GLOBAL PAYMENTS
SURVEY ·2020·

MRC

STAYING AHEAD OF CHANGE IN A TURBULENT PAYMENT LANDSCAPE

Survey Conducted By:

Ipsos
A leading independent
global research agency.

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CyberSource is a global, modular payment management platform built on secure Visa infrastructure with the benefits and insights of a vast $427 billion global processing network. This solution helps businesses operate with agility and reach their digital commerce goals by enhancing customer experience, growing revenues and mitigating risk. For acquirer partners, CyberSource provides a technology platform, payments expertise and support services that help them grow and manage their merchant portfolio to fulfill their brand promise.

For more information, please visit **cybersource.com.**

ABOUT
MRC

As an independent, not-for-profit business association, the Merchant Risk Council's mission is to facilitate collaboration between eCommerce payments and risk professionals. Year-round, the MRC provides valuable resources to its members that include proprietary educational content, webinars, best practices, industry trends, benchmarking reports and whitepapers. In addition, the MRC hosts four annual conferences in the US and Europe as well as several regional networking events which provide an opportunity for industry professionals to build stronger connections with industry stakeholders.

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ABOUT THIS REPORT

890
Payment, fraud and payment analytics specialists in

20
Countries, including more than

333
Self-reported MRC members—completed our payment survey

This 2020 Global Payments Survey Report highlights the results of an in-depth independent survey conducted by Ipsos in January and February of 2020 and co-sponsored by CyberSource and MRC.

This year, 890 payment, fraud and payment analytics specialists in 20 countries—including 333 self-reported MRC members—completed our payment survey, which doubled both the total number of respondents and participating countries compared to the previous survey in 2018.

Our opt-in sample of payment professionals included a diverse mix of SMB, mid-market and enterprise organizations representing physical goods, digital goods, travel, transportation, entertainment and other types of businesses. The 2020 survey was made available in seven languages and included respondents from the North American, Latin American, European, and Asia Pacific regions.

This year's survey focused on understanding how leading businesses are approaching today's rapidly changing and uncertain payment landscape, what payment approaches and strategies are achieving the best results, and what organizations view as their top payment challenges and priorities for the coming year.

The main objective of the Global Payments Survey Report is to provide you with data, benchmarks and insights you can use to evaluate your current payment priorities and strategy, learn how innovative and forward-looking organizations are staying ahead of changes in the payment landscape, and chart a more confident and informed course into your payment future.

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INTRODUCTION

In many ways, the data, trends and insights highlighted in this report reflect a time that feels profoundly different from our current reality.

When our research team conducted this year's Global Payments Survey in January and February, they found that understanding and adapting to rapid change was already a top-of-mind issue for most businesses. In the months since, the definition and scale of that change has obviously taken on new dimensions—in the payment world and everywhere else. In many ways, the data, trends and insights highlighted in this report reflect a time that feels profoundly different from our current reality.

In this context, the 2020 Global Payments Report provides a valuable benchmark—a "baseline of normal" that payment professionals can use to stay focused and grounded as they navigate a year of unprecedented uncertainty. In fact, as you explore the report, you'll likely find that many of the things that were "top priorities" a few months ago have become "urgent imperatives" today. And as we move forward together, we will certainly all find ways to adapt, accelerate and re-prioritize the findings and recommendations that follow to meet the unique challenges of the coming year.

Profile of a payment leader (and why it matters)

To provide relevant and actionable insights, this report focuses on identifying and highlighting payment practices that define the highest performing organizations in our survey. By analyzing the approaches, strategies and techniques these top performers use—and comparing them to average businesses—we will provide you with a valuable benchmark for assessing and improving your own payment performance.

How did we identify these top performers? They were the survey respondents with the:

→ **Highest conversion rates.**

→ **Highest payment acceptance rates**.

→ **Highest levels of internal satisfaction** with their organizations' payment processes and capabilities. Respondents conveyed a strong sense of confidence in their organizations' ability to protect customers' payment and loyalty data; the quality of their payment management tools; how well their in-store, in-app and online customer experiences connect and work together; their ability to successfully enter new local and global markets; and the overall efficiency of their payment management solutions.

We hope that gaining a deeper understanding of how top-performing businesses approach payments—and the specific methods they use to achieve success—will guide your organization's efforts to become (or remain) a payment leader.

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Top Performer Priorities:

- Digital transformation

- Predictive fraud management that leverages AI and ML technologies

- Boosting revenue by maximizing payment acceptance

What did the Global Payment Survey reveal about organizations' biggest payment concerns and priorities for 2020? It's interesting to note that the survey's top performers tend to view the payment landscape somewhat differently—and have different priorities—than the other respondents. Here's a brief snapshot of a few top-of-mind issues:

→ **Top performers named digital transformation as the biggest external factor driving their payment strategies.** By contrast, other respondents identified "staying relevant in the context of changing customer patterns and demands" as their most important strategy-influencing external factor.

→ **Businesses are very concerned about fraud.** A leading 36% of survey respondents said staying ahead of threats and managing fraud is their biggest payment management challenge. Top performers were considerably more focused on using predictive fraud management, machine learning, artificial intelligence and other advanced technologies to combat fraud than other respondents.

→ **Managing the growing number of payment methods and sales channels is also a major concern.** Survey respondents also named today's growing number of payment methods and managing multiple complex sales channels as another top-of-mind challenge. Notably, the top performers were significantly less concerned about their ability to manage multiple channels than other respondents.

→ **Businesses are building their payment strategies around data security and customer experiences.** 86% of respondents identified "security of customer data across payment and loyalty" as an extremely or very important piece of their payment management strategy. 83% placed "providing consistent customer experience across sales channels" in that same category. "Better protect customer data" was also cited as the top priority over the next 12 months across all organizations. At the same time, "increase revenue through increased acceptance" was seen as a considerably more important future priority by top performers.
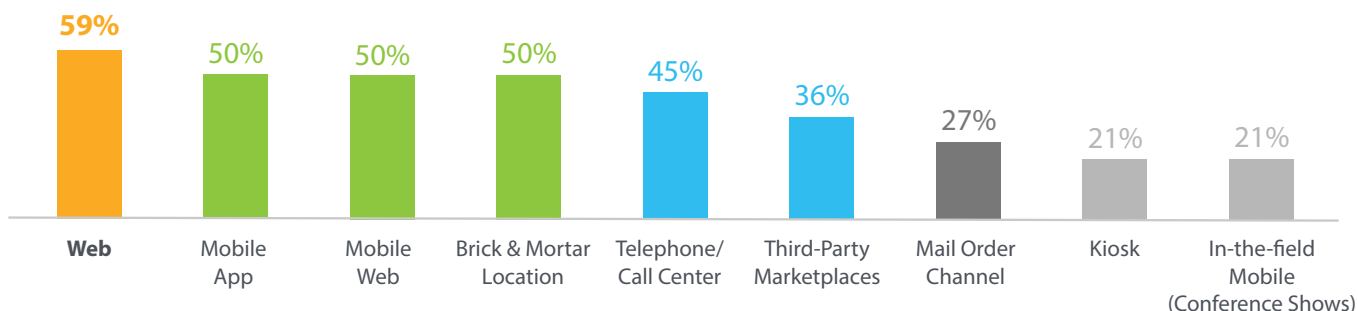
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HOW AND WHERE BUSINESSES ACCEPT PAYMENTS

Expanding acceptance across multiple channels

The web continues to be the most popular and widely used sales channel by a significant margin, with brick and mortar, mobile app, mobile web and telephone call centers filling in the next four slots.

However, the **top performers in our survey were more likely to support most or all of the top four channels** on the list—especially web, mobile web and mobile app sales.

Currently supported sales channels

59%	50%	50%	50%	45%	36%	27%	21%	21%
Web	Mobile App	Mobile Web	Brick & Mortar Location	Telephone/ Call Center	Third-Party Marketplaces	Mail Order Channel	Kiosk	In-the-field Mobile (Conference Shows)

Q **QUESTION ASKED:** Which, if any, of the following sales channels does your organization currently support? (Select all that apply.)

Embracing a growing number of payment methods

Traditional cards continued to be the most common and widely accepted payment method among survey respondents. But over the past 12 months, payment leaders have pushed to offer their customers a more diverse range of options. By far, the most common reason for adding new payment methods was the desire to improve customer experiences, and **payment leaders were also more likely to support all of the different payment methods** identified in the survey.

Payment methods currently accepted/added in past 12 months

Cards — 88% / 47%
eWallets — 76% / 46%
Digital Wallets — 69% / 44%
mCommerce — 53% / 33%
Bank Transfers/Cash — 43% / 24%
Third-Party — 39% / 20%
Gift Cards/Vouchers — 31% / 12%

■ Currently accepted payment methods

■ Payment methods added in the past 12 months
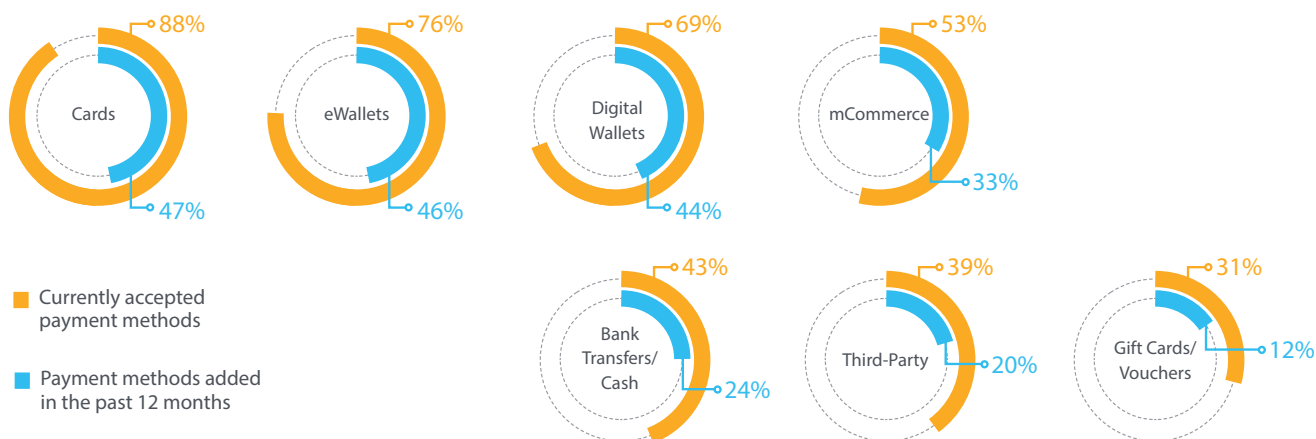
Q **QUESTIONS ASKED:** 1. Which, if any, of the following types of payment methods does your organization currently accept in your three largest markets?   2. Which, if any, of the following types of payments methods did your organization add over the past 12 months?

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HOW AND WHERE BUSINESSES ACCEPT PAYMENTS

Reasons for adding new/local types of payment methods over the past 12 months

60% Improve customer experience

44% To adopt mobile payment methods

42% Provide access to new markets

38% Work toward more integrated commerce systems

31% To accept installments

29% Avoid check-out abandonment

27% Because of regional requirements
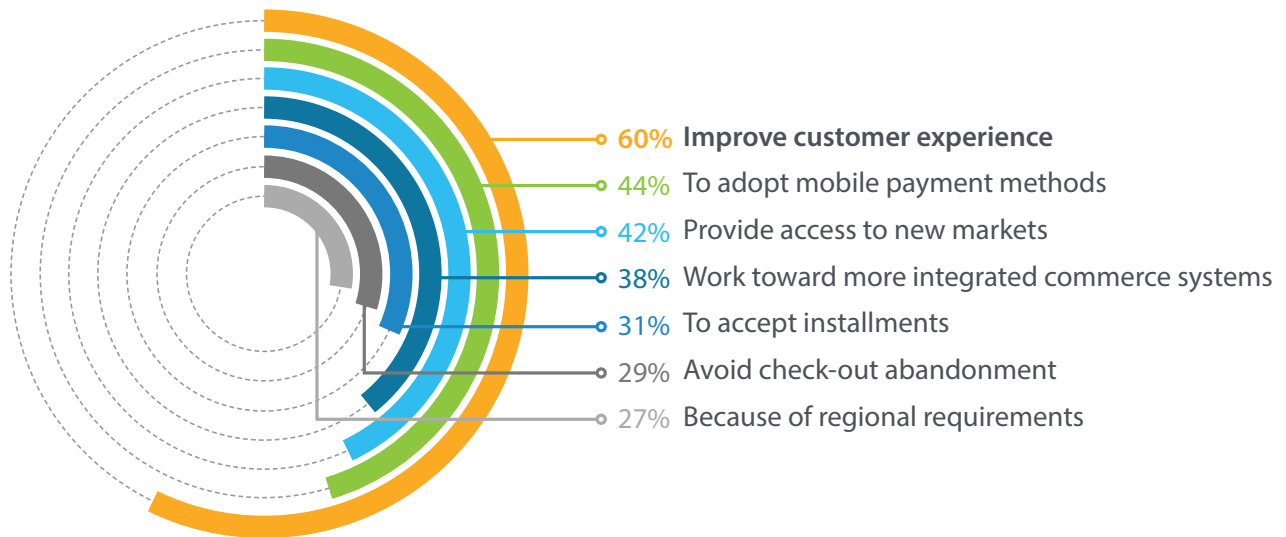
Q **QUESTION ASKED:** Which, if any, of the following are reasons why your organization added new/local types of payment methods over the past 12 months?

Finding loyal customers and providing better experiences through third-party marketplaces

Just over a third of our survey respondents use third-party marketplaces like **Amazon**, **eBay** and **Alibaba** to sell their products, primarily because they provide fast, easy access to a large and loyal pool of potential customers. Third-party marketplaces also make it easy for businesses to leverage the familiar customer experiences available on those platforms. Overall, using third-party marketplaces appears to be very effective. **The top performers in our survey were more likely to offer their products through one or more third-party marketplaces.**

Third-party marketplaces used

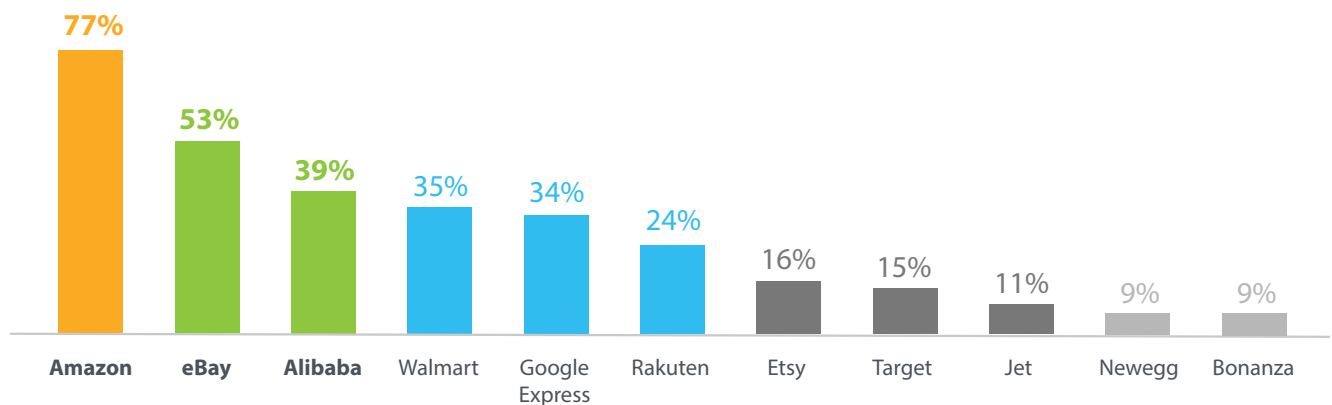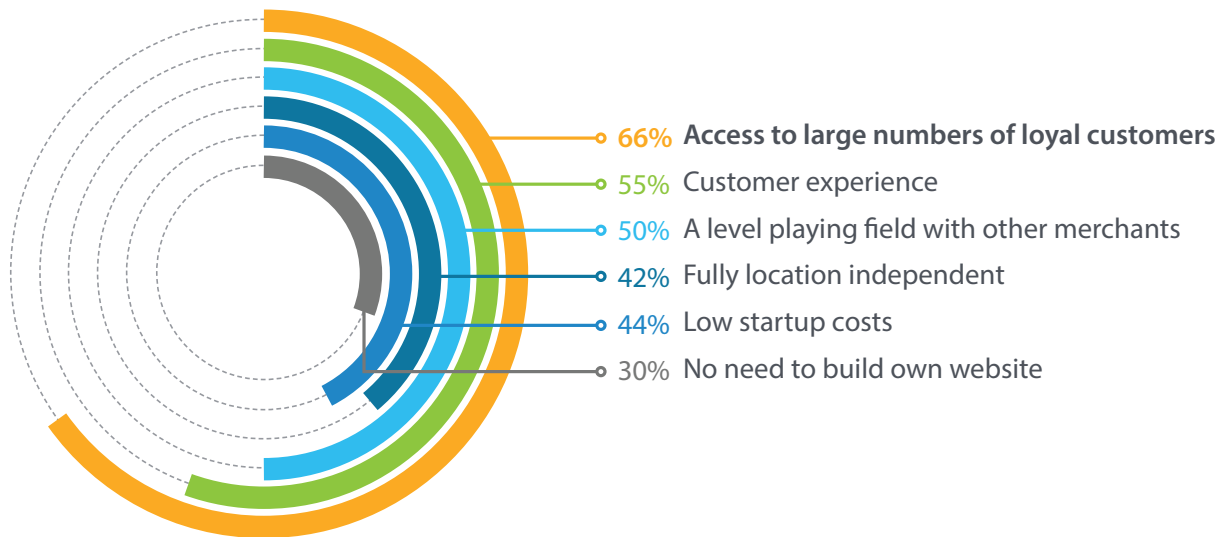|										
77%										
	53%									
		39%								
			35%	34%						
					24%					
						16%	15%			
								11%	9%	9%
Amazon	**eBay**	**Alibaba**	Walmart	Google Express	Rakuten	Etsy	Target	Jet	Newegg	Bonanza

Q **QUESTION ASKED:** Which of the following third-party marketplaces does your organization currently use? (Select all that apply.)

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HOW AND WHERE BUSINESSES ACCEPT PAYMENTS

Reasons for using third-party marketplaces

- **66%** **Access to large numbers of loyal customers**
- **55%** Customer experience
- **50%** A level playing field with other merchants
- **42%** Fully location independent
- **44%** Low startup costs
- **30%** No need to build own website

Q **QUESTION ASKED:** Why does your organization utilize third-party marketplaces?

The advantages of connecting to multiple payment processors and merchant acquiring banks

On average, organizations have formed connections with more than four different payment processors (gateways) and more than three different merchant acquiring banks. Leaders maintain a far greater number of merchant acquiring relationships, not just for overall flexibility, but to improve geographic coverage, give access to distinctive technology or capabilities, maximize authorizations and maximize uptime.

Number of connections with payment processors/gateways

Mean | 4.4   **Median | 4**

Q **QUESTION ASKED:** How many payment gateway or processor connections does your organization currently support?

Number of relationships with merchant acquiring banks

Mean | 3.6   **Median | 3**

Q **QUESTION ASKED:** How many merchant acquiring banks does your organization currently use?
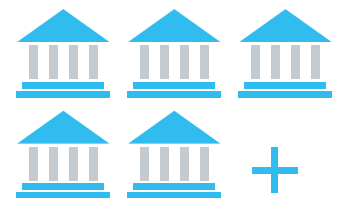
22%
of organizations use
5 or more
merchant acquiring banks.

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HOW AND WHERE BUSINESSES ACCEPT PAYMENTS

Reasons for multiple acquiring relationships

60% **Overall flexibility**

51% Improve geographic coverage

44% Maximizing authorizations

42% Access to distinctive technology or capabilities

41% Maximize uptime

35% Eliminate interchange fees in certain countries

30% Component of existing relationship
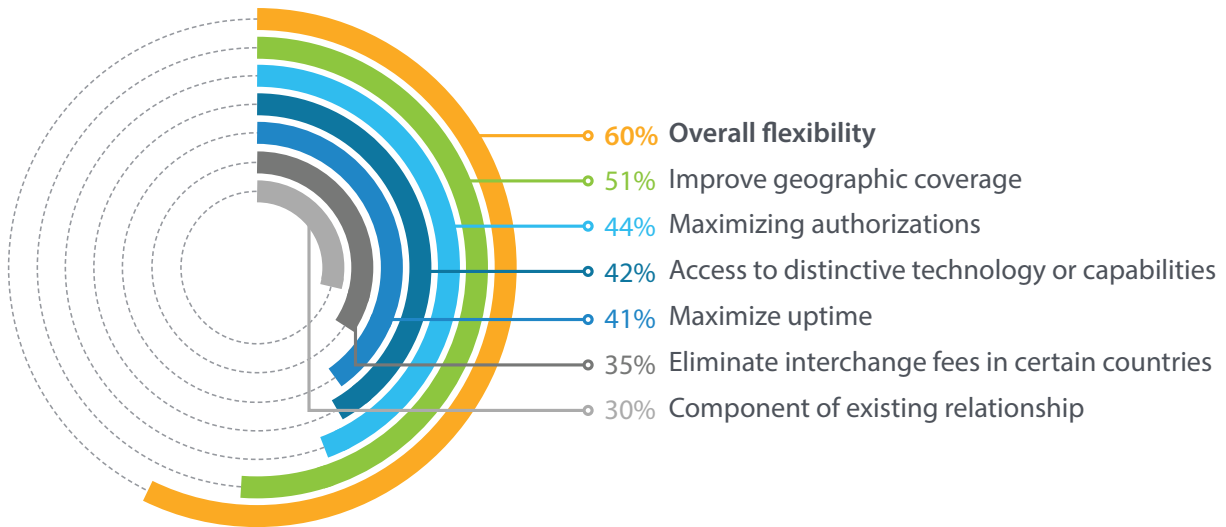
Q **QUESTION ASKED:** Which, if any, of the following are reasons why your organization has multiple acquiring relationships?

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EFFECTIVE PAYMENT MANAGEMENT PRACTICES, APPROACHES AND TECHNIQUES

Exploring new and expanded retail approaches

Beyond traditional in-store and online shopping, retail businesses are actively finding new ways for customers to shop, pay for, and receive their products. This trend will likely accelerate and evolve quickly in the coming months as businesses look to adopt more "zero-touch" curbside payment and pickup options. Once again, payment leaders in the survey demonstrated their commitment to variety and flexibility. **They were more likely to provide ALL of the different retail approaches** (excluding phone orders)—with a strong emphasis on the "buy online, pickup in store" and "in-store pickup" options.
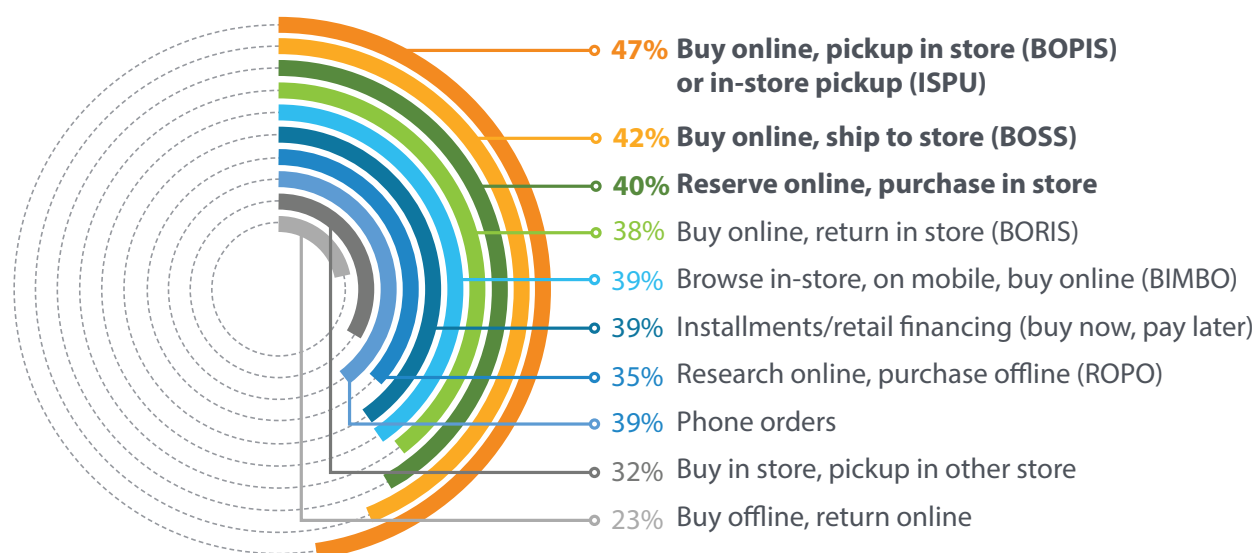
Retail approaches utilized

47% **Buy online, pickup in store (BOPIS) or in-store pickup (ISPU)**

42% **Buy online, ship to store (BOSS)**

40% **Reserve online, purchase in store**

38% Buy online, return in store (BORIS)

39% Browse in-store, on mobile, buy online (BIMBO)

39% Installments/retail financing (buy now, pay later)

35% Research online, purchase offline (ROPO)

39% Phone orders

32% Buy in store, pickup in other store

23% Buy offline, return online

Q **QUESTION ASKED:** Which, if any, of the following retail approaches are utilized by your organization?

Using new technologies to enhance customer experiences

More businesses are turning to high-tech options like chat bots, customer service AI and connected devices to deliver more efficient and effective customer experiences at a lower cost. However, **payment leaders in our survey also understand the value of a balanced approach**, and although they place a strong emphasis on AI and connected devices, **they are more likely to offer all of the most common customer experience options.**

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EFFECTIVE PAYMENT MANAGEMENT PRACTICES, APPROACHES AND TECHNIQUES

Customer experiences offered

- **42%** Chat bots/customer service AI
- **43%** Connected devices
- **34%** Face-to-pay
- 31% Self-service kiosks
- 32% Grab & go
- 26% Curbside/locker pickup
- 28% Voice commerce
- 22% Biometrics
- 22% Pop up shops
- 19% Augmented reality
- 9% None of the above
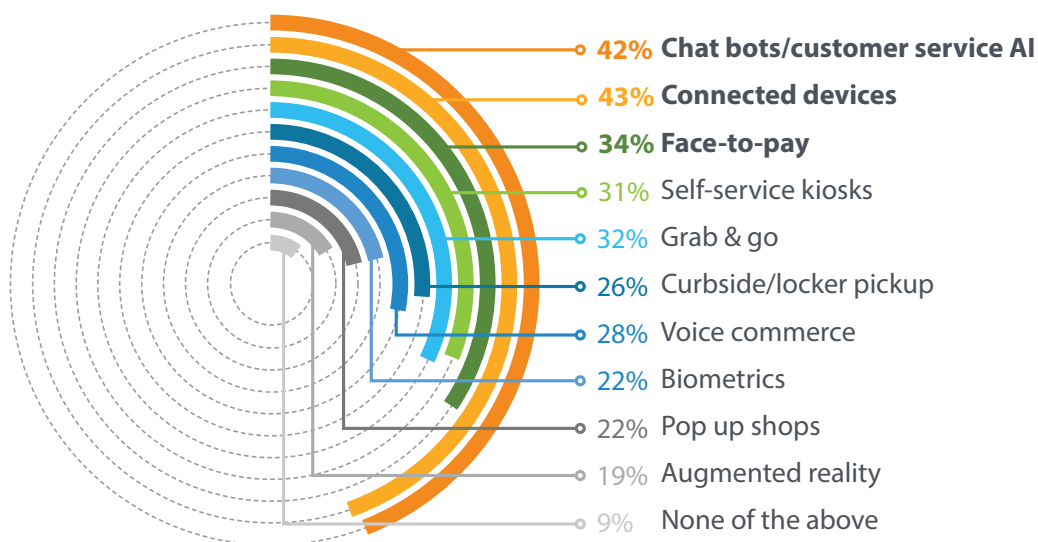
Q **QUESTION ASKED:** Which, if any, of the following customer experiences does your organization currently offer?

Improving payment security and customer confidence with tokenization
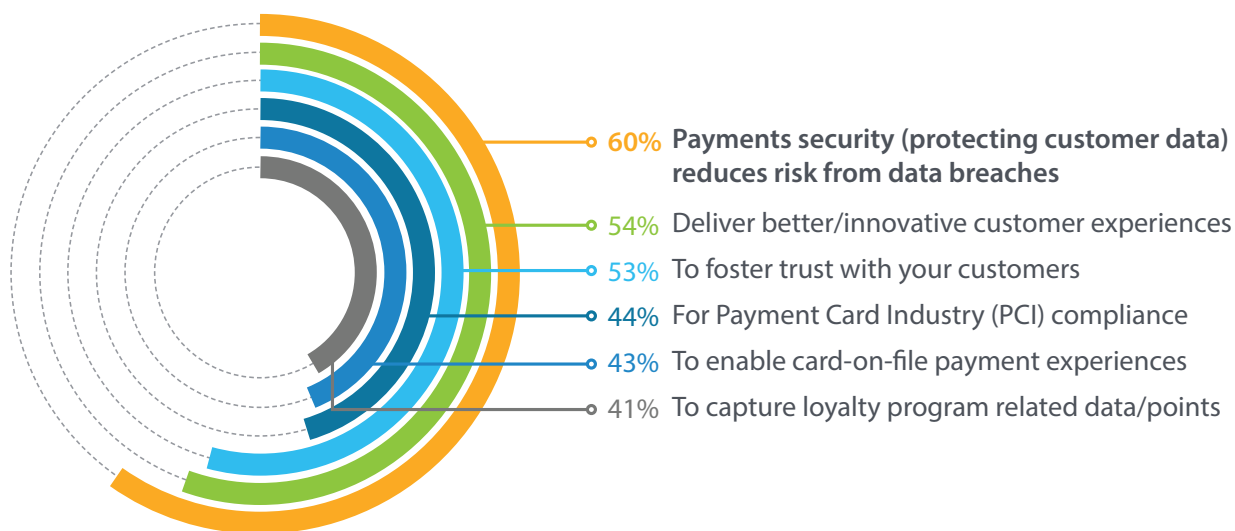
Today, nearly 6 in 10 of our survey respondents use tokenization to protect their customers' payment information and other sensitive data. Not surprisingly, **a significantly higher percentage of our top performing organizations use tokenization**—and not just for payment security. Payment leaders recognize that tokenizing data also helps boost customer confidence and trust, facilitates PCI-DSS compliance, makes it safer and easier to manage loyalty program data, and enables better overall customer experiences.

Reasons for utilizing tokenization

- **60%** Payments security (protecting customer data) reduces risk from data breaches
- 54% Deliver better/innovative customer experiences
- 53% To foster trust with your customers
- 44% For Payment Card Industry (PCI) compliance
- 43% To enable card-on-file payment experiences
- 41% To capture loyalty program related data/points

Q **QUESTION ASKED:** Which of the following reasons does your organization utilize tokenization?

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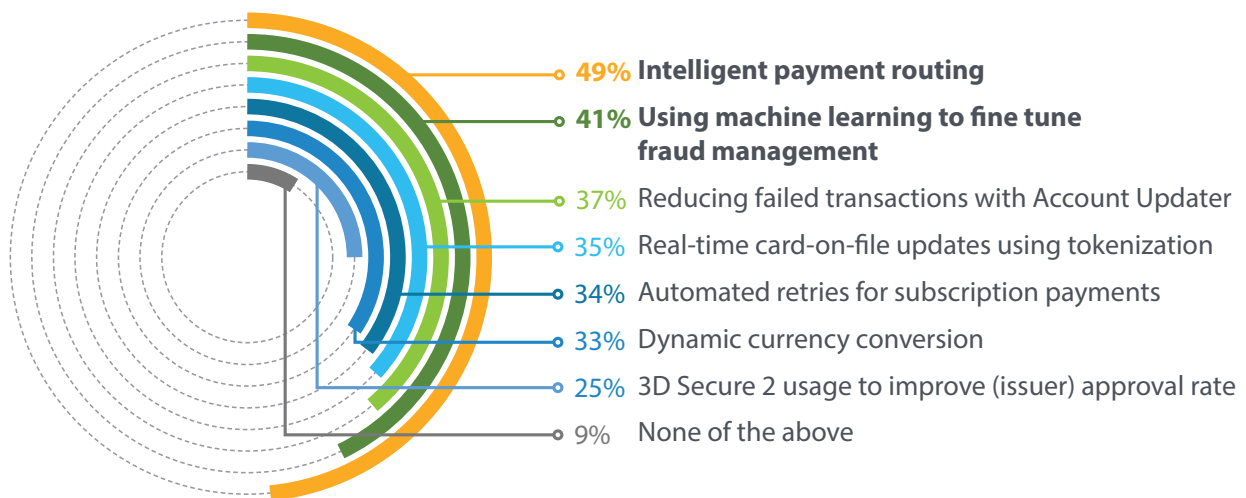Fraud & Payments Professionals

EFFECTIVE PAYMENT MANAGEMENT PRACTICES, APPROACHES AND TECHNIQUES

Making payment authorizations more efficient, intelligent and secure

As payment management processes become more complex, businesses are actively pursuing new approaches and techniques to make payment authorizations safer and more efficient. **Nearly 75% of the organizations in our survey currently use third-party data to facilitate authorizations**. This includes taking advantage of intelligent payment routing among multiple gateway providers (based on authorization rates) or among multiple acquirers (for declined transactions).

Many organizations are also using machine learning to fine-tune their fraud management rules, as well as taking advantage of automated account updaters, tokenized real-time card-on-file updates, and automatic retries on subscriptions to reduce failed transactions. As part of the same familiar pattern, the performance leaders in our survey made greater use of all these authorization approaches and techniques, and they were more likely to use third-party data than average organizations.

Authorization-related approaches and techniques

- **49%** **Intelligent payment routing**
- **41%** **Using machine learning to fine tune fraud management**
- 37% Reducing failed transactions with Account Updater
- 35% Real-time card-on-file updates using tokenization
- 34% Automated retries for subscription payments
- 33% Dynamic currency conversion
- 25% 3D Secure 2 usage to improve (issuer) approval rate
- 9% None of the above

Q **QUESTION ASKED:** Which, if any, of the following authorization-related approaches and techniques does your organization use?

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Use of third-party data in payment authorizations

79% Intelligent payment routing

77% 3D Secure 2 usage to improve (issuer) approval rate

77% Using machine learning to fine-tune fraud management

76% Dynamic currency conversion

75% Reducing failed transactions with Account Updater

73% Automated retries for subscription payments

71% Real-time card-on-file updates using tokenization
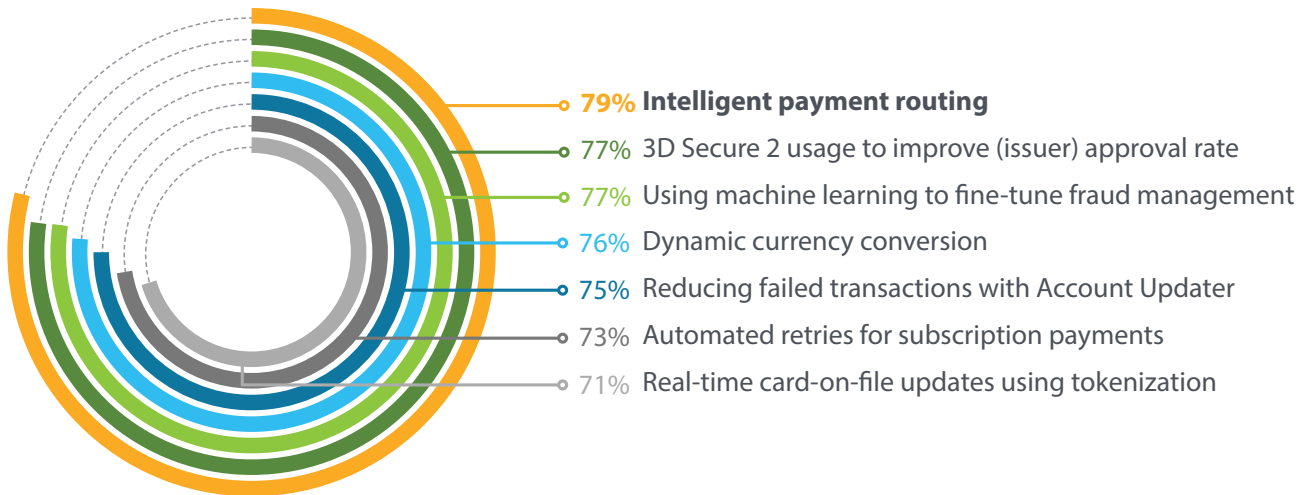
Q **QUESTION ASKED:** Does your organization use any third-party data in association with any of these?

EFFECTIVE PAYMENT MANAGEMENT PRACTICES, APPROACHES AND TECHNIQUES

Encouraging customers to use safer, lower-cost payment methods

Not all payment methods are created equal, and 82% of respondents indicated their organizations take active measures to encourage customers to select p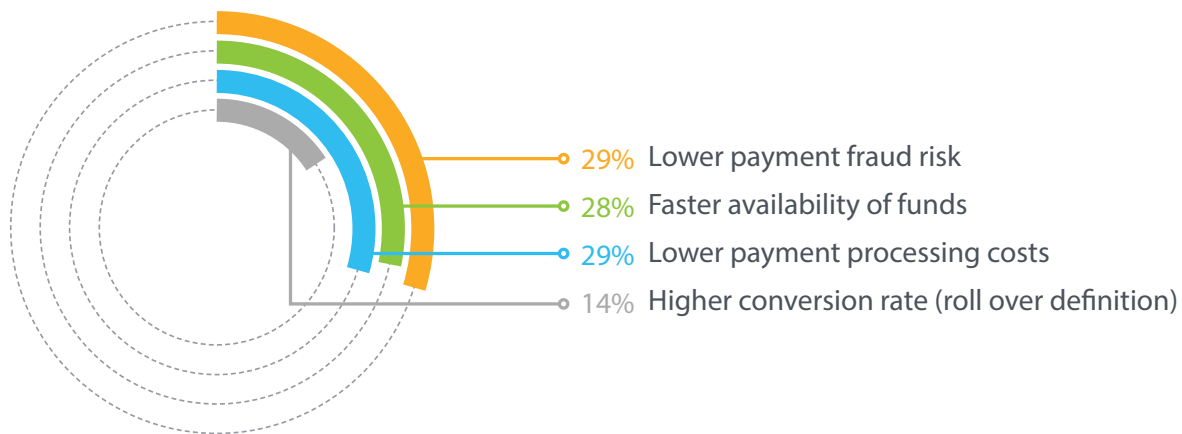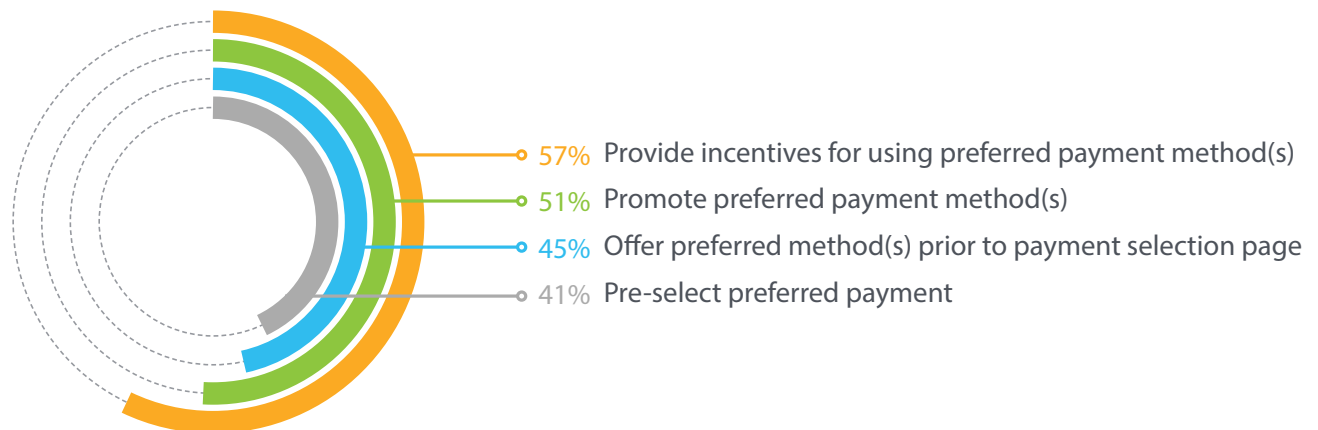ayment methods that are less risky, carry lower processing costs and make funds available more quickly. **Nearly all of the payment leaders in our survey understand the value of guiding customers to preferred payment methods, and they use a wide range of techniques and incentives to make that happen**—including special discounts, loyalty points, free shipping, and pre-selecting the preferred payment method on checkout pages.

Reasons for encouraging preferred payment method(s)

29% Lower payment fraud risk
28% Faster availability of funds
29% Lower payment processing costs
14% Higher conversion rate (roll over definition)

Q **QUESTION ASKED:** What is the one most important reason why you encourage customers to use your preferred types of payment method(s)?

Ways of encouraging preferred payment method(s)

57% Provide incentives for using preferred payment method(s)
51% Promote preferred payment method(s)
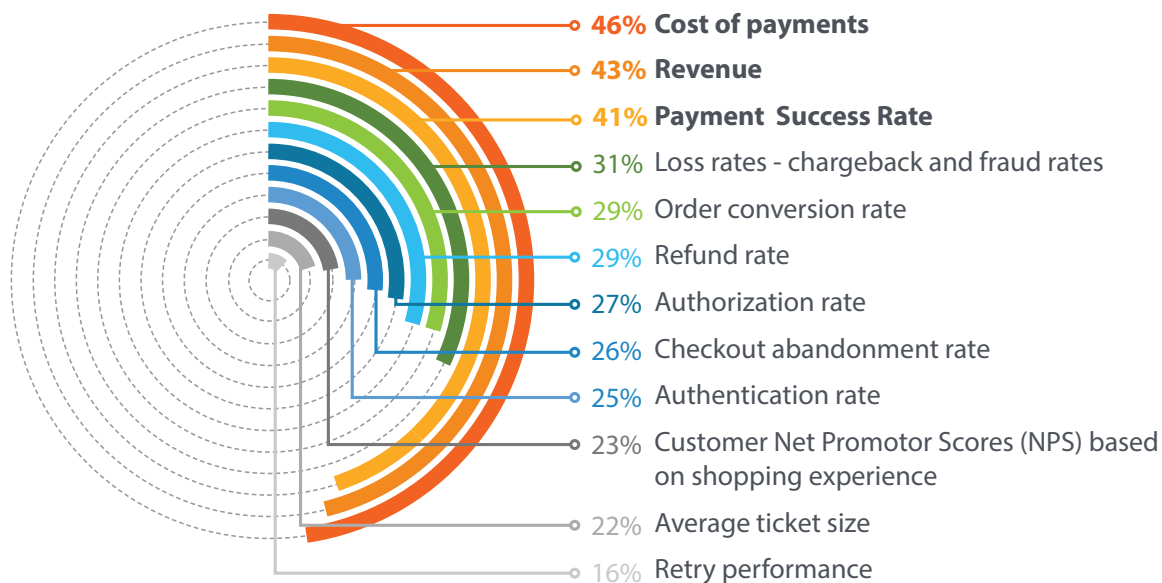45% Offer preferred method(s) prior to payment selection page
41% Pre-select preferred payment

Q **QUESTION ASKED:** In what ways do you encourage customers to select one of your preferred types of payment method(s)?

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FINDING THE RIGHT KPIs FOR MEASURING PAYMENT MANAGEMENT SUCCESS

What are the best, most informative metrics for measuring payment management success and tracking progress and improvements?

According to survey respondents, cost of payments, revenue, and payment success rates are the three most important KPIs. **Payment leaders, who tend to track more payment KPIs than others**, also identified loss rates (which are tied to chargebacks and fraud), checkout abandonment rates, and order conversion rates as important KPIs—along with retry performance success and customer NPS.

"Extremely important" payment management KPIs

46%	**Cost of payments**
43%	**Revenue**
41%	**Payment Success Rate**
31%	Loss rates - chargeback and fraud rates
29%	Order conversion rate
29%	Refund rate
27%	Authorization rate
26%	Checkout abandonment rate
25%	Authentication rate
23%	Customer Net Promotor Scores (NPS) based on shopping experience
22%	Average ticket size
16%	Retry performance

Q **QUESTION ASKED:** Which, if any, of the following payments management key performance indicators (KPIs) are extremely important to your organization?

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PAYMENT LEADERSHIP MEANS STAYING AHEAD OF CHANGE

There is one central, overarching characteristic that every top performer shares: they all successfully embrace the challenge of thinking beyond and staying ahead of change...

The ability to adapt to change has never been more important than it is right now.

The 2020 Global Payment Survey highlights dozens of specific practices and techniques that payment leaders have used to improve their payment performance.

But there is one central, overarching characteristic that every top performer shares: *They all successfully embrace the challenge of thinking beyond and staying ahead of change, rather than simply keeping up with their competitors and peers.*

In practical terms, this means proactively investing in processes and strategies that make their organizations more agile, adaptable and responsive to new payment requirements. Payment leaders have a more sophisticated and nuanced view of the total payment landscape. They consistently support more sales channels, payment methods, retail options, and payment connections than other businesses. They actively seek out and adopt the latest, most effective payment approaches and techniques. And they know how to measure their performance and progress more accurately and in greater depth.

Of course, the ability to adapt to change has never been more important than it is right now. So as we move deeper into this period of uncertainty, we hope you can use the insights in this report to guide your payment management efforts, think beyond the barrage of day-to-day challenges you face, stay ahead of the big, inevitable changes that are coming, and move into a bright payment future.

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APPENDIX

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APPENDIX

2020 Global Payments Survey Respondent Details

890 respondents surveyed in 20 countries

North America	250
Canada	100
United States	150

LATAM	150
Argentina	25
Brazil	45
Chile	25
Colombia	10
Mexico	40
Peru	5

UK/EU	200
France	50
Germany	50
United Kingdom	100

APAC	290
Australia	45
New Zealand	5
China	100
Hong Kong	15
India	30
Indonesia	7
Japan	25
South Korea	15
Philippines	21
Taiwan	15
Thailand	12

Region
- 32% **APAC**
- 28% North America
- 22% UK/EU
- 17% LATAM

Industry
- 40% **Physical goods/ retail stores**
- 30% Digital goods
- 11% Services
- 9% Travel/transportation/ entertainment
- 4% Telecom/utilities/ insurance
- 3% Restaurants/QSR
- 2% Other

MRC
- 53% **Non-MRC**
- 37% MRC
- 9% Don't know

Size
- 48% **Up tp $50M**
- 29% $51M-$500M
- 23% $501M+

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APPENDIX

Respondents percentage of total revenue from eCommerce

- **31%** **50-74%**
- 24% 25-49%
- 21% 75%+
- 12% 1-24%
- 7% Don't know
- 5% Cannot disclose

Mean	52.8%	55%	49.9%
Median	54%	60%	50%
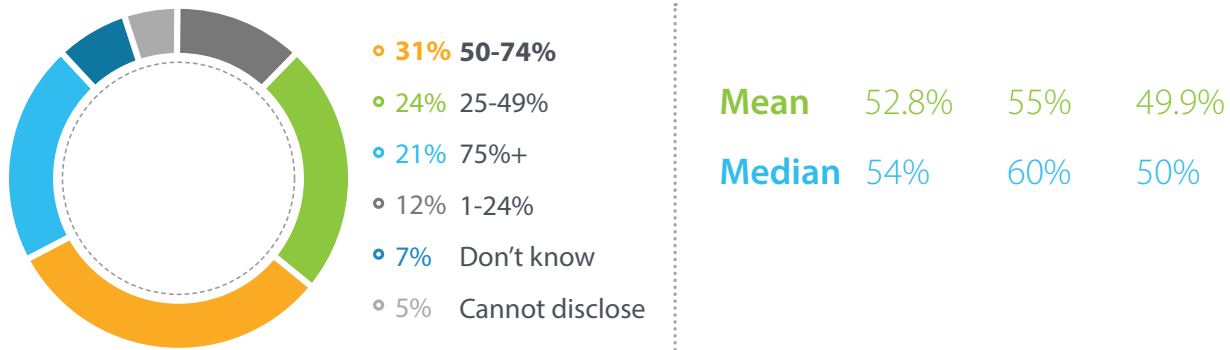
Payment types accepted in top 3 markets

- 47% **Cards**
- 46% eWallets
- 44% Digital wallets
- 33% mCommerce mobile
- 24% Bank transfers/cash option
- 20% Third-party
- 12% Gift cards/vouchers

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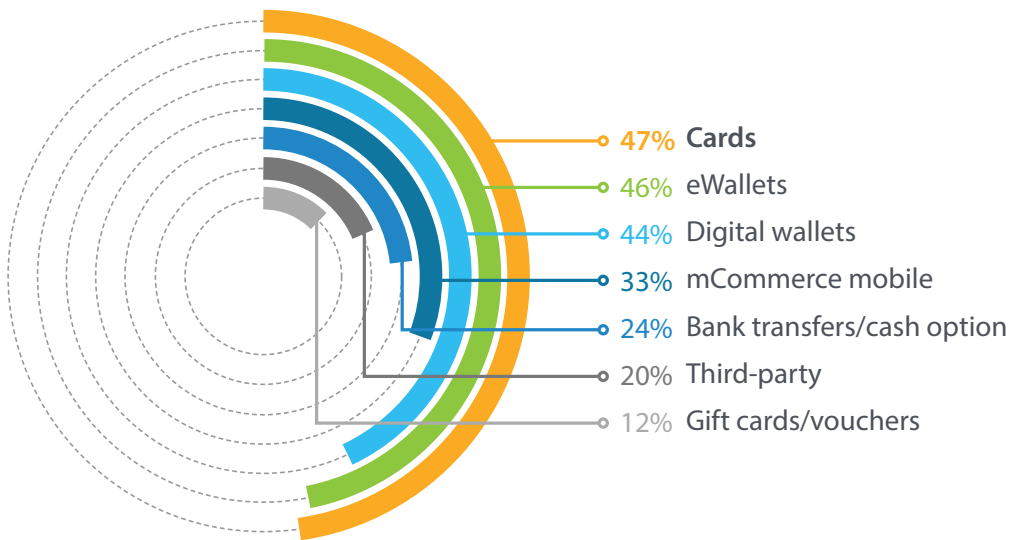
APPENDIX

Payment conversion rates by regions and verticals

Mean Conversion Rates

	Total	Region				MRC		Revenue Size		
		N/A	LATAM	EU	APAC	MRC	Non-MRC	Up to $50M	$51-$500M	$501M+
Cards	48.1%	56.7%	47.6%	50.7%	41.1%	41.1%	53.8%	50.8%	43.8%	49.5%
Bank transfers/cash	41.3%	43.0%	35.6%	44.8%	41.5%	35.7%	46.4%	44.2%	35.5%	44.0%
Digital wallets	37.6%	45.4%	29.3%	41.6%	34.8%	35.5%	40.9%	35.3%	35.6%	43.2%
mCommerce	35.7%	45.1%	27.7%	39.7%	32.4%	34.0%	38.4%	31.6%	34.2%	43.3%
eWallets	35.1%	39.6%	25.6%	39.9%	34.8%	33.0%	38.0%	32.8%	32.5%	41.9%
Gift cards/vouchers	32.9%	43.4%	22.1%	39.5%	28.7%	31.3%	35.4%	31.1%	30.0%	38.6%
Third-party	31.8%	36.0%	19.5%	35.4%	33.7%	31.4%	33.7%	28.7%	30.3%	37.9%

Median Conversion Rates

	Total	Region				MRC		Revenue Size		
		N/A	LATAM	EU	APAC	MRC	Non-MRC	Up to $50M	$51-$500M	$501M+
Cards	45%	65%	50%	50%	30%	30%	55%	50%	35%	44%
Bank transfers/cash	27%	20%	22%	30%	29%	20%	35%	30%	20%	30%
Digital wallets	21%	28%	18%	27%	22%	20%	30%	20%	25%	30%
mCommerce	20%	25%	20%	25%	15%	20%	20%	18%	20%	20%
eWallets	20%	20%	10%	25%	20%	20%	22%	20%	20%	25%
Gift cards/vouchers	15%	20%	10%	20%	10%	10%	15%	10%	15%	15%
Third-party	15%	18%	10%	20%	15%	15%	15%	12%	15%	18%

APPENDIX

Payment conversion rates by eCommerce revenue categories

Mean Conversion Rates

| | Total | % Revenue is eCommerce | | Industry | | | | | | |
		-50%	+51%	Goods/Retail	Digital	Restau-rants/QSR*	Services	Telecom*	NET: Travel/Transport/Entertain*	Other*
Cards	48.1%	45.4%	49.9%	54.5%	39.1%	45.5%	52.2%	55.3%	46.3%	48.4%
Bank transfers/cash	41.3%	41.3%	40.6%	46.6%	34.4%	35.9%	49.8%	38.2%	34.5%	62.5%
Digital wallets	37.6%	33.3%	41.1%	43.9%	34.3%	36.1%	32.8%	29.2%	32.1%	30.9%
mCommerce	35.7%	32.1%	38.7%	43.6%	30.4%	33.3%	32.8%	35.9%	30.9%	11.4%
eWallets	35.1%	30.2%	38.7%	40.1%	32.2%	31.5%	38.5%	23.9%	28.9%	29.7%
Gift cards/vouchers	32.9%	27.9%	36.9%	42.2%	24.6%	34.1%	26.8%	29.0%	31.0%	23.6%
Third-party	31.8%	29.1%	34.4%	41.5%	26.9%	30.1%	17.0%	31.3%	26.8%	12.8%

Median Conversion Rates

| | Total | % Revenue is eCommerce | | Industry | | | | | | |
		-50%	+51%	Goods/Retail	Digital	Restau-rants/QSR*	Services	Telecom*	NET: Travel/Transport/Entertain*	Other*
Cards	45%	45%	45%	56%	30%	33%	50%	60%	49%	35%
Bank transfers/cash	27%	30%	25%	35%	20%	20%	50%	26%	15%	57%
Digital wallets	21%	20%	26%	30%	20%	31%	18%	20%	20%	10%
mCommerce	20%	20%	20%	25%	15%	30%	8%	15%	20%	10%
eWallets	20%	15%	25%	25%	20%	25%	20%	14%	15%	15%
Gift cards/vouchers	15%	10%	15%	20%	10%	20%	6%	10%	12%	3%
Third-party	15%	15%	15%	28%	10%	30%	6%	14%	15%	10%

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APPENDIX

eCommerce acceptance rates by region and vertical market

Mean Acceptance Rates

	Total	Region				MRC		Revenue Size		
		N/A	LATAM	EU	APAC	MRC	Non-MRC	Up to $50M	$51-$500M	$501M+
Cards	52.6%	61.0%	49.6%	57.0%	44.6%	45.9%	57.7%	52.7%	50.9%	54.7%
Bank transfers/cash	44.2%	50.0%	38.1%	46.4%	42.2%	38.1%	49.5%	46.6%	40.6%	44.7%
Digital wallets	39.5%	45.5%	30.7%	45.6%	35.8%	37.1%	41.4%	35.8%	40.7%	43.7%
mCommerce	36.0%	40.8%	27.9%	41.0%	33.5%	34.5%	37.9%	32.2%	34.8%	42.8%
eWallets	35.7%	39.8%	26.8%	41.7%	34.1%	34.2%	36.9%	33.0%	35.0%	40.5%
Gift cards/vouchers	32.1%	43.2%	19.2%	39.5%	26.2%	33.1%	31.4%	29.3%	30.2%	38.5%
Third-party	30.3%	35.3%	16.1%	34.9%	31.9%	30.3%	30.5%	26.2%	27.9%	38.7%

Median Acceptance Rates

	Total	Region				MRC		Revenue Size		
		N/A	LATAM	EU	APAC	MRC	Non-MRC	Up to $50M	$51-$500M	$501M+
Cards	50%	75%	50%	60%	38%	35%	60%	50%	50%	60%
Bank transfers/cash	30%	33%	20%	30%	25%	20%	40%	30%	22%	30%
Digital wallets	25%	32%	20%	30%	20%	20%	30%	20%	30%	25%
mCommerce	20%	20%	18%	27%	13%	20%	20%	16%	20%	22%
eWallets	20%	20%	15%	25%	20%	15%	20%	15%	20%	20%
Gift cards/vouchers	10%	18%	10%	20%	10%	10%	10%	10%	10%	10%
Third-party	10%	20%	10%	15%	15%	10%	10%	10%	10%	20%

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APPENDIX

eCommerce acceptance rates by industry and revenue category

Mean Acceptance Rates

	Total	% Revenue is eCommerce		Industry						
		-50%	+51%	Goods/ Retail	Digital	Restau- rants/ QSR*	Services	Telecom*	NET: Travel/ Transport/ Entertain*	Other*
Cards	52.6%	50.6%	54.2%	58.3%	44.9%	50.7%	57.8%	56.4%	48.7%	43.0%
Bank transfers/cash	44.2%	44.4%	42.9%	47.7%	36.8%	42.5%	60.1%	37.8%	39.4%	55.0%
Digital wallets	39.5%	37.8%	41.3%	45.3%	36.5%	39.8%	37.2%	29.2%	34.9%	10.8%
mCommerce	36.0%	33.9%	37.6%	40.3%	33.5%	35.8%	35.3%	30.2%	31.9%	18.1%
eWallets	35.7%	32.0%	38.2%	40.8%	33.1%	35.9%	37.2%	21.8%	29.0%	24.4%
Gift cards/vouchers	32.1%	29.2%	34.3%	40.9%	25.2%	32.0%	26.4%	25.4%	30.5%	11.4%
Third-party	30.3%	27.2%	33.0%	36.5%	27.1%	30.0%	27.4%	21.3%	26.6%	16.1%

Median Acceptance Rates

	Total	% Revenue is eCommerce		Industry						
		-50%	+51%	Goods/ Retail	Digital	Restau- rants/ QSR*	Services	Telecom*	NET: Travel/ Transport/ Entertain*	Other*
Cards	50%	50%	56%	70%	40%	48%	70%	60%	50%	35%
Bank transfers/cash	30%	30%	25%	30%	20%	34%	90%	22%	25%	52%
Digital wallets	25%	20%	25%	30%	22%	33%	20%	15%	20%	5%
mCommerce	20%	20%	20%	20%	15%	29%	10%	20%	20%	18%
eWallets	20%	20%	20%	20%	18%	30%	20%	10%	20%	10%
Gift cards/vouchers	10%	10%	10%	15%	10%	20%	5%	10%	10%	3%
Third-party	10%	10%	15%	20%	10%	20%	10%	10%	12%	5%

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