

What is MuchBetter, and How Will it Revolutionize Payment Wearables?

As it stands, it's fair to say that we're pretty much swamped by online and digital payment options.

Of course, standard cards and numbers still work, but then there are also the vaunted eWallets that offer additional protection, mobile payment apps, and cryptocurrencies. All of them offer distinct perks and suit people of different preferences.

Enter MuchBetter: a digital payment and wallet service that looks to cover all bases, from its eWallet to providing payment gateways and crafting physical and wearable payment technologies. There's a lot going on at MuchBetter, and having already been taken on by several trusted online brands, it's pushing forward with its innovations in wearables.

MuchBetter spreading across the internet

Picture 1 of What is MuchBetter, and How Will it Revolutionize Payment Wearables?

As with any relatively young business, the key is getting your name out there, and for online payment services, that means being integrated into big-name sites. One of the initial moves made by MuchBetter was to become a trusted provider in the ever-money-moving space of iGaming. What started as a couple of merchants, MuchBetter is now available at several of the sites rated as the highest available by BonusFinder Canada .

This was a very smart move. While the game selection and payout speeds are given a great amount of weight in the reviews by the Canada-facing review platform, so too are the payment options. Players need to be able to trust that an intermediary like MuchBetter can be trusted with their deposits, winnings, and be quick with transfers. Now, seeing MuchBetter as a payment option at an online casino gives the casino an added thumbs-up.

Already boasting over one million downloads on the Play Store alone, MuchBetter looks to be gaining momentum. Clearly, the Gateway arm of its operation is working well for online businesses, and offers a lot of power to eCommerce sites. Still, it's the MuchBetter Wallet that's making the most gains, with its angle of being primed for everyday spending and sending clearly resonating with many customers.

Up next for MuchBetter: more wearables

MuchBetter has been very vocal about its plans to innovate in the payment wearables space for some time, and on the MuchBetter Devices page, you can see that they've already created a contactless key fob backed by MasterCard and that the service works with STISS Augmented Watches. On the latter, you get to wear a stylish watch with a traditional face – rather than a digital screen – and still make mobile payments.

Along with these, there's also the AdornPay wearables, which come in the form of pieces of jewelry that are stylish, functional, and certainly wouldn't be seen as payment technology. Still, the area where a lot of ground is being made is with the contactless key fobs. From 2021 to 2023, MuchBetter was the official eWallet of Real Betis Balompié and worked with the club to offer a world-first contactless payment method for venue access via the key fob.

For the French Open in Paris last year, MuchBetter worked with DIGISEQ and MasterCard to provide contactless payment fobs made from apples. The sustainable contactless key fobs – in another world first – were made from organic apple skins. Those in attendance could use up the preloaded amount of cash on the fob at the event, and after, they could link it to the MuchBetter app to use the service wherever MasterCard is accepted.

MuchBetter is establishing itself among the popular names in eWallet services, but importantly, its gains being made in wearable technology – particularly with stadium events – look to be separating the business from the crowd.

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