Stripe pushes into AI, stablecoins with 50-feature launch

Article

The news: Stripe launched more than 50 new features at its annual Stripe Sessions conference, per a press release.

Here are some of the key announcements:

Bringing AI to checkout.

- Stripe integrated AI into its **Optimized Checkout Suite** to customize which payment methods appear for each customer.

- Suggesting payment options based on past use personalizes the checkout experience, which can decrease friction and boost conversions.

Using AI for fraud solutions.

- Stripe launched several AI-powered features to combat fraud, including **Radar Assistant**. The assistant lets businesses input natural language prompts to describe new fraud rules, which the assistant will then draft and test.

- This could prove popular among merchants: **Two-thirds (66%) of financial institutions** that used AI or machine learning decreased their fraud rates, per research from PYMNTS Intelligence.

Diving further into crypto.

- Stripe will start supporting stablecoin payments this summer. The transactions will instantly settle on-chain and then convert to fiat.

- At first, Stripe will only accept Circle's USDC on the Solana, Ethereum, and Polygon blockchains.

- Stripe has a mixed history with blockchains. It ditched crypto payments in 2018 due to limited adoption but later launched solutions like a [crypto tool kit](#) and [crypto onramp](#).

- Stripe is now diving into stablecoins as the stablecoin market inches closer to its all-time high of $188 billion in 2022: The **total stablecoin market cap was valued at $160 billion** as of April 26.

Opening up its ecosystem.

- Stripe will let companies use three of its most popular products—Optimized Checkout Suite, **Stripe Billing**, and **Stripe Radar**—even if they process payments with other providers.

- This move opens up Stripe to more customers, especially those who may be in long-term contracts with other processing providers.

The takeaway: Stripe is on a [mission to break a profit](#) and may be looking toward a long-anticipated IPO. These new launches can help Stripe with these goals by attracting new

customers and boosting retention.