

<https://paymentdepot.com/payanywhere-vs-square/>



## PAYANYWHERE VS. SQUARE



PayAnywhere

VS.



Square

Apple Pay is now available to thousands more merchants because of a partnership with **PayAnywhere**, a mobile card reader. Starting this fall, the **PayAnywhere** mobile card reader with NFC technology (i.e. Apple Pay) will be sold in Apple Stores across the country so that more small volume merchants can branch out to accept Apple Pay.

You may be thinking, "...mobile card reader? this sounds a lot like Square...are the two really that different? Which one is better for my business"? It turns out, **PayAnywhere and Square** are very very similar. The biggest difference between the two is that most people had never heard of **PayAnywhere** until Apple decided to carry its mobile card reader in its stores.

So, which of these mobile credit card readers is right for your business? **Below we've reviewed the subtle differences to help you make the best decision for your business.**

**Websites: <https://www.payanywhere.com>;**

**<https://squareup.com>**

### **Credit Card Processing**

Square and PayAnywhere are both credit card processing solutions for your business and both of them offer a single rate for every card transaction. Remember, companies offering a single rate are geared toward smaller companies doing low volume and low dollar amount transactions (businesses doing less than \$10,000 in sales each month).

**PayAnywhere:** 2.69% swiped (3.49% and 19 cents for keyed in)

**Square:** 2.75% swiped (3.5% and 15 cents for keyed in)

\*Apple Pay/NFC, for both of these companies, is processed at the "swiped" rate.

## **Equipment Price**

Both of these companies the classic swipe card reader free of charge, but users must purchase the more high-tech NFC and EMV compatible readers.

**PayAnywhere:** \$40 available at Apple Stores across the United States starting this Fall.

**Square:** \$49 available at Square.com

### **Apple Pay/ NFC and EMV Compatibility**

The point of each of these readers is to allow smaller merchants to accept Apple Pay at their locations. That said, both can accept Apple Pay and other NFC contactless payments. The **PayAnywhere** reader plugs into the headphone jack of a phone or tablet, while the Square device is a small stand-alone table-top unit that connects to a phone or tablet wirelessly.

**PayAnywhere and Square** both offer their customers a way to accept EMV Chip cards, which is very important because of the [liability shift coming October 2015](#).

### **App**

Both **Square and PayAnywhere** utilize a free IOS or Android app that pairs with the card readers in order to facilitate the sales transaction, as well as, offering the user various reporting tools. The apps are both modern and user-friendly. In this category, the most telling details of each app lie with the customer reviews in the Apple App Store and Google Play Store (Android).

#### **Square App Customer Ratings:**

-All Versions: 15,220 reviews with an average of 3 Stars

-Current Version (4.24): 54 reviews with an average of 4.5 Stars

#### **PayAnywhere App Customer Ratings:**

-All Versions: 2,916 reviews with an average of 4 Stars

-Current Version (3.1.4): 53 reviews with an average of 5 Stars

Overall, PayAnywhere slightly edges out Square in terms of customer ratings, but remember to consider that PayAnywhere has about 12,000 fewer reviews than Square.

**Conclusion:** As we've seen throughout each of these different categories, **Square and PayAnywhere** are very similar. Each one seems to edge out the other in one area or another, but overall most businesses will do well no matter which they choose.

When making a decision for your business the best things to pay attention to are the credit card processing costs and which app feels more intuitive to you and your business needs.

In terms of credit card processing, if your business does a lot of key entered transactions **PayAnywhere** will be more expensive, but if you do almost all of your transaction via swipe then the 2.69% rate at **PayAnywhere** (as opposed to 2.75% for **Square**) will save you a bit of money in the long run.

Both of these companies offer their apps for free, so I encourage you to download both before making your decision. Open each app and maneuver around each to get a first-hand perspective of how each one will function for your business.

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