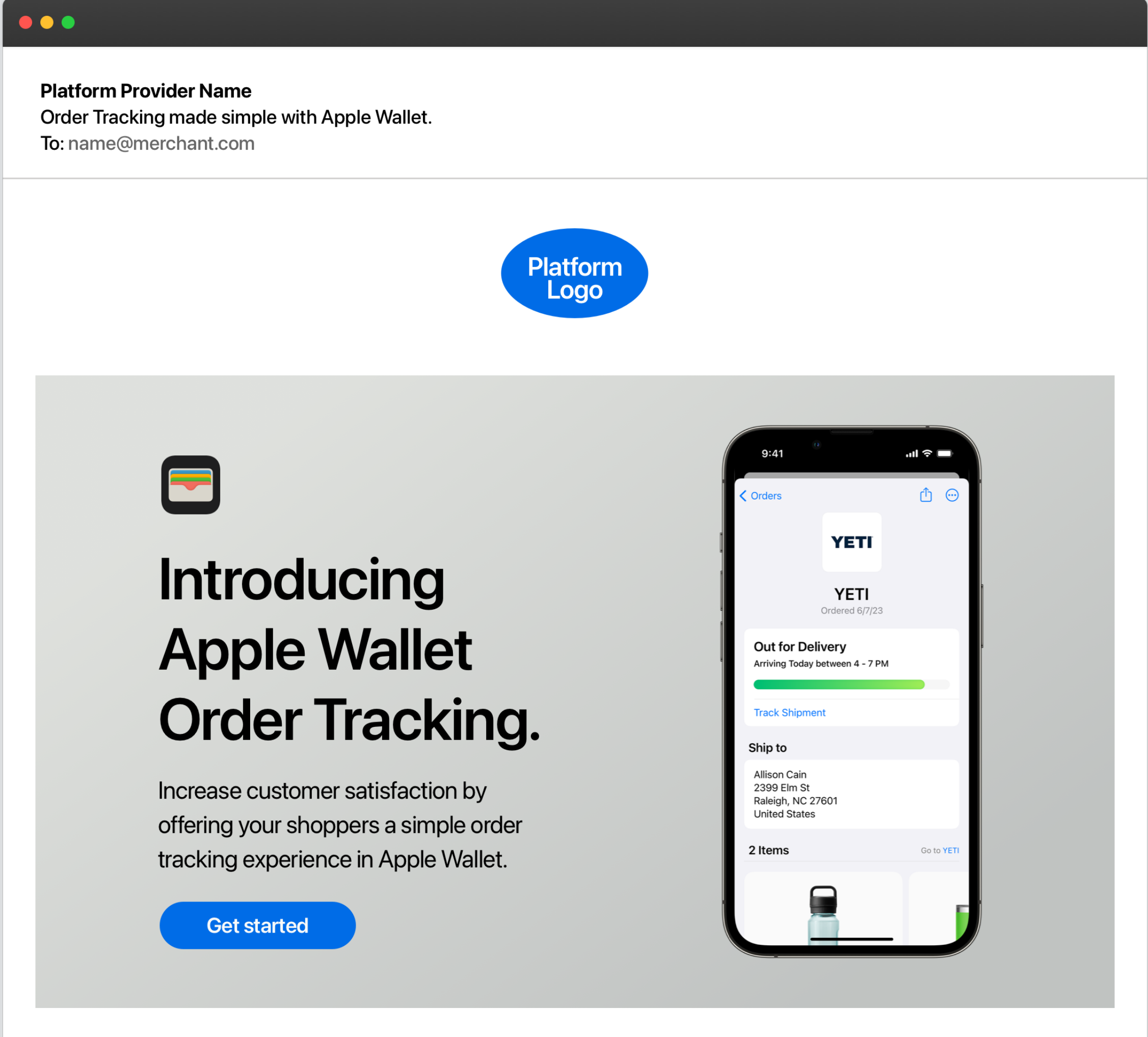


Pro Tips

Use the flexibility and control of email to provide additional information, including key benefits and enablement instructions.

Choose UIs that reflect an authentic Apple Wallet Order Tracking experience from a merchant on your platform. Obtain the merchant's approval to be featured in the email.

Drive to your set-up webpage for the merchant to start enabling Apple Wallet Order Tracking.



Launch Announcement

Social – Post

What it is

A social post to announce Apple Wallet Order Tracking to new and existing merchants.

How to use it

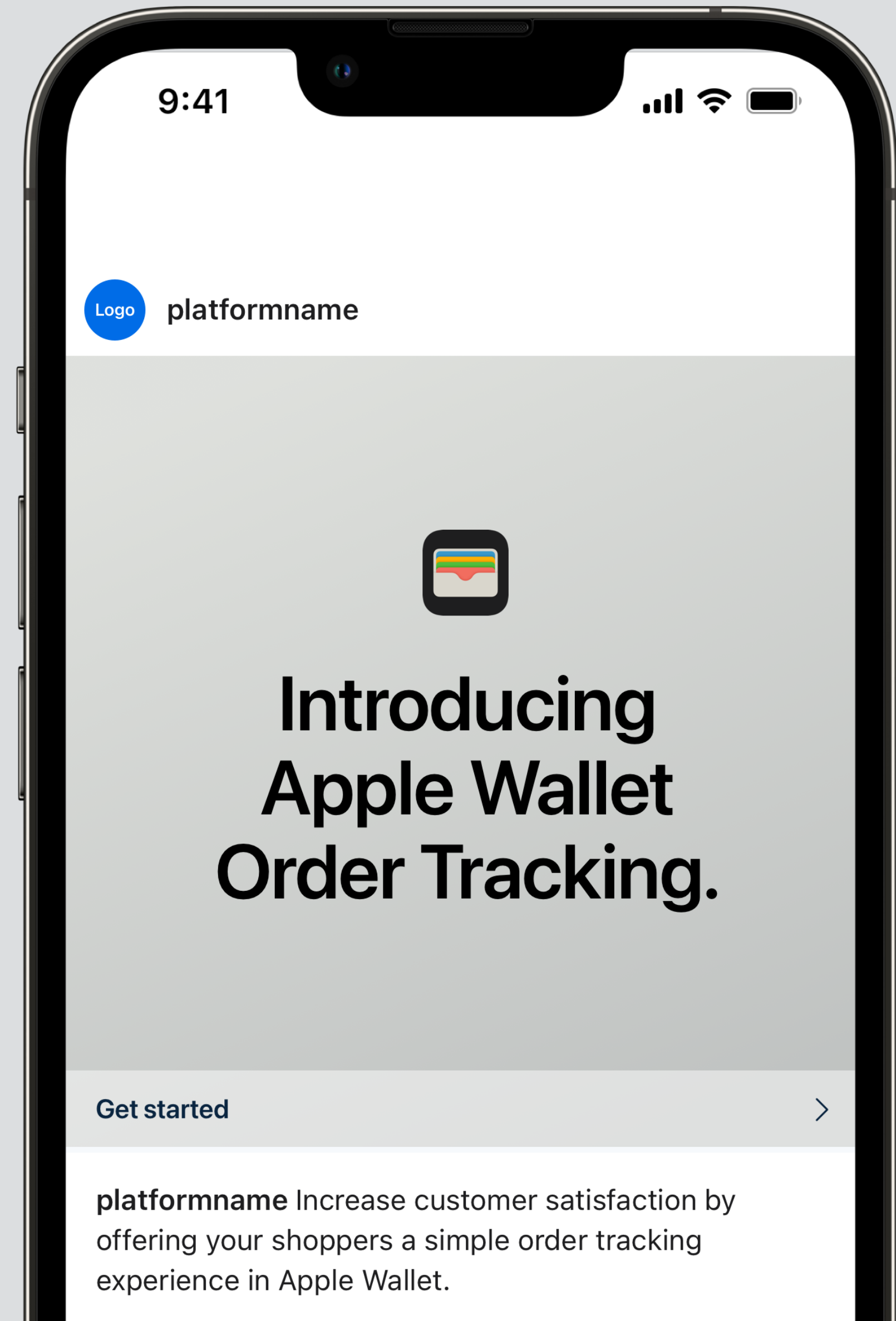
Use the provided visual as an example to create your social assets, and share with Apple for approval prior to launch.



Pro Tips

Create an engaging carousel to incorporate multiple messages of Apple Wallet Order Tracking key benefits with imagery, video, or animation of a real Order Tracking experience.

Choose UIs that reflect an authentic Apple Wallet Order Tracking experience from a merchant on your platform. Obtain the merchant's approval to be featured in the post.



Launch Announcement

Dashboard Banner – Full Width

What it is

An attention grabbing moment on web and app dashboards that drives enablement.

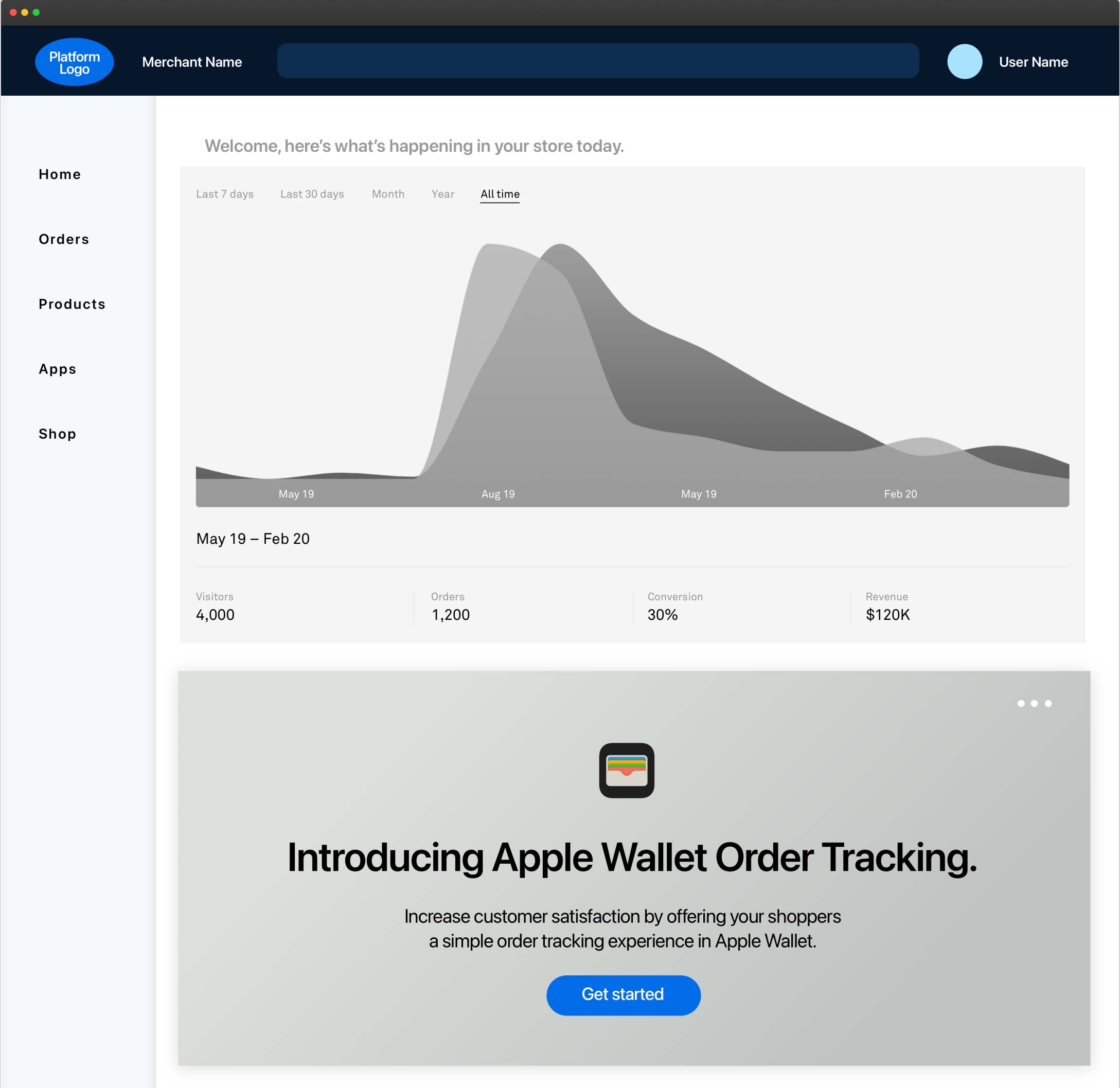
How to use it

Use the provided visual as an example to create your dashboard banner, and share with Apple for approval prior to launch.



Pro Tip

Make sure merchants see your banner by positioning it on your dashboard screen, close to sales information or above the fold. Drive to your set-up webpage for the merchant to start enabling Apple Wallet Order Tracking.



Launch Announcement

Merchant Dashboard – Interstitial

What it is

An overlay for web or mobile app dashboards that informs merchants about the benefits of Apple Wallet Order Tracking before they start their session.

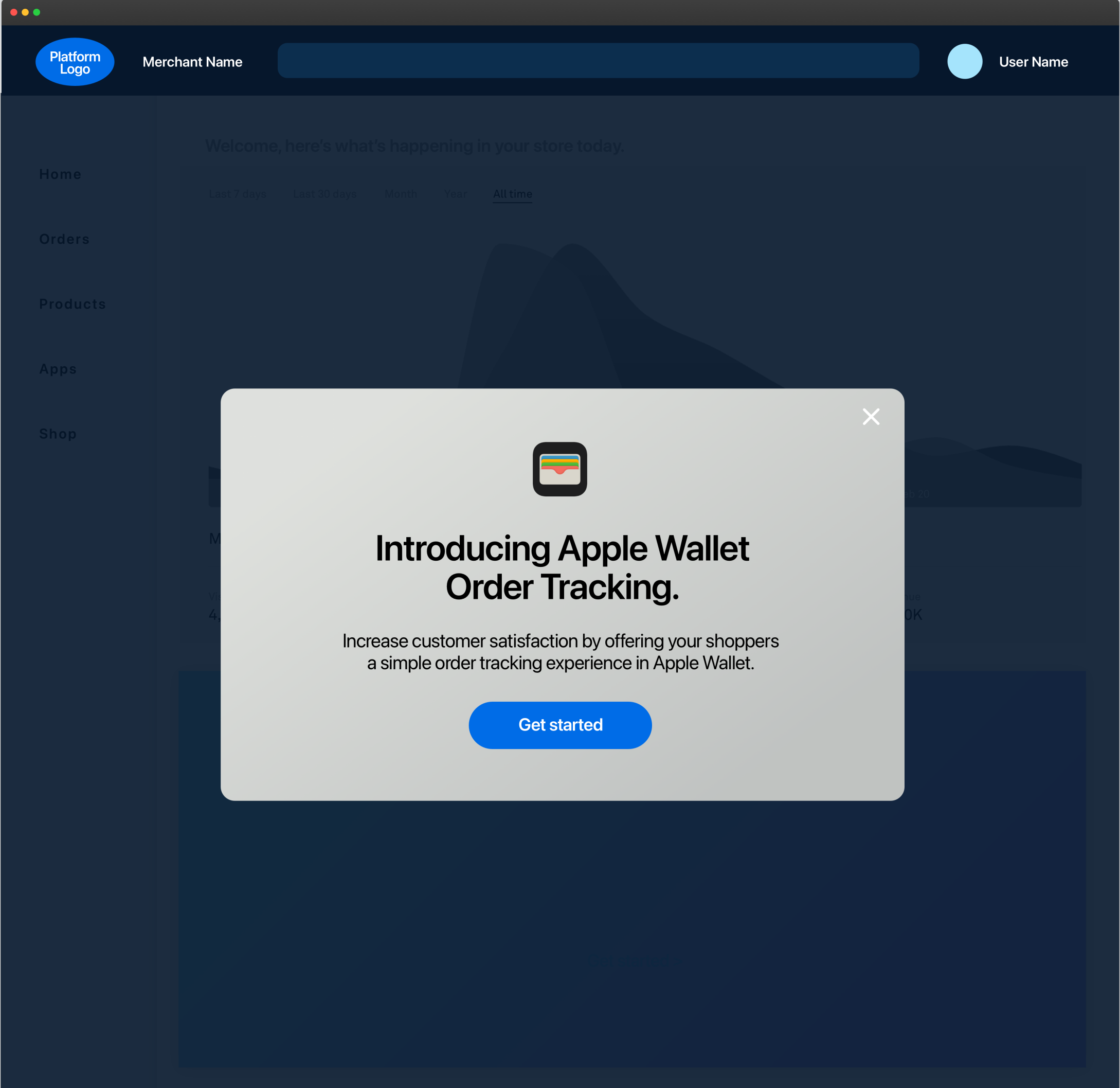
How to use it

Use the provided visual as an example to create an interstitial to display in your logged-in web and app experiences, and share with Apple for approval prior to launch.



Pro Tip

Drive to your set-up webpage for the merchant to start enabling Apple Wallet Order Tracking.



Launch Announcement

Merchant Dashboard Banner – Card

What it is

A card integrated into the logged-in dashboard experience that announces Apple Wallet Order Tracking availability when space is limited.

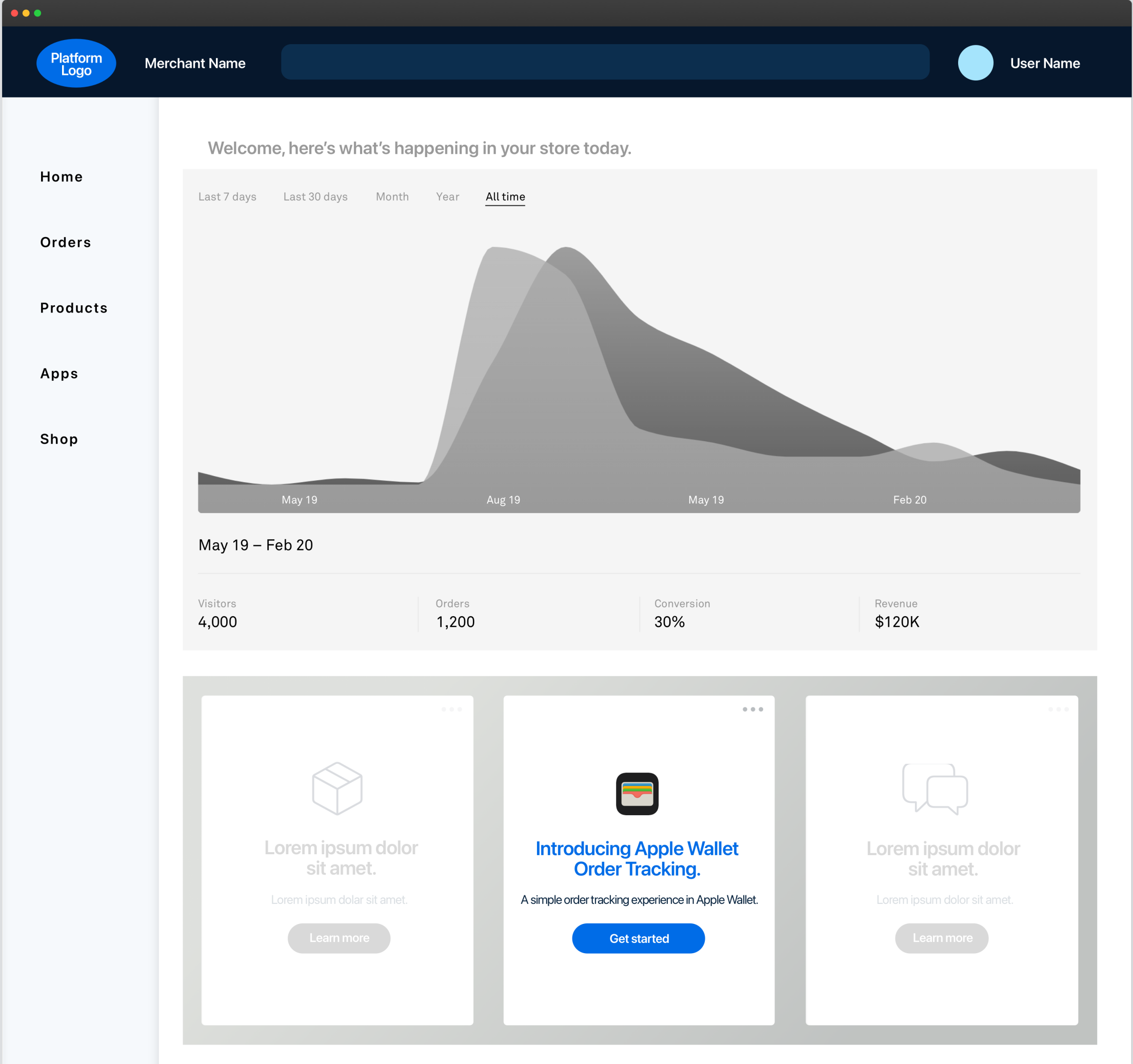
How to use it

Use short, punchy copy to maximize space. Use the provided visual as an example to create your dashboard banner, and share with Apple for approval prior to launch.



Pro Tip

Make sure merchants see your banner by positioning it on your dashboard screen, close to sales information or above the fold. Drive to your set-up webpage for the merchant to start enabling Apple Wallet Order Tracking.



Additional Resources

FAQs

Example FAQs to share on your Apple Wallet Order Tracking dedicated landing page or to provide to merchants. Use and create more as needed.

What is Apple Wallet Order Tracking?

Apple Wallet Order Tracking allows users to receive detailed receipts and order tracking information in Wallet for online purchases at participating merchants.

How do I support Apple Wallet Order Tracking on my website and app?

Apple's best practice is to enable Apple Wallet Order Tracking for all merchants. If not automatically enabled, provide merchants clear instructions to enable Apple Wallet Order Tracking.

Are there additional fees to accept Apple Pay and Apple Wallet Order Tracking?

No. Apple doesn't charge any additional fees.

How do customers add orders to Apple Wallet Order Tracking?

There are two primary ways for customers to add orders to Apple Wallet:

- Click on `AddOrderToWalletButton` to manually add an order to Apple Wallet. Display the button in prominent areas of your app or website — such as in the post-transaction order confirmation page, order status page, and order tracking page. Also include the button on all post-transactional customer emails.
- Through Apple Pay transactions. Use `PKPaymentOrderDetails` (app) or `ApplePayPaymentOrderDetails` (web) to automatically add orders to Wallet.

How are orders updated?

When your server updates the order, use the registration information to notify devices that registered for updates to it. When the device receives the push notification, it will again request the order from your server. Your server then returns the updated order package to the device.

FAQs

Example FAQs to share on your Apple Pay Order Tracking dedicated landing page or to provide to merchants. Use and create more as needed.

Is Apple Wallet Order Tracking private?

Yes. Only the shopper has access to Apple Wallet transaction history and the order information provided to the shopper by the merchant/developer. The information is processed and stored on the shopper iPhone so it's private and secure.

Who is providing the tracking information to Apple Wallet Order Tracking?

The merchant/developer provides the order information, including the tracking information.

Does Apple have access to your transaction history?

No. Apple Wallet Order Tracking is designed with privacy in mind. Order information is exchanged directly between devices and your server. When orders are synchronized via iCloud, they are end-to-end encrypted.

Where can I learn more about Apple Wallet Order Tracking for merchants?

Check the Apple Wallet Order Tracking webpage or contact merchant support. [Platform can link to its owned webpages with relevant information or to [Design Order Tracking](#)].

How can I communicate to my shoppers that my online store accepts Apple Pay?

Create campaigns to drive awareness and usage of Apple Pay with the [Apple Pay Marketing Guide](#). It includes best practices and a link to download the Apple Pay mark.

Helpful Links

[Design Order Tracking](#)

[Apple Wallet Orders](#)

[Apple Wallet Order Tracking Demo](#)

[Track with Apple Wallet Button Demo](#)

[Implement Apple Wallet and Order Management](#)

[What's New in Apple Pay](#)

[Apple Pay Website](#)

[Apple Pay Developer Site](#)

[Apple Pay Implementation Best Practices](#)

[Apple Pay Developer Support](#)

[Download Apple Pay Mark](#)

[Download Apple Device Images](#)

Trademark and Legal Guidelines

Apple requirements

Apple Pay and the Apple Pay UI assets as described in these guidelines cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with Apple Pay, Apple products, or Apple itself.

Legal disclaimer

In the U.S., include the following disclaimer:

Apple Pay is a service provided by Apple Payments Services LLC, a subsidiary of Apple Inc. Neither Apple Inc. nor Apple Payments Services LLC is a bank. Any card used in Apple Pay is offered by the card issuer.

In all regions, excluding the U.S., include the following disclaimer:

Apple Pay is a service provided by certain Apple affiliates, as designated by the Apple Pay privacy notice, located at <https://www.apple.com/legal/privacy/data/en/apple-pay/>. Neither Apple Inc. nor its affiliates are a bank. Any card used in Apple Pay is offered by the card issuer.

Trademark attribution

Do not add a trademark symbol to the Apple Pay UI assets provided by Apple. In apps, include Apple trademark attributions wherever legal information is displayed.

In marketing communications, distributed only in the United States, the appropriate symbol (™, SM, or ®) must follow each Apple trademark the first time it is mentioned in marketing copy, for example:

Apple®
Apple Pay®
Apple Watch®
Face ID®
iPad®
iPhone®
Safari®
Touch ID®

Refer to the Apple Trademark List at apple.com/legal/intellectual-property/trademark/appletmlist.html for the correct trademark symbol.

In all regions, include the following credit line:

Apple, the Apple logo, Apple Pay, Apple Watch, Face ID, iPad, iPhone, iTunes, Mac, MacBook Pro, Safari, and Touch ID are trademarks of Apple Inc., registered in the U.S. and other countries. Touch Bar is a trademark of Apple Inc.

List only the specific Apple trademarks used in the text or audio in your marketing communications.

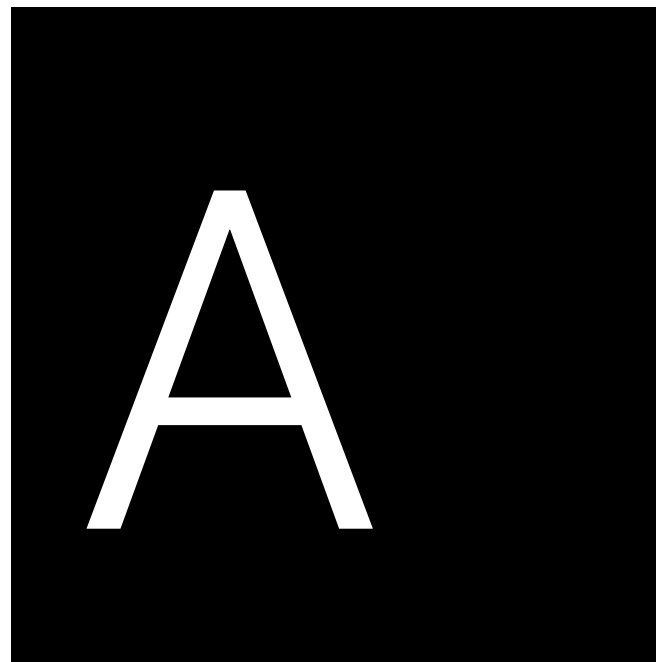
For more information about using Apple trademarks, visit “Guidelines for Using Apple Trademarks and Copyrights” at apple.com/legal/intellectual-property/guidelinesfor3rdparties.html

With Apple’s approval, a translation of the legal notice and credit line (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

Notes

- Trademark symbols do not need to be included in marketing headlines. The mark is only required the first time the name of a trademarked product appears in the text. If space is restricted, you can include the credit line on the link-to page.

Design Guidelines



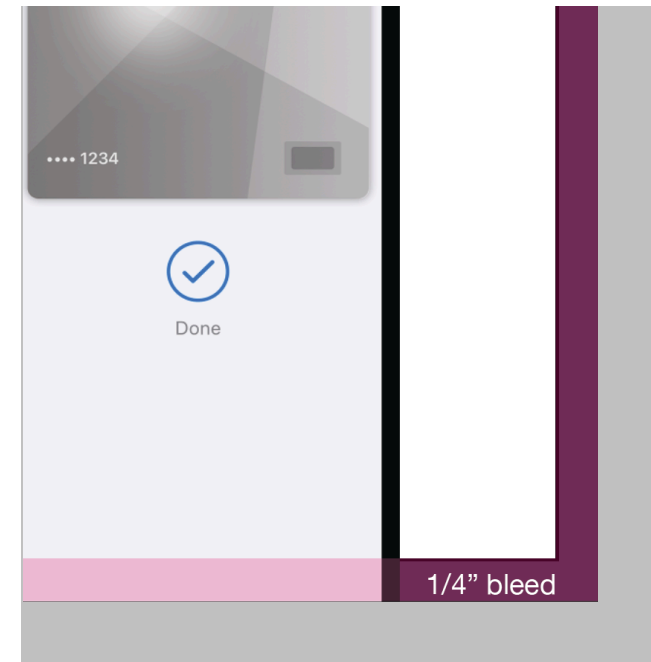
Typography

You can update the template's default font with your brand's font. Add additional fonts using your brand's typographic standards and hierarchy.



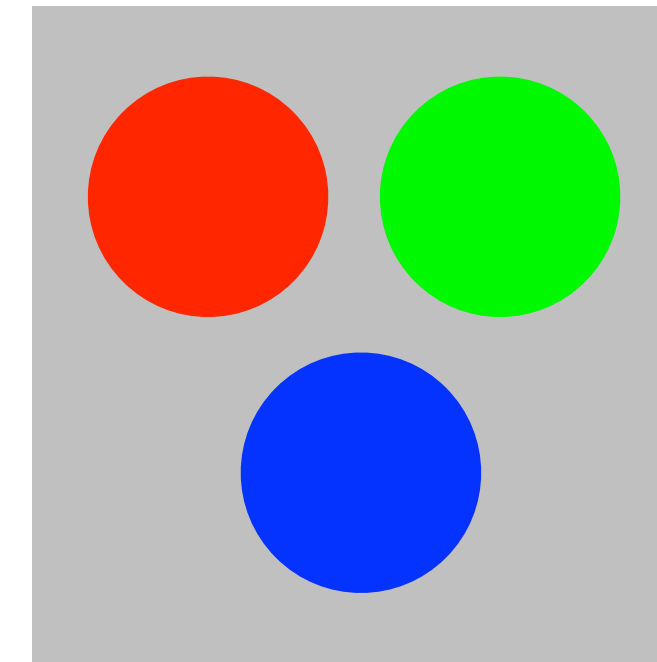
Images

Start with hi-resolution images in an RGB color profile. Final output for all digital assets should be 72 dpi or 144 dpi (@2x) for retina screens. Test and be sure images are sharp at final size.



Bleed

Extend all images and background flood colors beyond the bounds of the template to ensure an accurate output.



Color

All digital content should be set in an RGB color profile space for web. Refer to and use your brand's RGB or HEX codes for color matching and accuracy.



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